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## Roles and Responsibilities

Toys for Tots is a volunteer organization. While the Coordinator is ultimately responsible for the conduct of the campaign, they cannot and should not be doing everything by themselves. Here are some of the roles that should be filled, one way or another

Many of these roles and teams will need to interact with each other. [more](#)

### Coordinator

The Coordinator is the primary conduit between the local campaign and the Toys for Tots Foundation. They are responsible for determining how a campaign will be organized, handling funds, and for the completion of the year end paperwork. The buck stops there. They are the ultimate decision maker, and with great power comes great responsibility - at the end of the day, they need to determine how to serve those in their community.

But they can't do it alone. For the 2023 PACHST campaign, I will be looking for help in the following areas. Ideally I will find a lead and a backup, and those individuals will determine how much assistance is required to meet the responsibilities that have been delegated

### Volunteer Coordinator

Volunteers are critical to running Toys for Tots, and the more we have, the more flexibility we have to offer distribution events in multiple locations. The Volunteer Coordinator is responsible for finding new volunteers, working with the various other leads to determine how much assistance they need and where, and keeping track of the mailing list. Besides the Coordinator, they're the only person who would be sending out messages to all volunteers

### Fundraising / Events Team

With a goal of two gifts per child, and an average value of \$15 per gift, the value of the gifts offered to 15,000 children is \$450,000

That's a lot of cash, and not all those gifts are going to be collected for many campaigns.

Funds are donated by companies and individuals, but that is often passive - the donations are collected as they come in rather than being sought.

The Fundraising / Events team will be more proactive, and seek out sources of funds. It is important to remember that a campaign needs to focus their attention on their area of responsibility, and should not be seeking donations from individuals or businesses in another campaign's footprint. There are few hard rules in the Toys for Tots SOP, but that is one of them

How the Fundraising Team chooses to organize will be up to the individual involved, but ideally each event would have a different 'lead', to both spread the load and allow multiple members to take responsibility for events they are most comfortable with

Along with seeking grants and donations, the Fundraising team would be responsible for events. These can be 'simple' events like a trivia night, or large ones such as a golf tournament

One event the team would take point on is the annual Limoncello / Bar Avalon fundraiser. This typically takes place the second Sunday in December; ideally we would convince them to move it to the first Sunday, as getting the gifts in earlier will make it easier to pack out family bags

An additional option are the paper trains that can be sourced from the Foundation. On the back are barcodes for donations of \$1, \$5, and \$10. We would set that up early enough that any stores working with us on that would have time to modify their registers to read the barcodes

Finally, the Fundraising team would be responsible for soliciting sponsors for the Volunteer Shirts. A website will be set up this year via the Foundation to gather the donations, as it was hard to track who actually paid in 2022.

Sponsors will be listed on the local web site in a format like this:

<https://chester-county-pa.toysfortots.org/local-coordinator-sites/lco-sites/local-sponsors-details.aspx?sponsorID=19762>

The Toys for Tots Foundation can help us with registration and ticket sales; this is the website for our 2021 Golf Tournament

<https://marinetoysoftots.salsalabs.org/toysfortots-chester-pa/index.html>

## **Purchasing Team**

Once we have the funds, we need to spend them. Since the Purchasing team first needs to know what to buy, they'll need to know what we have in inventory, what we're expecting from the Foundation or other sources, and what our needs are - forecast initially, with more actual data later in the cycle

With this information, they'll need to look at where we can source those gifts. For local stores, they can work with the stores in question ahead of time to determine what may be appropriate gifts. In the past the stores have done a pretty good job when it comes to picking things out for us, but the purchasing team members may have a better feel for items that theoretically meet our needs but may not be the best choice

Most of the purchases are likely to be from wholesales, however. The team would need to determine what items we would want to source by age ranger, and then find a mix of gifts that will meet that need. Preferably they will select a mix that will minimize the chance that two children in the same family will get a) the same gift or b) gifts of wildly different values

Note that the funds for these purchases will come from the Foundation credit card; purchases *\*must\** be made with the Toys for Tots card, or the Foundation will not reimburse us.

Because they have a better feel for what the campaign needs, the team will help determine what items are available for virtual toy drives as well.

## **Communication / Social Media Team**

Toys for Tots doesn't exist in a vacuum, but the outreach to the community has historically not been all it could be. The campaign has a Facebook page, a website, and has had only modest success with the local press. Volunteers who are more comfortable with this would be helpful

The person writing this document is 50 years old, and my blog sucks. If I had a blog. Which I don't. I don't tweet, I don't use Instagram, and there are no tiks in my tocks.

Communications Lead:

At a high level, this person needs to start with finding content to update the campaign's Facebook page. I don't need daily updates, but it probably should be more often than I do - and we'll need to ramp up as we get closer to December

This person would also start doing general media outreach. There aren't exactly a huge number of news sources in Chester and Montco but they \*do\* exist; I haven't had a lot of luck in the past getting attention but someone who finds this interesting may have more luck. Basically creating glorified press releases to put on Patch and MyChesco would be a good start. I have some examples that I can walk through but it can be a time suck, and I both

I have some general guidelines to offer and a bunch of canned stuff from the Foundation, but this isn't my sweet spot. Ideally someone would take this and run with it, offering ideas and putting together stuff rather than needing explicit instructions to complete task X or outreach Y.

## **Drop Site Team**

The locations in our community that host toy drop boxes are a vital part of our campaign. Last year we had approximately 250 of them. These locations need supplies - drop boxes, posters, and other promotional material. They are often useful partners for events and fundraising as well, and we want to make them feel appreciated so they will continue to help us

The Drop Site team isn't necessarily responsible for dropping off supplies, but they will:

- Help track what sites need supplies, or are ready to go with supplies from last year
- Help update information on the publicly available sites, such as business hours
- Help find new public sites in underserved areas
- Help find private sites that will do on site drives for their employees

As part of their responsibilities, the Drop Site Team will need to help locate Supply Hubs: locations where we can have drop boxes, posters and other supplies available for drop sites to pick up. Historically we have tried to drop off boxes for anyone who asks, but this has become more challenging as people go back to the office. We will plan on doing a single pass to drop off boxes early for some sites

The Drop Site team will also help locate Consolidation Sites for Pick Up Week, work with those sites to determine their hours of operation, and work with the Coordinator to determine how many trucks / teams will be needed to pick these sites up, and possibly a tentative order. It is suggested that at least one site be picked up on Friday so the Saturday team has stuff to work with before the rest of the deliveries come in

#### Drop Site Lead:

This person will be responsible for maintaining information about the drop sites and working with me to close any gaps

The first thing will be some pure data manipulation. I have sites that have already signed up and I had a Google Form created to gather additional information. Those are on one Google Sheet but need to be better merged and manipulated so we have a list of sites where action is needed vs a list where they're all good

If they're up for it, I will get them access to update the raw data on the Foundation site so they're not dependent on me to pull updates, and they can update the site data as needed. That is something where a degree of care is needed, as it's possible to completely hose the application data if updates are not put in carefully

Along with the reactive side, they're going to have some proactive responsibilities as well. If we have an anticipated coverage gap based on known sites, I'd like them to see if they can locate some places that might be good drop sites. I can swing by with a letter to try to recruit them

## School Outreach Team

Schools offer both a source of toys and a potential source of need. There are multiple school districts in our coverage area, and each school district has many schools within them. Historically, participation from schools has not been consistent.

The goal of the School Outreach team is to communicate with the schools in our coverage area, and see which ones would like to participate. For those that wish to have toy drives, we need to determine if we will be working at a school district level or a campus level - and if we're doing virtual or in person collections. For those seeking volunteer hours, we need to set expectations on where we need help, and what roles we can offer that offer the most value to the program

## Warehouse Team

The Warehouse team is responsible for the warehouse - bringing in gifts and preparing them for distribution. While the Distribution Team is responsible for the actual distribution process, the Warehouse team is responsible for preparing the gifts for distribution - sorting incoming gifts, determining gaps and determining what else is needed, and packaging gifts for families and agencies.

The Coordinator is responsible for finding a warehouse, and interacting with the property owner, but the Warehouse Manager \*runs\* the warehouse. They will determine the floor layout, determine how many people are needed for what roles on what dates, and supervise the overall facility. Other members of the Warehouse team will report primarily to the Warehouse Manager.

For 2023, the Warehouse team will likely try to find people who 'own' certain areas of the floor - a Sorting Lead, a Floor Layout Lead, and a Packing Lead. The duties of these roles will be worked out with the Warehouse Manager, to ensure each section has a skilled person on hand who can determine the policies and procedures that go with their area, and work to improve them over time.

## Distribution Team

The Distribution Team will work with the Coordinator to handle the distribution

Duh.

So, let's be a little more helpful

There is a concept called the "Five Ws & One H" when it comes to basic problem solving. For Distributions, they go something like this:

**Who:** Which staff members will be running each event, and which families will be part of that event?

**What:** What will be distributed - in this case, this is known: pre-bagged family orders

**When:** When will each event be? When are the set up and tear down times? When are the gifts for each event to be delivered?

**Where:** Where will each event be located?

**Why:** Why is the distribution at this location and time, rather than somewhere else? Why does this event help meet the needs of our community?

**How:** How are the gifts to be distributed? For our campaign, family orders and pre-bagged

For our campaign, the critical questions are going to be the **Where** initially. We have a general idea of where the areas of greatest need will be, but we need a location where the gifts can be secured before the event, and where our team can offer them to our applicants. These distribution points will need to be locked down by early Nov, so we can offer those locations as options for our applicants

The Distribution team will help find those locations, and coordinate with the various property owners to set up the time(s) we will have access to the building.