

Toys for Tots: Note pad with name labels
Copywriter: Mary Guinane McNamara

“I just don’t want to see their faces when they see the tree with no gifts and I have failed as a parent ...”

Dear Friend,

Can you recall a time when you felt your world had come crashing down? For many of us, if it were not for faith and the helping hand of another, we may not have been able to pick up the pieces and move on.

If you’ve known what it’s like to hit “rock bottom” in your own life, you may understand this letter...

“Hello my name is Jessica. I am not sure if you can help me, I have nowhere to turn and I am running out of time. I have three children and we just lost our home 3 mos. ago. I have, in addition, had a lot of health problems and no insurance. I do work, but the bills have to come first or we will have no place to live. I don’t know what to do or if you or anyone can even help me. I feel like have reached rock bottom.

I have nothing for the children for Christmas. I know that it is being together that counts, but my six year old is not understanding nor my 11 or 13 year old. I just don’t want to see their faces when they see the tree with no gifts and I have failed as a parent. I work hard to pay the bills, I just can’t seem to get ahead this year. Thank you for your time and have a happy holiday.” – Jessica

Jessica wrote to Toys for Tots at her lowest moment. I’m writing to you today, because to help her and thousands of others like her, we need people like you, who understand her plight.

When the only direction to go is up, sometimes you need a helping hand to get there. 2005 has been a difficult year for many poor working families and there will simply be no Christmas for those boys and girls unless we work together to make it happen.

It’s so sad to think of the many children who live in families struggling through adversity, health problems and mounting bills and how little hope they have of being remembered at Christmas - at all. As young as they are, they realize that the luxuries other children will find under the tree are far beyond their family’s reach.

But today, you can change that for them...

Imagine those same children, who have lived without so often during the year, finding a holiday surprise especially for them on Christmas Day! The simplicity of the Toys for Tots

mission – to deliver a message of hope through a shiny new toy at Christmas – has been a holiday tradition since 1947.

Yes, one act of kindness can bring hope for a brighter future. We know, because every year, we hear also from adults who, at one time, had a brighter Christmas because Toys for Tots helped their family through a rough patch.

With your help, Toys for Tots can distribute presents to more deserving children and bring a moment of happiness ... and the glimmer of hope that maybe, just maybe, next year will be better.

Your gift to Toys for Tots helps many children because we're able to buy in bulk and stretch every dollar as far as it will go. Literally, millions of children all over the country (7, 543,984 million in 2004) will find a toy under the tree because of your generosity.

Christmas is fast-approaching, so will you please respond today so we have time to get enough toys for all the children? Your gift of \$15, \$25 or even \$50 matters to Jessica's children and many others whose faith in life is dwindling. When you see the Marines delivering toys in your hometown, you'll know that, along with a toy, your gift brings hope for 2006.

Families facing a daily struggle to keep their heads above water, rely on faith, and the kindness of people like you to make it through. Thank you for being their helping hand this holiday season.

Sincerely,

William J. Grein
Major, USMC (Ret.)
Vice President
Marine Toys for Tots Foundation

P.S. I hope every time you use the name pad and labels enclosed you'll be reminded of the joy and inspiration you've brought to children this Christmas. Thank you for your generous support!

Reply:

Yes, Major Grein, I want to be the “helping hand” Jessica, her children and all the others like them need this Christmas. I want the Marines to deliver a shiny toy - and hope for the future - to every child in need this year. Please accept my gift of:

\$15 \$25 \$35 \$50 Other _____

Check Enclosed Please charge my credit card (provide information on reverse).

The Marine Toys for Tots Foundation is eligible to receive tax-deductible contributions. Please make check payable to Marine Toys for Tots Foundation. Thank you!

Teaser options:

A Toys for Tots letter that may hit home for you...

Help a Marine deliver a toy – and so much more – to a child this Christmas!

Who does the letter enclosed remind you of?