

# Awkward Agent®

## TOY DRIVE (COMMUNITY)

Coordinating a toy drive is a great way to give back to your local community and bring joy to less fortunate children this holiday season. To get started, select a nonprofit. If you need help, contact social service professionals in your community, local fire department, police department, YMCA, or boys and girls clubs. Next, set the dates for your drive and establish partnerships with local businesses who are willing to place donation bins in their stores. After you've got these details worked out, it's time to start promoting your toy drive. Get the word out by sending a flyer to your sphere, posting on social media, and creating eye-catching signage for your bins. Recruit volunteers to help check bins regularly and pickup and drop off donations. We love this event because it's a way for you to be involved with your local community and in a way that costs you little time or money.

---

### WHO TO INVITE

Get the word out to everyone in your sphere. Let them know what you're doing and encourage them to donate to your cause. Also feel free to share with people you don't know. Send a flyer to your entire neighborhood and ask friends to share the toy drive on social media. This is a great way for you to make new connections and show leadership in the community.

---

### TIMING

Typically, toy drives run from early November through mid-December. Make sure you give yourself plenty of time to collect toys and deliver before the holidays.

---

### VENUE

Partner with local businesses willing to support your cause. Consider asking high-traffic locations like coffee shops, grocery stores, popular restaurants, and convenience stores to help out. You can also place a collection bin on your front porch for people you personally know to drop off donations.

---

### AGENDA

The following is a general timeline of events for the week of your toy drive.

1. Deliver collection boxes/signage
2. Monitor collection boxes
3. Final donation pick-up
4. Drop off donations
5. Recognize supporters (thank you cards, appreciation gifts, happy hour)

---

### WHAT YOU NEED

#### Supplies

- ☐ Truck(s)
- ☐ Large collection boxes

- ☐ Appreciation gifts (for volunteers and sponsors)
- ☐ Trash bags (for overflow donations)
- ☐ Camera or phone for taking pictures

#### Food & Drink

After dropping off donations, consider treating your volunteers to drinks and appetizers at a local hot spot. This will provide you with the opportunity to say thanks. If one of your collection sites is a restaurant, consider supporting their business and host it there.

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

# Awkward Agent®

---

## GOOD VIBES ONLY

---

### Icebreaker

Interested in starting a conversation on social media about your upcoming toy drive? How about asking friends to recommend a deserving local children's organization for your event. Let everyone know you're going to coordinate one this holiday season and would love their insight. This is a great reason to reach out and will provide you the opportunity to engage with people you may not have talked to in a while. Make sure you reply to every comment on your page to show how much you appreciate their ideas.

### Music

There are two things that make the holidays great. Giving to others and listening to Christmas music. While you're out picking up and delivering gifts, make sure you sing along to all your favorite classics. This could possibly result in the best day ever!

---

## HELPFUL TIPS

---

### Get the Word Out

We recommend advertising your event with the following:

- ☐ Personal phone calls
- ☐ Collection bins with signage
- ☐ Flyers
- ☐ Bulletin board posters (local businesses)
- ☐ Community newsletter
- ☐ Emails
- ☐ Text messages
- ☐ Social media

### Collateral

Further promote your personal brand with the following:

- ☐ Thank You cards (send to people you know, sponsors and supporters)
- ☐ Social media (post pictures of event and give shout outs)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.