

Shape - O Toy Drive

Getting Started

Build sales using the Shape-O Toy for a Toy Drive Donation. There are several approaches, including asking individuals to buy a Shape-O Toy to take to their neighborhood toy drop-off.

However the following method will serve to build sales and your business. You will be asking for cash donations to purchase Shape-O Toys for local Toy Drives. Using the sign-up sheet, collect contributions. Make sure everyone gives you their name and phone number.

1. Party Order Add-On: At your parties, tell guests you are committed to delivering the best early childhood development toy to underprivileged toddlers. You need their help. When they add \$20 (current sale price) to their order, a Shape-O Toy will be contributed in their name. (Note: This amount is not included in the party sales or towards the host credit.)
2. Business Display: Visit local high traffic businesses (banks, dry cleaners, gym, etc.) and speak with the manager or owner. Explain the “Shape - O Toy Drive” and ask if you can put up a small display. Leave a sign-up sheet and collection envelope. Arrange for a time and date to return and pick-up the donations.
3. Personal Contributions: Contact anyone and everyone, using email, phone, text, social media or simply face to face. Let them know about the “Shape - O Toy Drive.” This is also a great alternative to friend finding. It’s a fantastic way to re-introduce neighbors to Tupperware.

Placing the Order

1. Set up a Party. Order the number of Shape - O Toys minus 1 to 3, depending on the total.
2. Use the host credit to fill in the remaining Shape - O Toys. For example, if you needed 27 toys, you would order 25 and use the host credit for the remaining 2. This will help offset the shipping and tax expenditure (as the contributors are not charged that expense).
3. Half off Options. You may also use the half off items to fill more toy orders. However, an alternative is use those discounts as raffle prizes. When you offer possible participants a chance to win, they will be more likely to purchase.
4. Don't forget to order a “Thank You” gift. You might opt to raffle this as well, or use it as a future “Cash N Carry” item.

You may end up spending a few bucks to cover some of the shipping and tax. Ultimately, you will end up with cash in your wallet and sales credit towards your monthly bonus.

Depending on your commitment and approach, this has the potential to seriously increase your monthly sales.

Donate Locally

While You're 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 Shape-O 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 churches and civic clubs. Many are involved with locally run organizations. You can also use "Google" or (gasp) the phone book to find shelters for women 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 Shape-O 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 where their Shape-O Toy 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 Shape-O Toy 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.

Fill Your Datebook

