

Shoes With Heart[™]

flash drive



General Guidelines and Contacts for YOUR Successful Flash Shoe Drive

- Upon receipt of your signed agreement and W-9 if necessary, a Starter Kit will be sent to you. This kit contains 100 clear bags and 2500 rubber bands, enough supplies to collect 2500 gently worn pairs of shoes.
- Schedule time with your fundraising Coach to discuss drive success and develop a strategic plan for your drive. Utilize the Drive Planner, designed to help you stay on track and organized during your drive.



- Secure a storage location that can hold approximately 300 bags containing 25 pairs of gently worn shoes each. Some groups get a self-storage business to donate the space. A double car garage or a warehouse works well.
- Utilize the Bag Label Template in your marketing materials to create labels for your bags. The label will remind people what the bag is for, compel them to fill it with shoes, and return it to you! Don't forget to give them a deadline to return their filled bags.
- Have your team build a list of everyone they know and get a bag in their hands! Ask them to collect 25 pairs of gently worn shoes and return the filled bag to your group. Try passing bags out to friends, sports teams, church members, and service club members or have them collect shoes in their neighborhoods.
- Invite scout troops, service clubs, business owners, and other community members to get involved in cleaning out closets and supporting your shoe drive.
- Work with your fundraising coach for local public relations and marketing opportunities to raise local awareness for your shoe drive. Utilize social media outlets and your group's website to market your drive. Use the flyer/poster template provided in our marketing materials to help reach out to your community.
- Schedule regular calls with your fundraising coach to adjust your shoe drive strategy, communicate logistics, and discuss shoe pick up. Also let them know what is working for your group and what's not.
- Plan your pick up date and time with the Shoes With Heart Logistic Team. Don't forget to have two volunteers per 100 bags available when truck arrives to help load bags of shoes.
- Connect with us on social media to keep up with the latest Shoes With Heart news. Fee free to contact your fundraising coach with any questions.
- Get ready to have a celebration after you receive your check for all your hard work!

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