



person to person
toy store

December Holiday Toy Drive Community Tool Kit

Each year, Person to Person (P2P) hosts its Annual Holiday Toy Store, a heartwarming event that helps ensure 2,000 children from lower-income families experience the joy of the holiday season. At the Holiday Toy Store, parents can select a toy, a book, and a stuffed animal for each of their children as well as a family board game. This initiative helps alleviate the financial strain on parents, allowing them to provide gifts to their children without compromising on essential expenses. P2P's Holiday Toy Store unites the community to bring joy to every child, regardless of their financial situation. **This year's P2P's Holiday Toy Store will be from December 14th - December 16th.**

Host a Toy Drive

There are many creative ways to host your own P2P's December Holiday Toy drive this year! Host an Open House or football watch party and ask your guests to bring toys instead of food items. Set-up a collection box at your local Farmer's Market, or local community center. You can also encourage your children to set up a collection box at their school or the location where they engage in extracurricular activities.

This tool kit includes everything you need to get started:

- P2P Toy Drive and Amazon Wishlist Flyer
- Decorating Bag Flyer
- P2P Brand Materials (P2P mission, logo & sample social media posts with P2P contact information)



December Holiday Toy Drive



person to person
toy store

You can help bring joy to thousands of area children this holiday season, with a gift to P2P's December Holiday Toy Drive.

Toy Store Dates: December 14th - December 16th

4 Easy Ways to Give:

1

Shop our [Amazon Wish List](#). (Make sure your Amazon account is set to Person to Person!)

2

Donate to P2P's virtual Holiday Toy Drive and P2P will take care of purchasing a book, toy, and family board game. Give online at p2pHelps.org/ToyDrive.

3

Organize a [Toy Drive](#) in your community. Contact Flor Gonzalez at florgonzalez@p2phelps.org.
Toy item drop off due date at P2P Darien (1864 Post Road): Mon, December 11th

4

Help add a personal touch by [decorating bags](#) that will be used to package the toy items. Contact Sarah Demark at sarahdemark@p2phelps.org to request blank bags.

Bag drop off due date at P2P Darien (1864 Post Road): Mon, December 4th



December Holiday Toy Drive



Let's Get Started Organizing a Toy Drive!

Step 1: Determine date(s), time(s), and a location for your December Holiday 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 Amazon Wish List to collect different items for different age groups.

Step 3: Send 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 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 and share on social media (sample posts below).

Step 5: Drop-off your collection. Please bring your collected toy items to P2P's Darien Campus (1864 Post Road), Monday – Friday between the hours of 9am – 1pm. Donations must be brought to P2P Darien site no later than Monday, December 11th. Once there, you can fill out a donation form and will receive a tax receipt for your records.

Thank You!

For more information about P2P's December Holiday Toy Store, contact Flor Gonzalez at 203 621-0702 or florgonzalez@p2pHelps.org



person to person
toy store



person to person
toy store

P2P Toy Drive & Amazon Wishlist

December Holiday Toy Drive

Young Children

- Trucks & Cars
- Lego sets
- 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
- Perfume & Cologne Sets

Or scan code to purchase from Amazon Wish List

Please bring new, unwrapped toys to P2P's Darien Campus (1864 Post Road), Monday – Friday between the hours of 9am – 1pm. But before Monday, December 11th.

Please contact Flor Gonzalez at florgonzalez@p2phelps.org for more information.





person to person
toy store

P2P Decorating Bags Community Event

The holiday season at Person to Person (P2P) is a time of joy and generosity! P2P Toy Store's mission is to ensure that our neighbors can create cherished memories with their children during this special time of year.

We have an exciting opportunity for the community to get involved in decorating bags that will be used to package the toy items. Help us add a personal touch to this wonderful event!

If you'd like to participate, please reach out to Sarah Demark at sarahdemark@p2phelps.org.

Date to return your decorated bags is no later than Monday, December 4th, 2023 to P2P Darien (1864 Post Road) between 9am-1pm.

no glitter please





December Holiday Toy Drive



Share Your Stories!

Share the joy with photos of your team taking part in P2P's December 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

P2P's Social Accounts: Hashtags:

Facebook: @p2phelps #DecemberHolidayToyDrive

Instagram: @persontopersonct #p2ptoydrive

SOCIAL MEDIA SAMPLES



I'm helping P2P get a head start on this year's December Holiday Toy Store. Help me make joy happen for kids across Fairfield County. To learn more, go to p2pHelps.org/toydrive #p2pDecemberHolidayToyDrive #p2ptoydrive

I'm helping P2P get a head start on this year's December Holiday Toy Store with a Decorating Bag event. Help me make joy happen for kids across Fairfield County. Come by with decorating supplies to decorate these bags on [ADD DATE(S)] at [ADD LOCATION]! #p2pDecemberHolidayToyDrive #p2ptoydrive





December Holiday Toy Drive



LOGOS & BRANDING

P2P logos may be accessed @ 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 joy happen for children in lower Fairfield County. This annual event ensures that our neighbors can have gifts for their children during this special time of year. This year the Toy Store days will be from December 14th - December 16th.

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 28,000 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), camperships, infant layettes, and holiday programs.



persontoperson
toy store