



Join The Advocacy Group Project's 7th 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 13-15: 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

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-TAG-PROJ or connect@tagproject.community

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 Days: December 13-15 from 12-5 PM.

Contact Director of Community Relations, Elisha Hall to set a time. elisha@tagproject.community or 310 245 6257.

Notes:

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