

Dear Angel Tree Host Site,

Thank you for participating in the 36th year of The Salvation Army Angel Tree Toy Drive, in partnership with WOOD TV8. We, as well as hundreds of families in Kent County, appreciate your generosity. We hope to collect toys for over 25,000 children throughout West Michigan and we need your help!

The Angel Tree toy collection runs from November 1 through the date indicated by your local Salvation Army.

You will receive your official Angel Tree Toy Drive tags within a few weeks of signing up. Each packet has a variety of tags for children of different ages and genders. Please place the tags on your Angel Tree for collecting gifts beginning November 1.

People who want to participate may take one or more tags, purchase an appropriate gift or gift card for the child listed on the tag, and return the gift, unwrapped, to your site or any other Angel Tree Toy Drive site. You are responsible for holding the gift cards that are dropped off in a secure area (envelope in a back room, secure drop-off box, etc.)

We welcome all toy donations, but the greatest need is the following:

- Toys for children ages 9 to 12
- Gift cards for teens in denominations of \$25 to stores such as Meijer, Target, or Walmart
- Toys/books in Spanish
- Toys for children with sensory sensitivity (autism, ADD/ADHD)

If you prefer to shop online, we have registries at both Walmart and Amazon.

Your organization is asked to bring collected gifts and gift cards to the designated Salvation Army site in your area. All gifts should be unwrapped and have the Angel Tree Toy Drive tag securely attached when returned. Angel Teen gift cards should be packaged together for drop off in a separate envelope or box labeled "Angel Teen."

Deliver your gifts and gift cards to the site during the scheduled drop-off times (information will be provided by your local contact person). Gifts delivered after the last day of collection may be distributed the following year.

To order additional tags, schedule toy drop-offs, or if you have any questions, please contact your local Angel Tree Contact.

Thank you for participating and bringing joy to thousands of children this holiday season! Without you and other community partners like WOOD TV8, it would not be possible.





DONATION SITE PROMOTIONAL GUIDE

This is a short guide to help promote the Angel Tree Toy Drive this Christmas Season. You can do 1, 2, 3, or all 4 of these steps! The promotional help you give this year will aid in the collection of more gifts for families in need this holiday season.

1

#ANGELTREE

Please use **#AngelTree** in your Angel Tree Toy Drive related social media posts. This creates an easy way for people to follow the conversation on social media. You may also feel free to tag us! Tag the Angel Tree Facebook page with **@AngelTreeToyDrive**, or WoodTV with **@WOODTV8**.

2

BADGE PROFILE PIC

We encourage you to use the attached “Angel Tree Badge” as your profile picture on Facebook and other social media during the gift collection dates. This badge will provide instant recognition of your organization as a participating location.

3

SHARE YOUR PURPOSE

Make a video about why your organization participated in Angel Tree and upload it to Facebook or other social media. Send the link to Angel Tree at uscgldgvac@usc.salvationarmy.org to be shared on the web, social media, or on-air.

4

SHARE YOUR TREE

Take a picture of your tree, upload it to social media, and send it to us! When people drop off a toy, encourage them to take a picture of their gift at the tree, tag a friend, and challenge them to do the same (use **#AngelTree**). Each person tagged is encouraged to donate this holiday season.

We couldn't do this without you. Thank you for helping “Love Beyond Christmas!”