TUPPERWARE TOY DRIVE

While You Are Waiting

- Now that you placed the order, you have some research to do while you're waiting for the shipment to arrive. You do not want to simply take boxes of **Tupperware Toys** to a collection site. Toys for Tots is a wonderful organization. However, depending on the distribution center, toys may be warehoused and delivered to other areas.
- You will make a much bigger impact when you donate to smaller independent charities. Check with children's homes, family support centers, churches and civic clubs. Many are involved with locally run organizations. You can also use "Google" find shelters for women, children or families.
- Contact the charity, and determine their need. They might only be able to use one toy, but they are going to remember where it came from.
- By donating locally and making personal deliveries, you will build community awareness. You might also consider contacting a local newspaper to let them know about your efforts. Of course, you are trying to be of service, but you are also working to grow your business. This gives you the opportunity to do both

Follow Up Calls

- The **Tupperware Toys** have gone to organizations that will get them in the hands of youngsters in need. Let your contributors know. Call the numbers on the sign up sheets. Tell each person where their **Tupperware Toys** went. This will reassure them that their donation was legitimate. It will also confirm the toy is benefiting a local child.
- This is also a chance to introduce or re-introduce yourself. In some cases, this might be your first contact with that person. Hopefully, it won't be the last. Share some details about your Tupperware business. This could be a new customer, host or recruit.
- If possible, have an event planned where you can invite these people, perhaps a Tupperware Open House or Cooking Class. An invitation gives you yet another reason to communicate directly with them. You'll want to make sure they will be attending, right?
- When you think about it, each **Tupperware Toys** means a new lead for you. The better your toy drive performs, the more potential for your business. With some commitment and creativity you're sure to increase party datings.