



# NORTH CAROLINIANS AGAINST GUN VIOLENCE EDUCATION FUND

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## Peace Toys for War Toys Exchange

Ideally planning begins 4 months prior to this event if you are seeking donations of toys from business community. NCGV begins in August for our event the second Thursday in December. Confirm location, date and time for event before contacting businesses.

### 1) *Get donations from businesses, congregations and organizations*

- Start calling/writing businesses to ask for toys or cash donations. Do not forget adult items for drawings/door prizes. We like to thank parents for bringing their children!
- Have letter ready to explain the Toy Exchange to them (many will need to have a letter to show their superior before they can get approval to donate).
- Have a flier ready to give to organizations, law enforcement and congregations who are willing to sponsor a toy drive for your event.
- Commitment for food donations (i.e. PSN may donate pizza, partner group/org. to donate paper goods, etc.)
- Entertainment (i.e. balloon twister, face painter, youth chorus, dance troupe).
- Decide who will speak at the event

### 2) *Get individual sponsors and donors*

- Cash and/or toys gratefully accepted.
- Volunteers (you will need 10-15, plan out how you will use them)
- Help with reaching out to Latino community (translating materials, outreach, etc.)

### 3) *Publicity*

- Make flier announcements to post or send electronically about 6 weeks in advance.
- Send to churches, child oriented organizations, after-schools, Parks & Rec. etc.
- Send invitations to public officials (four weeks in advance).
- Send press release one week in advance of the event. Be sure to include radio, TV, email listservs, community calendars & make announcements (talk it up) wherever the opportunity presents.

### 4) *Prior to the event*

- Make program to hand out at event. Keep the program short and speakers brief and to a minimum. List the organizations and businesses that donated on the back of program.
- TRY to get a count of how many children will attend so you know that you have enough toys. (Good luck with that!)
- Make press packets to give to any reporters that attend the event.
- Confirm food, table & chair setup, microphones/music and volunteers.

### 5) *Day of event*

- Make sure there is a big trash can at the entrance of event for “war toys”.
- Have two containers for raffle tickets (one adult/one child)
- Arrive to set-up about three hours prior to start. Ideally, the toys are in a separate room and kids are led into the room in small groups to select a toy. The toys are arranged by age and type of toy to help the selection process. Volunteers help with age appropriate toy selection.
- Instruct volunteer at entrance to use double ticket roll. When “war toy” is thrown away they get a ticket for a new “peace toy” the corresponding ticket goes into the child bowl for any raffle toys. Parents receive a ticket and their corresponding ticket goes into the adult bowl for raffle items.