

TIPS FOR CONDUCTING A SUCCESSFUL TOY OR FOOD DRIVE

First you need to setup a Drive timeline.

We have found that anywhere from one to three weeks works best, and preferably two. There should be three phases to your timeline –

1. A promotion phase,
2. A fundraising (or toy-raising as the case may be)
3. And a collection phase.

Promotion Phase:

- Send an FYI e-mail to the various departments, people, etc. who are participating or are the target audience for your Drive, to introduce the purpose, organization and general time line.
- Create and post flyers or posters in high-traffic areas (like break rooms, bulletin boards, hallways, elevators—wherever you have approval to do so. Make sure you state the purpose of the Drive on the flyer or poster. Include Cobb Christmas' name and web site address, as well as the date that the drive items are due.
- Be prepared to answer questions about Cobb Christmas, based on the materials we will provide you.
- Create desk-drop flyers or buck slips and distribute to each person in your target audience detailing the purpose of the Drive. Again, mention Cobb Christmas' name and web site address.
- Show a copy of the Cobb Christmas, Inc. promotional video.
- Arrange to have a Cobb Christmas Board Member to come to speak to your target audience during a meeting or special presentation.

Fundraising Phase:

- Ask individuals in your target audience to consider donating a toy.
- Ask individuals in your target audience to consider donating money. This should go to a central person (which could be a drive committee member, or a team / department specific contact) who will then organize a shopping trip with volunteers to maximize the number of toys which can be purchased and donated.
- [Click here for suggested gifts and donations.](#)
- Other fundraising ideas:
 - Bake Sale – People would donate homemade baked goods and staff a table where the items were sold, the profits of which would go towards the purchase of toys for the Drive.
 - Spare Change Day(s) – Central coin collection points would be setup and people would be encouraged to empty their desk drawers, coffee cups, and car ashtrays of their spare change. The change would be collected, counted and would go towards the purchase of toys for the Drive.
 - Selling prepackaged fundraising items – This would include donuts, candy, fruit or any other typical items that are prepackaged specifically for resale in fundraising drives. Put these items on a cart and have volunteers take them around various teams / departments. People love to have things brought to them. The net profit of the sales would go towards the purchase of toys for the Drive.

Collection Phase:

- Find a central location that is secure where your Drive items can be stored. It is a good idea to bring all the items to a central public location for display on the day before or the day you plan on delivering the items to the Distribution site.
- Find a central location that is viewable by the Drive participants, but can also be secured and monitored, where items from the Drive are stored until delivery.

During the Collection Phase is an excellent opportunity to take photos of the volunteer coordinators and the items themselves. Please consider sending us a copy of the photos taken during your Toy or Food Drive event