



HOW TO HOST A TOY DRIVE

1. Set Up Your Drive Dates

- a. Identify the date your organization wants to start and end toy collection
- b. More Time, More Successful the drive
- c. Typically run Early November thru Early December

2. Create a Drive Flyer or Download Flyer from our Website

- a. Make sure it is colorful, informative, and outlines the details of the drive.
- b. Include The Salvation Army's official logo so people know where the donations are going
- c. Include a custom QR code, or web address for people to make online toy donations

3. Promote, Promote, Promote

- a. Distribute flyers around your local community and email the flyer to friends, families, coworkers, and clients

4. Put out donation bins

- a. Include flyers and signage on the donation bins
- b. Choose locations for bin placement that will have easy access to people
- c. Host a "Kick Off" to the campaign

5. Launch Virtual Toy Drive

- a. Promote online toy drive in conjunction with the traditional drive
 - i. Walmart Registry For Good for Virtual Toy Drives
- b. Donations are shipped directly to The Salvation Army
- c. Share the registry link on social media and email with family, friends, coworkers, and clients