



**family  
action**



**Toy  
Appeal**

**Toy Appeal 'how to' kit**

# How to create an Amazon Wishlist ✨

We have put together a step-by-step guide of how to create an Amazon Wishlist for you and your colleagues to use as a tool for gift collecting for the 2025 Toy Appeal.

- The Amazon Wishlist is just one idea of how you could go about organising gift collection amongst your staff, but there are many other ways you can collect gifts too.

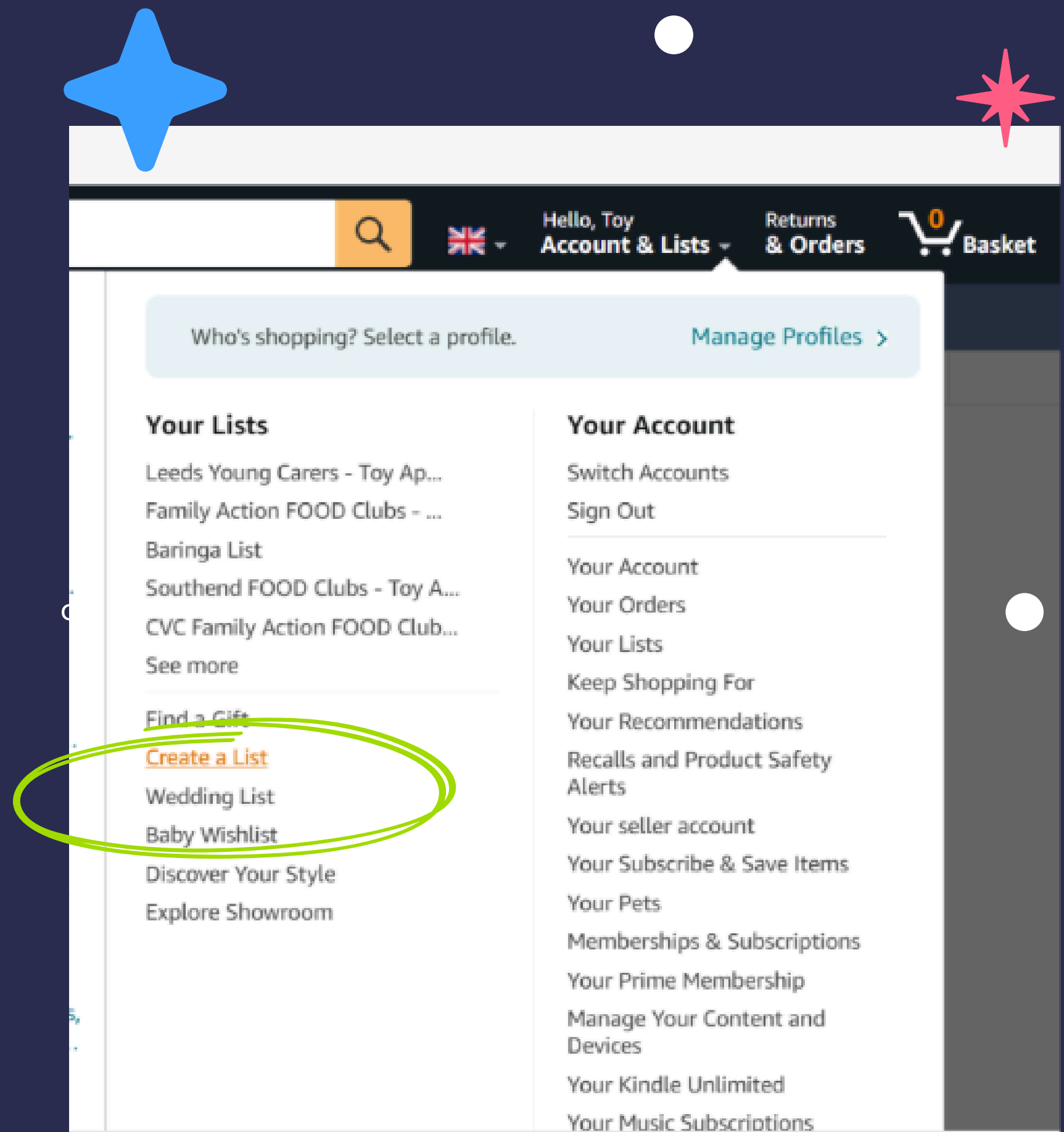
The Amazon Wishlist works by creating a list of all the products you want to purchase for your chosen service (based on their requests). You can set this up (following the instructions below) and then ask your colleagues to choose

- one item to purchase and 'checkout' with this item, which will remove it from the list.



# Step 1:

Go to <https://www.amazon.co.uk/>  
and hover over 'Account & Lists'  
and click on 'Create a List'



The screenshot shows the Amazon.co.uk website's navigation bar. The 'Account & Lists' menu is open, displaying two columns of options. The 'Create a List' link is highlighted with a green oval. The background of the slide features several colorful starburst graphics in blue, purple, green, orange, and pink.

Who's shopping? Select a profile. [Manage Profiles >](#)

**Your Lists**

- Leeds Young Carers - Toy Ap...
- Family Action FOOD Clubs - ...
- Baringa List
- Southend FOOD Clubs - Toy A...
- CVC Family Action FOOD Club...
- See more

**Find a Gift**

- Create a List**
- Wedding List
- Baby Wishlist
- Discover Your Style
- Explore Showroom

**Your Account**

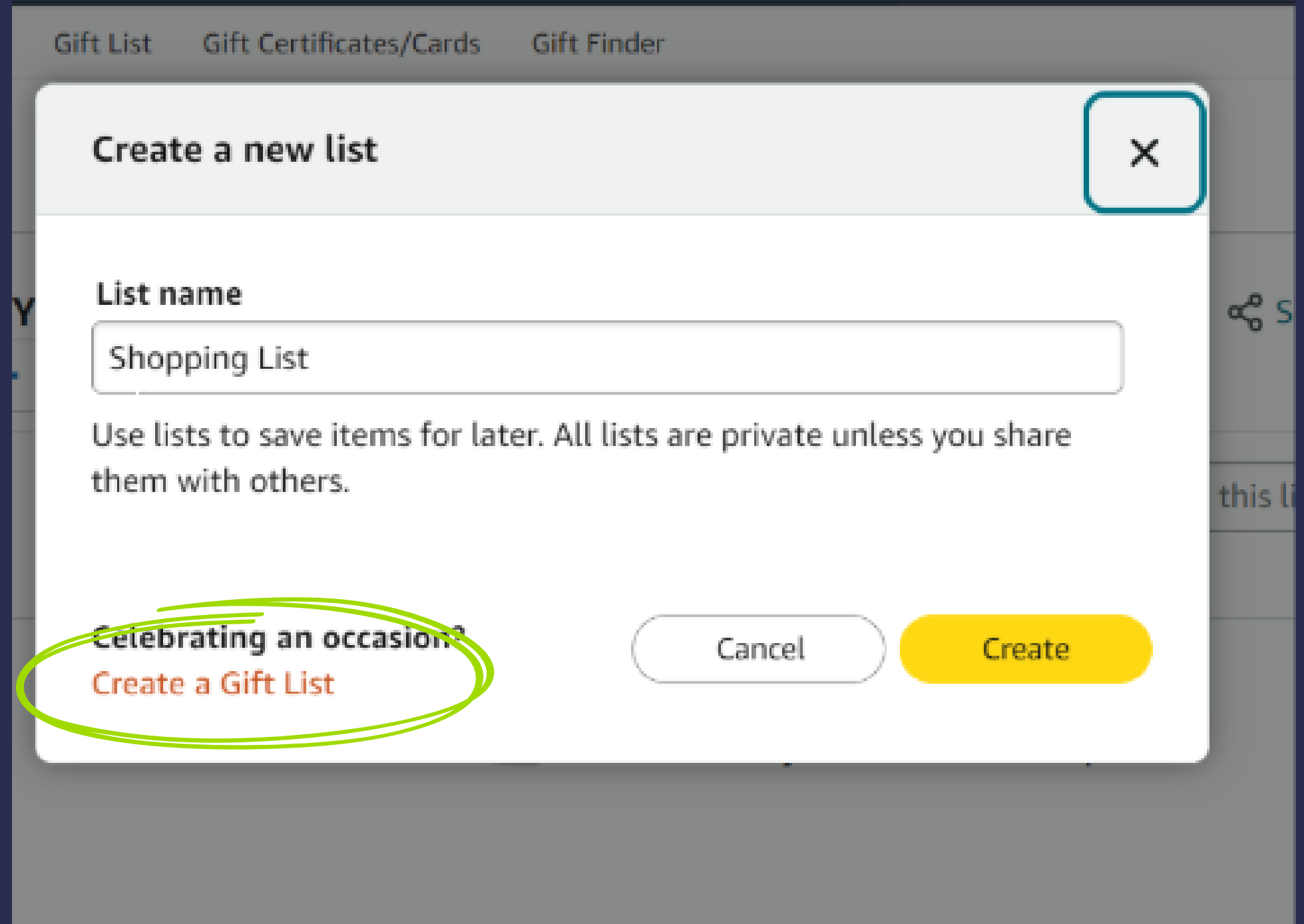
- Switch Accounts
- Sign Out

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- Your Account
- Your Orders
- Your Lists
- Keep Shopping For
- Your Recommendations
- Recalls and Product Safety Alerts
- Your seller account
- Your Subscribe & Save Items
- Your Pets
- Memberships & Subscriptions
- Your Prime Membership
- Manage Your Content and Devices
- Your Kindle Unlimited
- Your Music Subscriptions

# Step 2:

- Select 'Create a Gift List' at the bottom of the pop-up box on the screen.



Gift List   Gift Certificates/Cards   Gift Finder

### Create a new list

List name  
Shopping List

Use lists to save items for later. All lists are private unless you share them with others.

**Celebrating an occasion?**  
[Create a Gift List](#)

Cancel   Create

# Step 3:

Select 'Holiday' when prompted about the occasion and then fill in the details for your Gift list including a Gift list name, address and date.

Please provide information to help guests find your list in search results

\* Indicates required fields

**Your first and last name \***  
Gifters will use this to search for your Gift list

**Name your Gift List \***

**When are you celebrating? \***  
Don't know your date yet? Please put an estimated date.

**Where are you celebrating?**

# Step 4:

Make sure you change the privacy to 'Shareable', then click 'Create'.

**Your Gift List Privacy**

Select who can see your gift list. If you change your mind, you can update preference in settings

- Public.** Anyone can see this gift list.
- Shareable.** Only people with a link can see this gift list, but it will not be searchable.
- Private.** Only you can see this gift list.

[Back](#) [Create](#)

# Step 5:

Click 'Add' gifts' and begin browsing for toys to add to your list. You can even create gift tags to group the items on your list into categories e.g. Girls aged 6–8, Boys aged 10–12.

Toy Appeal | United Kingdom

**Toy Appeal 2024**  
73 days to go

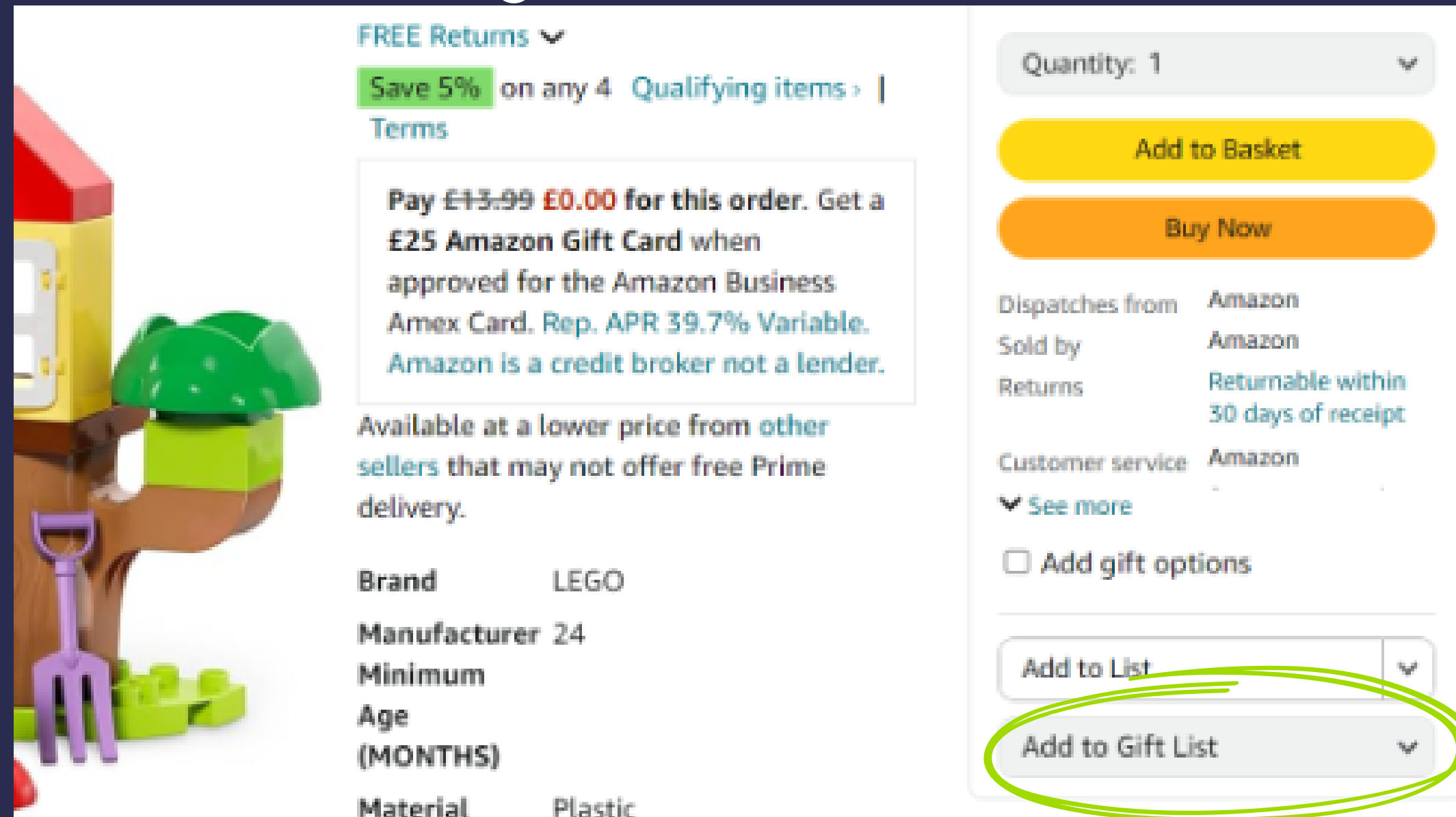
This gift list is **Shared** ▾

0 gifts remaining    0 gifts purchased    Show what's been purchased:

[Home](#)   [Add gifts](#)   [Thank you and returns](#)   [Settings](#)

**Gift tags**  
Make it easy for guests to find a gift by grouping items on your list however you choose – by family member, room, colour, etc. [Create a gift tag](#)

Add these items to the list by clicking the 'Add to Gift list' button on the right-hand side of the screen.



FREE Returns ▾

Save 5% on any 4 Qualifying items ▸ | Terms

Pay £13.99 **£0.00** for this order. Get a £25 Amazon Gift Card when approved for the Amazon Business Amex Card. Rep. APR 39.7% Variable. Amazon is a credit broker not a lender.

Available at a lower price from other sellers that may not offer free Prime delivery.

Brand LEGO

Manufacturer 24

Minimum Age (MONTHS)

Material Plastic

Quantity: 1 ▾

Add to Basket

Buy Now

Dispatches from Amazon

Sold by Amazon

Returns Returnable within 30 days of receipt

Customer service Amazon

▾ See more

Add gift options

Add to List ▾

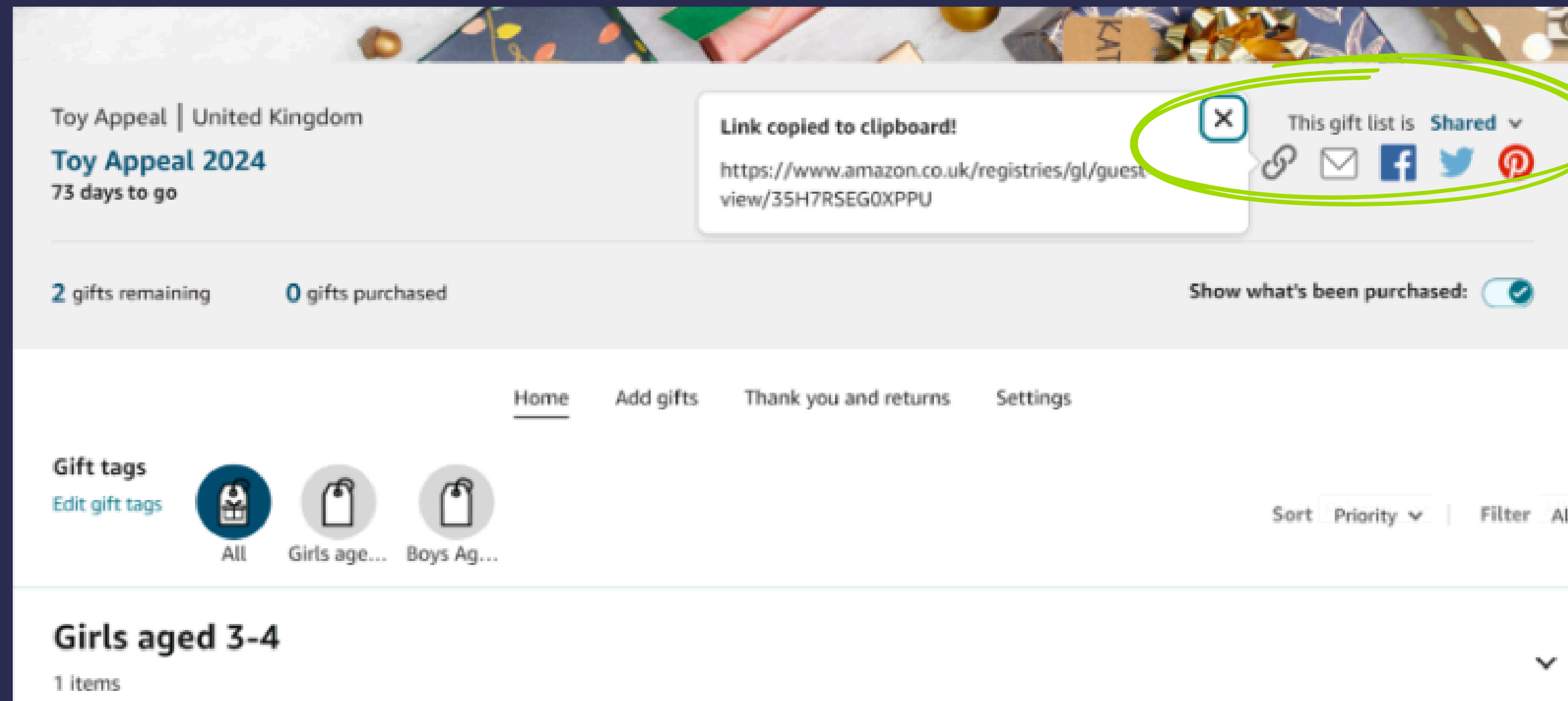
**Add to Gift List** ▾

Tip: You can browse by age using the filters on the left-hand side of the screen to help you think of great gift ideas for the age groups you are buying for.

The screenshot shows the Amazon website interface for the 'Toys & Games' category. On the left, there is a sidebar with filters. The 'By Age' filter is circled in green, showing options: 'Up to 2 years', '3 to 4 years', '5 to 7 years', '8 to 11 years', '12 to 15 years', and '16 years & above'. Below this is the 'Department' filter, with 'Toys & Games' selected. The main content area features the 'Toys & Games' title and a sub-header 'Explore a wide range of toys and games including Baby & Toddler Toys, Electronic Toys, and more'. A featured product, 'Monopoly Knock Out', is displayed with a collage of game components and its box art. Below the product, the text 'Monopoly Knockout Board Game' is visible. At the bottom of the main content area, the heading 'Featured categories' is present.

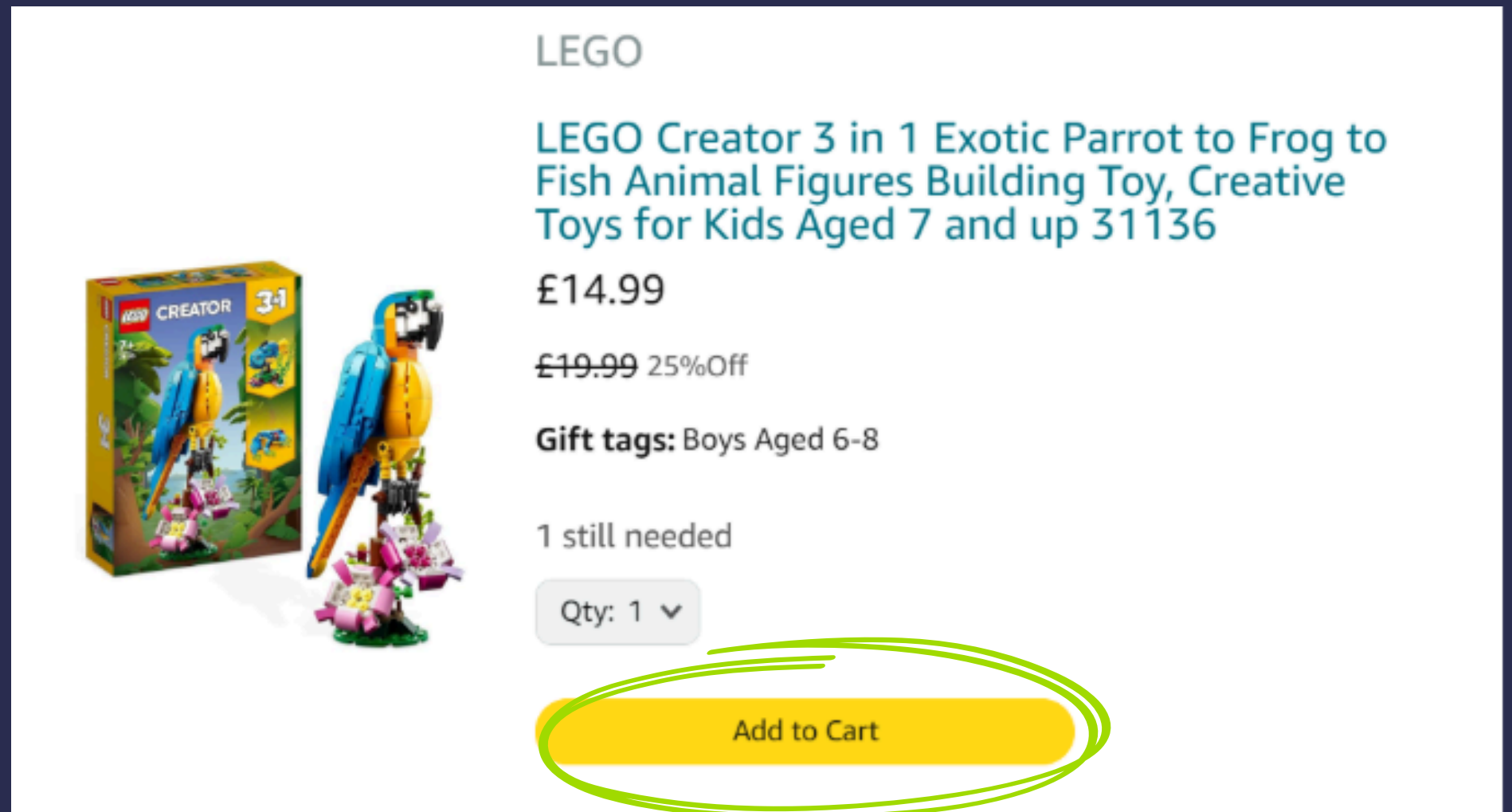
# Step 6:

Once you have finished adding items to the Gift list, go to your list and share the link with your colleagues by copying the link or by email.



# Step 7:

- Your colleagues can then access the list, choose an item to add to their basket and
- 'Add to Cart. They should then ensure they choose the correct delivery address to your office, and you can start collecting all your gifts ready to be delivered to your Family Action Service. The Gift List will show how many items have been bought and how many still need purchasing.



# How to collect a donation pool through Gift Round:

If you would like to collect a pool of money amongst your staff and then purchase all the gifts in one go, Gift Round is a great way of doing this securely and easily.



# Step 1:



Go to GiftRound and click +New GiftRound on the top right hand of the screen. Then fill in the details of what the GiftRound is for.



GiftRound

Start a GiftRound

Create Customize Share

### What is your GiftRound for?

GiftRound name

John's Birthday GiftRound

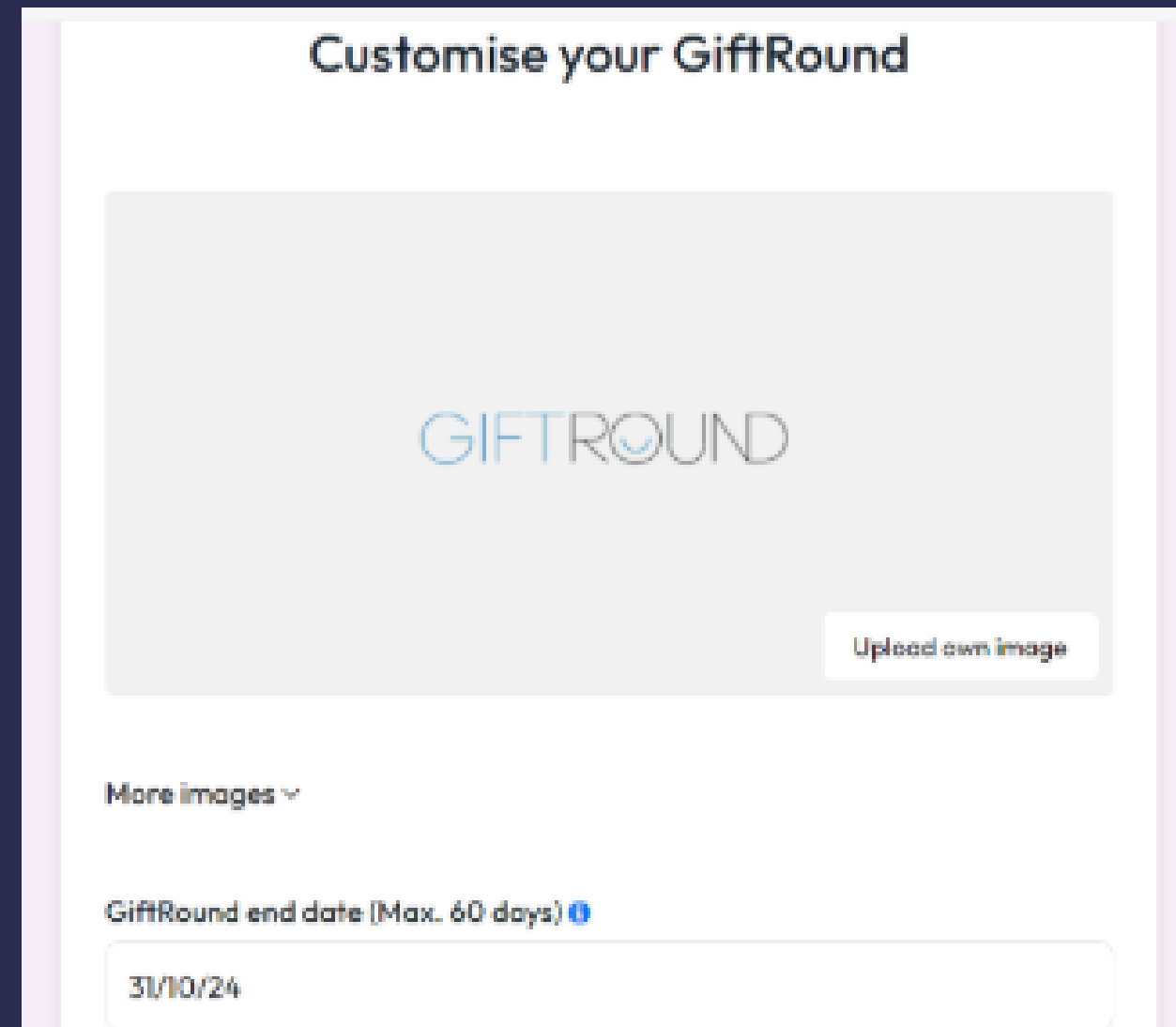
GiftRound occasion

This will help us guide you through the process



# Step 2:

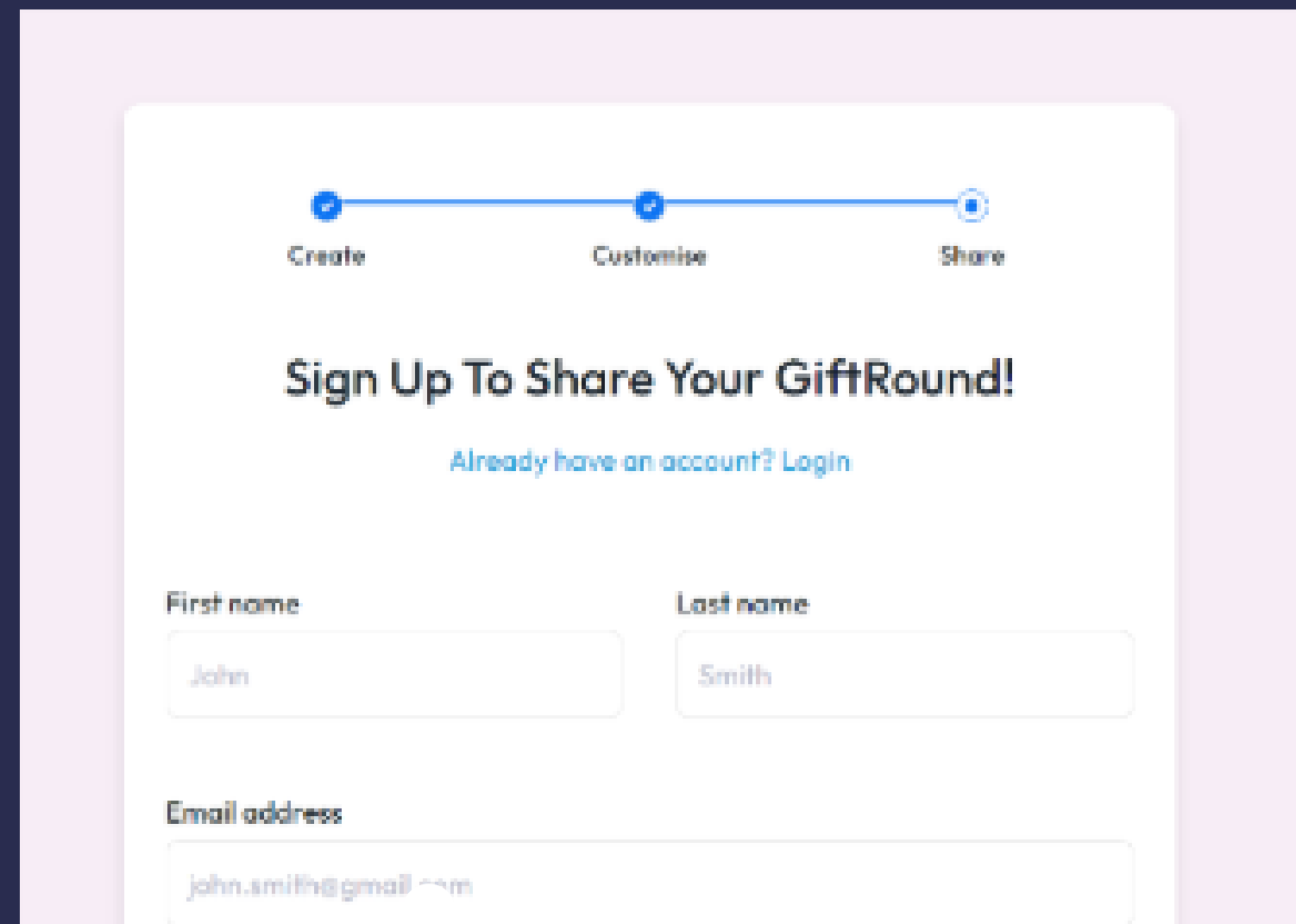
Follow the instructions to customise your GiftRound by adding an end date, a description and an image if you wish.



The screenshot shows a form titled "Customise your GiftRound". It features a large image placeholder with the text "GIFTROUND" in the center and a button labeled "Upload own image" in the bottom right corner. Below the image placeholder is a link that says "More images ▾". Underneath that is a label "GiftRound end date (Max. 60 days) ⓘ" followed by a date input field containing "31/10/24".

# Step 3:

Lastly, fill in your details to register and then share your GiftRound with staff. They will be able to donate to it, creating your own pool, which you can then use to buy your Toy Appeal gifts in one go.



The screenshot shows a registration form with a progress bar at the top. The progress bar has three steps: 'Create' (checked), 'Customise' (checked), and 'Share' (unchecked). Below the progress bar, the text reads 'Sign Up To Share Your GiftRound!' followed by a link 'Already have an account? Login'. The form fields are: 'First name' with the value 'John', 'Last name' with the value 'Smith', and 'Email address' with the value 'john.smith@gmail.com'.

# How to Share on Social Media: ●



We would love to see pictures and stories of you taking part in the Toy Appeal. If you share on social media, please tag us using the handles below so we can easily find your posts and help

spread the word:

- Facebook: Family Action
- LinkedIn: Family Action
- Twitter: @family\_action
- Instagram: @family\_action





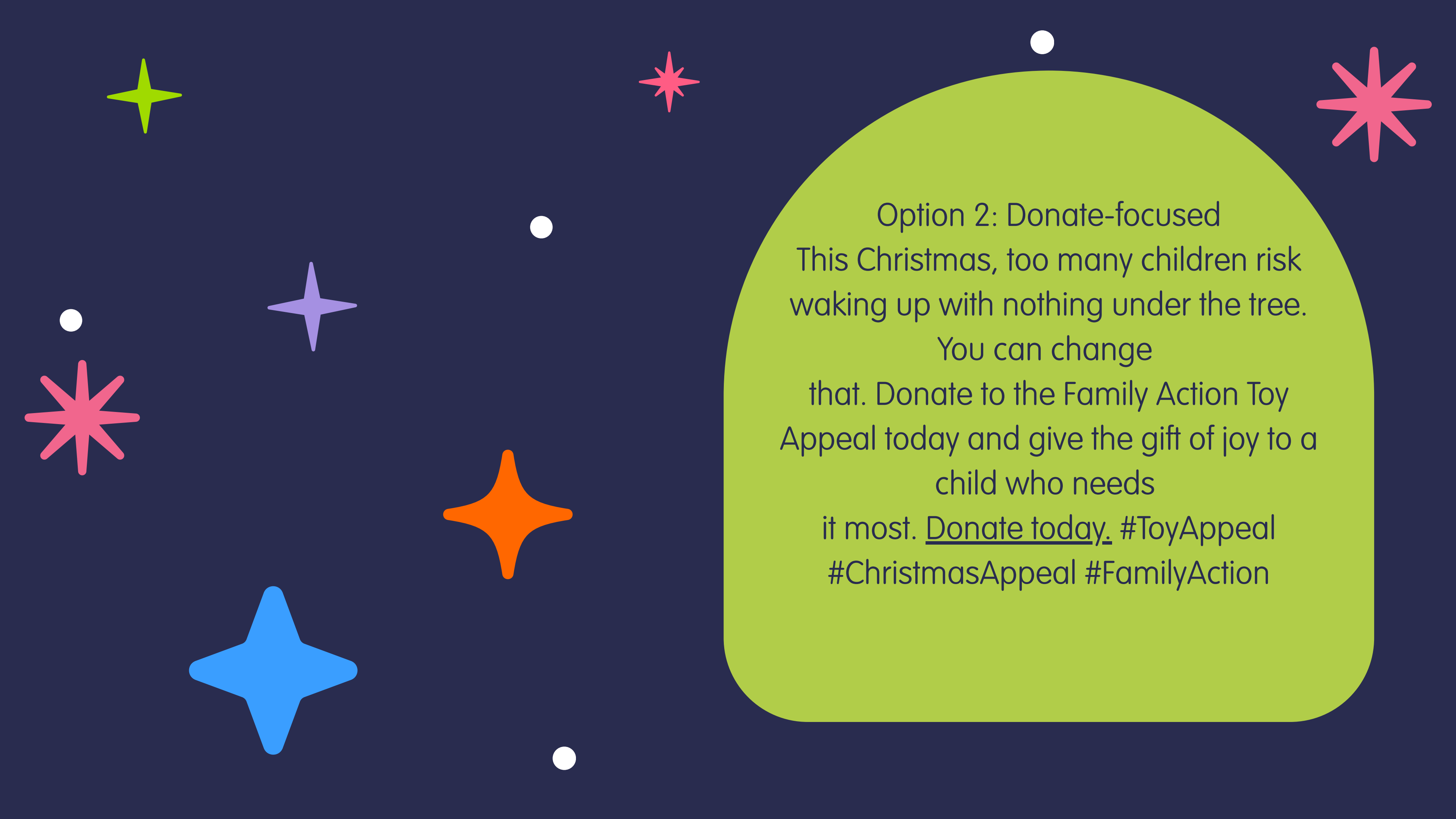
Here are 3 template posts you could use for your social media to spread the word about your incredible support on our Christmas Toy Appeal:



Option 1: Share-focused  
Help us spread the word about the Family Action Toy Appeal! Every share helps make sure more children wake up to a gift on Christmas morning. Join us in keeping the magic of Christmas alive.

– please share and tag us to show your support #ToyAppeal #ChristmasAppeal #FamilyAction

Link- <https://family-action.org.uk/give-support/donate-christmas-toy-appeal/>



Option 2: Donate-focused  
This Christmas, too many children risk waking up with nothing under the tree. You can change that. Donate to the Family Action Toy Appeal today and give the gift of joy to a child who needs it most. Donate today. #ToyAppeal #ChristmasAppeal #FamilyAction



Option 3: Pride in partnership

We're proud to be supporting this year's Family Action Toy Appeal. Together, we can make sure

every child has a gift to open on Christmas morning. Join us in keeping the magic of Christmas

alive. Donate today. #ToyAppeal  
#ChristmasAppeal #FamilyAction



Any questions please contact  
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