



Thank you for joining Operation Gratitude's Halloween Candy Give-Back Campaign!
Here are some tips and tricks to make your 2019 campaign a success.

Give-Back Campaign Tips

1. **PROMOTION:** Have fun creating flyers, posting them in your community and getting the word out! Use social media and ask your friends and family to help promote your campaign.
2. **SHIPPING:** Send in your candy on or before **NOV 8** and line your boxes with plastic bags to ensure easy and safe shipping.
3. **THANK YOU LETTERS:** Set up a letter-writing station at your collection site and ask people to write a letter of appreciation to our Troops, Veterans or First Responders when they drop off their candy. Download our letter writing guide.

DID YOU KNOW?

- **Operation Gratitude** volunteers collected more than **440,000** pounds of candy last year, distributing it to U.S. Troops serving far away from home, Veterans and First Responders in local communities.
- **Operation Gratitude** includes sweet treats in every Care Package that we send (and our goal is to send 525,600 this year -- one for every minute of the year!) Halloween candy serves as a reminder of home that helps bring smiles to our Troops' faces' - and you are helping make it happen by donating candy today!
- This year we're also forging strong bonds in communities nationwide by pairing candy donors with local First Responders to give you the opportunity to show your gratitude to your local heroes.

Types of Donations to Collect and Send to Operation Gratitude

- ✓ Individually wrapped, fun-sized Halloween candy
- ✓ Hand written thank you letters and drawings for Service Members, Veterans and First Responders

Items NOT to Send to Operation Gratitude

- ✓ 1lb bags of loose candy (i.e. candy corn)
- ✓ Halloween toy giveaways (i.e. plastic rings, charms, fake teeth)
- ✓ Loose sugar candy (i.e. Pixie sticks)



Tips for Promoting your Candy Give-Back Campaign

- ✓ Create and post fliers in your neighborhood
- ✓ Share campaign details on social media
- ✓ Ask your friends, family members, co-workers and/or school for help
- ✓ Contact your local newspaper, radio or TV station using our press release template

Include these important collection campaign details

- ✓ Types of candy donations needed, and types you don't want to collect
- ✓ Location, date and time for candy donation drop-off
- ✓ Deadline – remind people all items must be delivered before NOV 5 to ensure time for shipping

Sample Social Media Posts

Twitter

- Who's ready to support our Troops, Veterans and First Responders by donating extra #Halloween candy to @OpGratitude?
- We're collecting extra #Halloween candy until NOV 5 & @OpGratitude will send it to Deployed Troops, Veterans and First Responders!
- Too much candy? Donate your extra treats to support our Troops, Veterans and First Responders! @OpGratitude

Facebook & Instagram

- Your leftover Halloween candy can help put smiles on the faces of our Troops, Veterans and First Responders! We're collecting candy [insert date/time/place] for @OperationGratitude
- Want to send your extra treats to Veterans, First Responders & Deployed Troops? Donate Halloween candy to @OperationGratitude! Drop it off before NOV 5 [insert date/time/place].

Send us a JPG image file of your posters to candy@operationgratitude.com



Shipping Do's and Don'ts

DOs

- DO fill out the Donation Form and include the number of pounds of candy you are shipping.
- DO include a printed **Donation Form** for every box you send to us.
- DO line your boxes with big plastic bags to safely ship loose candy, or place the candy into zip-close bags.
- DO separate candy donations from packing materials or other donated items within the shipment.
- DO separate Thank You letters from donated candy in the shipment (to save them from getting destroyed!) Place all letters in an envelope or plastic bag, not within candy donations.
- DO ship your candy no later than **November 8** to:

Operation Gratitude
Attn: Halloween Candy Program
21100 Lassen Street
Chatsworth, CA 91311-4278

DON'Ts

- DON'T spend more money on shipping than the value of the candy you are donating.
- DON'T purchase candy on sale after Halloween. Only send us your extra/leftover candy. Please consider making a financial donation in lieu of purchasing candy and paying to ship it to us.
- DON'T send full-size candy or bags of loose candy. All candy donations must be individual "treat size" packaging and factory sealed.
- DON'T use boxes larger than 24"x 24" x 20" or ship boxes weighing more than 30 lbs.
- DON'T send Pixy Stix (or other powdery candy). They make a mess of the Care Packages.
- DON'T sort your candy. We want to make sure our Troops and First Responders get a variety of treats in each Care Package.