



**Fill hearts with joy this Christmas.
Give toys to children in need.**

*How TO HOST **A TOY DRIVE***

1. Set Up Your Toy Drive Dates

- a. Identify the date your organization wants to start and end toy collection
- b. More time, more successful the toy drive
- c. Typically run early November thru early December

2. Create a Toy 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
- b. Host a "Kick Off" to the campaign
- c. Include it as a part of your holiday celebrations

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

5. Launch Virtual Toy Drive (Walmart registry)

- a. Promote online toy drive in conjunction with the traditional drive

<https://www.walmart.com/registry/RR/af8307f1-8c32-47c6-81d8-ad796496886c>

- 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