



Rescuing and recycling plastic toys for needy children

Your Local Program Getting Started

Dear Friends,

Welcome to Second Chance Toys, a growing community initiative to rescue and recycle plastic toys for needy children. Together we can bring some cheer to disadvantaged children and at the same time help save the environment.

Your local efforts will truly make a difference and provide the tools for play and social development.

This “how to” kit will help you get started with your own local initiative and provide ideas for rescuing, sanitizing, and recycling toys through local community organizations.

Our goal is to create involvement in communities throughout the United States and beyond in order to help the environment and children everywhere.

We invite any comments or questions to help you get your own program off the ground.

Every little bit helps to make a difference!

Sasha Lipton, Founder



5 Easy Steps to Getting Started

Follow these simple steps to get your own initiative up and running

- 1. Finding Toys**
- 2. Preparing Toys**
- 3. Finding Organizations**
- 4. Donating Toys**
- 5. Getting Media Coverage**



Step 1: Finding Toys

- Collect plastic toys
 - Toys must be complete: no broken, small or missing parts
- Network with friends, family, schools, organizations and religious groups to spread the word for toy donations
- Leave flyers with your contact information at garage sales for donations of unsold toys
- Find out the dates for large trash days in your surrounding communities
 - This is an easy way to get lots of toys in just a few hours



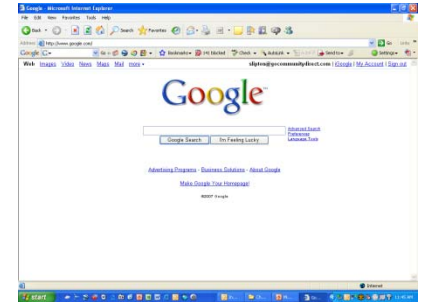
Step 2: Preparing Toys

- Our emphasis is on getting people to donate clean toys
- If cleaning toys is necessary:
 - Use an antibacterial soap or wipes
 - A hose or power-washer is effective in removing heavy dirt or built up residue
- Check against toy recall lists by going directly to:
<http://www.cpsc.gov/cpscpub/prerel/category/toy.html>
- Avoid plastic slinkies and very small toys
 - Anything that can fit through the opening of a cardboard toilet roll could be a choking hazard



Step 3: Finding Organizations

- Research local organizations online
 - Independent local children's organizations
 - Local chapters of national children's organizations
- We can also help you identify organizations if necessary
- Make contact with executive director or the leadership of the organization (we can provide you with a script including suggested conversation)
- Once the organization is identified and confirmed, set a date to make a toy donation
 - Approximately 30 - 50 toys = one donation



Step 4: Donating Toys

- Take photos during the donation with executives of the organization and children, if possible (this is at discretion of the organization)
 - Send us your digital photos and description to post on our website
- Have an executive sign a copy of the “Agreement Form” regarding release of liability
 - Email us for a copy



Step 5: Getting Media Coverage

- Search online for your local newspapers
- Get the names of the assignment editor or reporter that covers community service
- Email *Second Chance Toys* for sample press release
 - Tailor the press release to your own specifics (date, location, donation, etc)
- Send press release to your contacts
- Follow-up to make sure they received the release
 - Ask the media to cover your toy donation
 - If they are not available, send a photo with caption and press release
- Expect coverage; the local press loves the *Second Chance Toys* story as it involves children and the environment
- Media coverage is beneficial. It helps create awareness of what you're doing and generates leads for toy donations



Contact Us

- To help you get started, we provide the following at no cost:
 - Suggested script for contacting organizations
 - Agreement form regarding release of liability
 - Press release to get media attention and interest

We look forward to hearing about your initiative!





Thanks in advance for your efforts
You are helping to make a difference!

For further information:

slipton@secondchancetoys.org

www.secondchancetoys.org