

# Christmas in July & August!



## Community Toolkit

### Host a Toy Drive

There are many creative ways to host your own Christmas in July & August toy drive or fundraiser this summer! Host a potluck backyard BBQ and ask your guests to bring toys instead of food items, engage your children and have a lemonade stand or a bake sale to benefit P2P's Holiday Toy Store, set-up a collection box at your local Farmer's Market, or host a garage sale, and publicize it widely among your neighborhoods.

This toolkit includes everything you need to get started:

- 2023 Toy Wish List
- Christmas in July & August Poster
- P2P Brand materials (P2P Mission, Logo & sample social media posts)
- P2P Contact information



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## Let's Get Started!

### Step 1: Determine date(s), time(s), and a location for your Toy Drive

Drives can be as short as one day or as long as one month. Plan for plenty of time to collect and drop-off your donations.

### Step 2: Set your goal

Determine what items you plan to collect and set a goal. Are you collecting 100 educational toys for teens? 50 books for ages 5 –15? Use our Wish List to collect different items for different age groups.

### Step 3: Send us a quick email letting us know about your toy drive

If it is open to the public, we will share it on our social media channels! Email Courtney Galvan at [courtneygalvan@p2pHelps.org](mailto:courtneygalvan@p2pHelps.org) with 'Community Toy Drive' in the subject line.

### Step 4: Promote your Toy Drive.

- Send out emails to friends, family, and colleagues
- Print and hang posters
- Share on social media (sample posts below)

### Step 5: Drop-off your collection.

Please bring your collected toys to P2P's Darien Campus (1864 Post Road), Monday – Friday between the hours of 9am – 1pm. Once there you can fill out a donation form and will receive a tax receipt for your records.

## Thank You!

For more information about Christmas in July and P2P's Holiday Toy Store, contact Flor Gonzalez at 203 621-0702 or [florgonzalez@p2pHelps.org](mailto:florgonzalez@p2pHelps.org)

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## Share Your Stories!

Share the joy with photos of your team taking part in P2P's Christmas in July Holiday Toy Drive! And when you share on social media, please tag P2P using the handles and hashtags (see below) so that we can easily find and share your posts.

Please also share your photos with our marketing team, but only if we have permission to use them in materials and online. Email to Courtney Galvan, Marketing & Communication Director at [courtneygalvan@p2phelps.org](mailto:courtneygalvan@p2phelps.org)

### P2P's Social Accounts:

Facebook: @p2phelps

Instagram: @persontopersonct

### Hashtags:

#p2pchristmasinjury

#p2ptoydrive

## SOCIAL MEDIA SAMPLES



I'm helping P2P get a head start on this year's Holiday Toy Store with a Christmas in July Toy Drive. Help me make magic happen for low-income kids across Fairfield County. Visit my Toy Drive on [ADD DATE(S)] at [ADD LOCATION]! #p2pchristmasinjury #p2ptoydrive

I'm helping P2P get a head start on this year's Holiday Toy Store with a Christmas in July Toy Drive. Help me make magic happen for low-income kids across Fairfield County. To learn more, go to [p2pHelps.org/ChristmasInJuly](http://p2pHelps.org/ChristmasInJuly) #p2pchristmasinjury #p2ptoydrive



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## LOGOS & BRANDING

P2P logos may be accessed @  
[p2phelps.org/person-to-person-logos/](https://p2phelps.org/person-to-person-logos/)

## ABOUT P2P'S HOLIDAY TOY STORE

The holiday season at Person to Person (P2P) is a time of joy and generosity. Each year, the P2P Toy Store makes magic happen for low-income children in lower Fairfield County. This annual event ensures that our low-income neighbors can have gifts for their children during this special time of year.

See Darien Times article from 2022 Toy Store:

<https://p2phelps.org/2023/06/dariens-person-to-person-toy-store-returns-the-holidays-can-get-a-little-tough-with-bills/>

## ABOUT PERSON TO PERSON

Person to Person (P2P) is a non-profit agency with a vision for educated, financially-stable, and hunger-free homes for all. P2P serves over 27,000 residents in Fairfield County annually with essential resources to help them overcome daily challenges and put them on a path toward economic stability, including: three food pantries (Darien, Norwalk, Stamford), clothing center, caseworker assistance, emergency financial assistance, Financial Opportunity Center® (FOC), scholarships/mentorships, camperships, infant layettes, and holiday programs.

Our work is achieved through a combination of a small full-time staff, an extensive network of volunteers, community partners, in-kind contributions of food and household items, and monetary donations.

We strive for educated, financially stable, and hunger-free homes for all. To learn more, visit [p2phelps.org](https://p2phelps.org)



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## MOST NEEDED TOYS

### Young Children

- Truck and Cars
- Legos
- Baby dolls
- Building Sets
- Skateboards
- Scooters
- Action Figures



### Older Teen Children

- Basketballs
- Soccer Balls
- Sports Jerseys
- Blow Dryers
- Makeup Sets
- Drones
- Speakers
- Books & Board Games



Please bring new, unwrapped toys to P2P's Darien Campus (1864 Post Road), Monday – Friday between the hours of 9am – 1pm.

Learn more about P2P at [p2pHelps.org](http://p2pHelps.org)



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*It's never too early to  
spread holiday cheer!*



## P2P TOY DRIVE & AMAZON WISH LIST

### Young Children

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- Legos
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[p2pHelps.org/ChristmasInJuly](http://p2pHelps.org/ChristmasInJuly)



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