



Key timings:

We work with over 60 companies every year and every company promotes the Toy Appeal in a very different way.

As a top level summary, we suggest:

- October is the time for you to plan (some companies do choose to launch the Toy Appeal in October)
- November is the time to engage with staff and collect presents
- December is the time to deliver the presents to the service you are matched with

During November and early December, we will share weekly updates with new stories and content that you can use to help encourage donations. These will be sent to the key contacts that you listed when you completed the registration form.

Below is an example of a week-by-week guide that some companies have found helpful.

- **Wednesday 1st November** – launch the Toy Appeal and let your staff know how to take part. Many companies launch on the 1st November but you can launch before or after this date, its entirely up to you. Ensure you make people aware of the close date. If your company is matching gifts, make sure you tell people to help encourage donations.
- **w/c 6th November** – share a story about the Toy Appeal and how you will be making a difference
- **w/c 13th November** – this week we will be launching our Make Theirs Magic campaign so you can share how the Toy Appeal is helping to Make Theirs Magic this Christmas
- **w/c 20th November** – share another story and remind people that you are
- **w/c 27th November** – remind your staff that this is the final week to bring in presents. If your presents require wrapping (please check with the service you are matched with) you can start to do that this week.
- **w/c 4th December** – most of our services request that presents are delivered this first week of December. Please remember to check with the service that you are matched with on the delivery date. Although you may not be collecting any more toys, you can still encourage staff to make a donation by visiting our Just Giving page.
- **w/c 11th December** – send our a thank you email to your staff and share any pictures that you have. Continue to encourage staff to donate to the Just Giving page
- **January** – Family Action will be launching its New Year, New Challenge campaign that will include a variety of physical challenge events and volunteering opportunities across the country. We can share further details with you closer to the time.