



# Host a Toy Drive Toolkit

Contact person at Heartland Hope Mission  
Renaë Bush-Community Relations Specialist  
2021 U Street Omaha, NE 68107  
402.733.1904 x11  
[Renaë@HeartlandHopeMission.or](mailto:Renaë@HeartlandHopeMission.or)

Thank you for your interest in hosting a toy drive. Hosting a drive is a great way for your family, club, or organization to serve the working poor in our community. Collecting toys, stocking stuffers and wrapping paper will help to serve around 1,200 children for Christmas. We serve children ages 0-17 at Christmas in South O.

## Getting Started

1. Decided what age group you would like to collect toys for. Do you want to also collect stocking stuffers and/or wrapping paper? You can collect for all ages or select an age group that is most needed.

### **Toys-Most Needed Age Groups:**

- a. Boy and Girl ages 15-17
- b. Boy and Girl ages 12-14
- c. Boy and Girl ages 0-3
- d. Stocking stuffers for ages 10-17

### **Stocking Stuffers**

- a. Boy and Girl ages 0-9
- b. Boy and Girl ages 10-17

## **B. Schedule your drive**

1. Scheduling your drive is easy. All you need to do is decide how long you would like to run your drive for? You can select during an event, one day, a week, or longer. Once you have the length of your drive decided you can contact Renae by phone at 402.733.1904 x11 or by email at [Renae@HeartlandHopeMission.org](mailto:Renae@HeartlandHopeMission.org) to get your drive scheduled.

## **C. Marketing Materials**

1. Included in this tool kit are marketing materials that you can use to help promote your drive. You will find a customizable flyer and Heartland Hope Mission's logo that you can use. We encourage using social media like Facebook, Instagram, etc.... to promote your drive. Please email Renae at [Renae@HeartlandHopeMission.org](mailto:Renae@HeartlandHopeMission.org) any photos of you and/or your group collecting donation items that we can put on our social media accounts.

## **D. Virtual Toy Drive**

1. This year because of COVID-19, we have created an option for organizations to host a virtual toy drive. We can create a customized donation page for your company to collect monetary donations and we created an Amazon Wishlist where your group can purchase the toys and have them shipped directly to Heartland Hope Mission.
  - a. Example of Customized Donation page. We will send you a link that you can share with your group.

The screenshot shows a donation form with a blue header bar containing the text "Choose amount" and a right-pointing arrow. Below the header, there are two tabs: "One-time" and "Monthly", with "Monthly" selected and highlighted in blue. A small text note below the tabs says "You can log in to edit your recurring donation any time" with a question mark icon. There are three buttons for preset amounts: "\$ 5", "\$ 10", and "\$ 20". Below these is a text input field labeled "\$ Custom Amount". Underneath the input field are two checkboxes: "Dedicate my donation in honor or in memory of someone" and "Write us a comment". At the bottom of the form is a large blue button labeled "Next" with a right-pointing arrow.

**b. Amazon Wish List**

- i. We have created an Amazon Wishlist where you can share the link with your group. Individuals can purchase the toys through Amazon and have the gift delivered to Heartland Hope Mission.

## Finishing Up Your Drive

All toys, stocking stuffers, and wrapping paper need to be dropped off at our South Omaha location by Tuesday, December 8<sup>th</sup>. Toys and stocking stuffers need to be donated unwrapped. You can park in our south parking lot (back of the building). There is a green door that says: donation drop off/donation entrance. You can ring the bell and a staff member will assist you. Tax receipts are available upon request.

**1. Donation Drop off Hours:**

South Omaha: 2021 U Street Omaha, NE 68107

Tuesday: 6:30 pm to 7:30 pm

Thursday 1:30 pm to 4:00 pm

Saturday 9:30 am to 12:30 pm

If those hours do not work for you, you can also schedule a drop off time by contacting Renae by phone at 402.733.1904 x11 or by email at [Renae@HeartlandHopeMission.org](mailto:Renae@HeartlandHopeMission.org).