



Weekly Steps to a Successful Gently Worn, Used and New Shoe Drive

Week 1- Planning, Marketing, and Recruiting

- Receive Welcome Kit, which includes bags to collect shoes, rubber bands for the pairs of shoes, and valuable information for your shoe drive fundraiser.
- Assemble your team of champions and volunteers to help you.
- Confirm a clean and dry storage location for collected bags of shoes.
- Build your list of individuals, churches, schools, businesses, civic groups, neighborhood organizations, etc. to help you collect gently worn, used and new shoes. You should have 350-400 people on your list for a successful drive.
- Ask your champions and volunteers also to develop lists of individuals and organizations they can approach to ask for gently worn, used and new shoes.
- Download and customize your digital material. Discuss media and social media outreach with your Funds2Orgs fundraising coach.
- Instruct your team to collect 25 or more pairs of gently, worn, used and new shoes. Encourage participants to gather as many bags of shoes as possible.
- Engage various churches, schools, businesses, civic groups, and neighborhood groups. Discuss goals and your mission with each organization.

Week 2- Kick Off and Begin YOUR Collection

- Make contact with those on your list. Encourage supporters to keep collecting. Give them tips on how to gather more shoes. For great ideas, check out our weekly Tips section on our website. As always, your coach is your biggest ally and source for information.
- Distribute fliers and door hangers to churches, schools, businesses, civic groups, and neighborhood organizations to let them know you're collecting shoes.
- Keep building list of individuals to collect gently worn, used and new shoes.
- Begin collecting gently worn, used and new shoes. Process shoes for quality per the Do/Don't Sheet. Keep a running count with your Bag Count Sheet.
- Rubber band shoes or tie shoe laces together. Make sure each bag has 25 pairs of gently worn, used and new shoes per bag.
- Communicate with Funds2Orgs fundraising coach weekly to discuss new opportunities or issues with the drive.

Week 3- Half way home

- Make contact with individuals on your list.
- Continue collecting shoes and processing them as you go. Remember to keep a running total of filled bags. Each bag needs to have 25 pairs of gently worn, used and new shoes, with pairs rubber banded or laces tied together.
- Follow up with churches, schools, businesses, civic groups, and neighborhood organizations participating. Collect shoes from them, process the shoes and add to your total.
- Communicate with your fundraising coach. You'll discuss your progress, bag count, and new ideas or opportunities to push you over the top.



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continued

Week 4- Almost there

- Make contact with remaining individuals on your list. Encourage them to gather as many pairs of gently worn, used and new shoes by the end of the week. Work locations, schools, churches, etc. are great places to collect. Ask for assistance for your shoe drive fundraiser.
- Follow up with churches, schools, businesses, civic groups, and neighborhood groups. Discuss final pickup.
- Collect bags of shoes, process and add to your running total.
- Make sure all collected bags contain 25 pairs of gently worn, used and new shoes each and that every pair is rubber banded or have laces tied together.
- Communicate with fundraising coach. Discuss your progress; you should be close to your goal.

Week 5- The Final Countdown

- Make final push to collect shoes from your list, process remaining collections of shoes and add to your total.
- Arrange final pickup with participating churches, schools, businesses, civic groups, and neighborhood groups. Make sure there are 25 pairs rubber banded or laces tied together of gently worn, used and new shoes per bag.
- Communicate final total with Funds2Orgs fundraising coach.
- Verify organization name and tax ID with fundraising coach.
- Verify check mailing address with fundraising coach.
- Schedule pickup and confirm location with Funds2Orgs logistics team.
- Arrange pickup volunteers. You will need 1 to 2 volunteers per 50 bags to help load shoes onto the truck.

Plan a celebration with your team to thank them for their efforts. Don't forget to send thank you notes to your supporters and then start planning your next Funds2Orgs Shoe Drive Fundraiser!!!



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