



*LIFE IS BETTER*

**when children smile**

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

## **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 (Walmart registry)**

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

<https://www.walmart.com/registry/RR/30e54d43-d4f5-400c-81d4-f6fcf0374f49>

- 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