



Shoes *with* Heart™
Your Shoe Drive Planner



Task	Assigned to	Complete by	Completed On	Notes
Pre-Planning				
receive Starter Kit with 100 33 gallon bags and 2500 rubber bands				
confirm storage location for filled bags				
prepare bag labels				
build list of people to distribute bags to				
make list of businesses, churches, groups that will help				
identify neighborhoods that can participate, assign				
consult with fundraising coach- bag location, etc.				

Marketing and Promotion				
develop drive strategy with fundraising coach				
create your messaging to compel donors, tell the story				
download and print any flyers desired				
print bag labels and prepare bags for distribution				
promote drive on website and social media outlets				
talk to fundraising coach about local media outlets, businesses				

Recruiting				
distribute bags to all names on your list				
contact churches, businesses, civic groups etc. for participation				
distribute flyers, door hangers, bags in participating neighborhoods				



Task	Assigned to	Complete by	Completed On	Notes
First Reminder				
first follow up with bag list, collect full bags and count				
first follow up with churches, businesses etc. . . collect bags and count				
first follow up and neighborhood captains, collect bags and count				
rubber band collected shoes together				
bag shoes in groups of 25 pairs per bag				
distribute bags to any new potential donors				
communicate with fundraising coach- bag count, location, strategy				

Second Reminder				
second follow up with bag list, collect full bags and count				
second follow up with churches businesses etc., collect bags and count				
second follow up with neighborhood captains, collect bags and count				
rubber band collected shoes together				
bag shoes in groups of 25 pairs per bag				
distribute bags to any new potential donors				
communicate with fundraising coach- bag count, location, strategy				

Task	Assigned to	Complete by	Completed On	Notes
<i>Final Push</i>				
third follow up with bag list, collect full bags and count				
third follow up with churches, businesses etc., collect bags and count				
third follow up with neighborhood captains, collect bags and count				
communicate with fundraising coach- bag count, location, strategy				

<i>It's a wrap</i>				
collect all outstanding bags from your collection list				
collect all outstanding bags from churches, businesses, etc.				
collect all outstanding bags from neighborhood captains				
tally final bag count				
communicate final bag count with fundraising coach				
schedule pick-up with Shoes With Heart team				
confirm pickup location with fundraising coach				
verify organization name and tax ID with fundraising coach				
confirm check mailing address with fundraising coach				
receive check				
deposit funds				
send thank you notes to participants: including churches, schools, organizations, and individuals				
plan your next event				



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