



# Join The Advocacy Group Project's 5th Annual Holiday Toy Drive

This holiday season, The Advocacy Group Project is serving the children and families of Downtown and East Los Angeles with a toy donation drive.

We are calling on members of our community to partner with us on this initiative. Sign up to be a partner with us and host your own micro toy drive at your school, in your office, at your place of worship or in your neighborhood. Make the commitment to become a partner and run a micro toy drive in your community.

[CLICK HERE TO SIGN UP](#)

## Who We Are

TAG Project is the nonprofit, community - centered arm of The Advocacy Group, a mental health and addiction services company, where we believe service is the foundation of recovery.



## Toy Drive Timeline

**ASAP:** Organize Your Micro Toy Drive

**November:** Run Your Toy Drive. Collect your toys from your community. Unbox and unwrap all toys.

**December 9:** Drop off date. All toys will be collected by TAG Project from 12-5 PM. Location to follow.

**NOT ABLE TO COMMIT?**

[CLICK HERE TO SHOP TAG PROJECT'S AMAZON WISH LIST TO DONATE TOYS.](#)

find us online:

[theadvocacygroup.co](http://theadvocacygroup.co)

[tagproject.community](http://tagproject.community)

If you or a loved one are suffering from an addiction or mental health crisis, we are here to help.  
Contact us at 1-888-742-5530 or [info@theadvocacygroup.co](mailto:info@theadvocacygroup.co)

# Micro Toy Drive 101

THE ADVOCACY GROUP PROJECT



## 1

### Organize the details

How many toys are you committed to collecting? \_\_\_\_\_

What are the dates your toy drive will run? \_\_\_\_\_

Where are you asking people to bring toy donations? Your home, business, school, house of worship or another location?  
\_\_\_\_\_

Will you be organizing an Amazon Wish List so people can ship directly to your home? \_\_\_\_\_

Notes:

- All donations must be dropped off to TAG Project on the weekend of December 9.
- If using Amazon: given the holiday timeline, allow up to 2 weeks for items to ship from Amazon Wish Lists (yes, even Prime items).

## 2

### Plan Outreach to your Community

What communities are you reaching out to? School, work, house of worship, sports, creative, other community networks?  
\_\_\_\_\_

What link(s) do you need to provide toys? \_\_\_\_\_

How are you letting people know about the drive? Email, text, phone, social media? \_\_\_\_\_

What's your message? Be clear about how people can donate, and the deadline for donations.

Sample message:

Hey there! This holiday season, I've volunteered to run a toy drive with TAG Project to get toys to kids in LA. I need to collect \_\_\_\_\_ toys by \_\_\_\_\_. Here is the link to shop my drive: \_\_\_\_\_ Toys on this list ship straight to my home. Can you donate \_\_\_\_\_ toys in support of this drive?

## 3

### Set Up Your Wish List & Run Your Toy Drive

- Use your Amazon account to set up a Wish List. [Click here](#) for details and how tos.
- Reach out to your community according to your outreach plan (see step 2).
- Please unbox and unwrap all toys as they arrive to prepare for drop off.
- Follow up with people who agreed to donate until items ship.



## 4

### Run Your Toy Drive

Coordinate drop of your donations with TAG Project on Drop Off Day: December 9 from 12-5 PM.

Contact Director of Community Relations, Elisha Hall to set a time. [elisha@tagproject.community](mailto:elisha@tagproject.community) or 310 245 6257.

Notes:

Address to follow. All toys must arrive unboxed and unwrapped.