

Boys & Girls Clubs of Long Beach *Joy Drive Toolkit*



The mission of Boys & Girls Clubs of Long Beach is to enable all young people, especially those who need us most, to reach their full potential as caring, responsible and productive citizens. We achieve this by providing a safe, welcoming and positive environment where they receive at least one hot meal a day, assistance with school work, and enriching programs that let them be creative and active kids.

The goal of the *2017 Joy Drive* is to provide a gift to each Boys & Girls Clubs of Long Beach member who would have otherwise gone without. Toys will be collected throughout the month of November and early December from corporate partners and supporters.

Here is all the information you need to support this great campaign:

Timeline:

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| October 18 – 30: | BGCLB Staff start accepting <i>Joy Drive</i> forms and <i>Adopt-a-Family</i> requests. |
| November 1: | BGCLB Staff will deliver or schedule pick-ups of the donation boxes and flyers to all businesses and supporters that signed up

Staff will distribute <i>Adopt-a-Family</i> wish lists to those that signed up

Social media portion of the campaign will start. Campaign participants can post provided material on their own social media. |
| December 11: | Staff will pick-up or schedule drop offs of the donation boxes. |
| December 15: | Donations will be distributed to Clubs for members to take home |

Materials:

Participation Form: **Included with this toolkit** is the participation form for both the *Joy Drive* and the *Adopt-a-Family* campaign. We ask that you complete the form and return it to the BGCLUB administrative office.

Please feel free to forward this form to others that you think will be interested in participating.

Flyer: **Included with this toolkit** is the *Joy Drive* Flyer. This can be used to post in your office break room or put in mailboxes.

Press Release: **Included with this toolkit** is the campaign's press release. We ask that participants use this information to promote the campaign to their contacts.

Box: Company's should indicate on their sign-up form whether they will provide and decorate their own box or if they need one dropped off to them. We do encourage participants to decorate their box and have fun with it.

Contest: We encourage participating companies to decorate their boxes and post it to social media with the #BGCLBJoyDrive. The company with the best looking box (hopefully full of toys) will win a delicious bottle of wine!

Sponsorships: If you would like to sponsor or underwrite the cost of the boxes, please contact Joy Lodevico at joyl@bgclublb.org or 562-595-5945.

Social Media: **Included with this toolkit** are a few images that can be used for social media posts. Also included are some examples of possible posts, hashtags, and tags.

Board Contact for Campaign

Elizabeth Jones

elijones@coca-cola.com

562-598-2167

Staff Campaign Contact:

Kari Cho

kari@bgclublb.org

562-595-5945 x229

We thank you for all of your support!