

How To Market Your Shoe Drive Fundraiser to Your Congregation and Followers

“For we walk by faith, not by sight...” 2 Corinthians 5:7

The Funds2Orgs team has years of experience in shoe drive fundraising and working with churches and mission groups. We understand the unique needs presented by faith followers. They want to support their church, mission and fulfill the commitment to their beliefs.

Besides supporting your church and mission work in an easy fundraiser, Funds2Orgs gives your worshippers and followers an additional reason to become involved. With a partnership with us, families can also support micro-entrepreneurs in developing countries.

These micro-entrepreneurs are looking for a way to feed and take care of the needs of their families and children. Shoes given by your congregants help supply small business owners around the world with inventory. This helps micro-entrepreneurs in over 26 developing nations create an economic path out of poverty. Oftentimes, systemic poverty prevents many from getting the proper education and opportunity for a well paying job. So, many have to figure out another independent route to economic sustainability for their families. [Click here](#) to learn more about our micro-enterprise work.

Our Gift to You

Funds2Orgs is the leading social enterprise for shoe drive fundraising in the United States. We have a wealth of experience in how to successfully implement this type of campaign. Whether or not you choose to partner with us, we want to share our expertise and knowledge with you.

In the following pages, please find our roadmap for marketing a successful shoe drive fundraiser in your community. Consider this our gift to you, because we know the importance of doing God’s work here on earth.

Here’s what you’ll find:

1. Funds2Orgs Fundraising Strategies
2. Other Ideas to Consider to Maximize YOUR Shoe Drive
3. Steps to a Successful Shoe Drive
4. Sample Email Campaigns
5. Calendar/Media Alert
6. Press Release

And as a final gift, please accept a free digital download of my book ***Not Your Father’s Charity: Be Bold, Dominate And Succeed In Marketing For Today’s Digital World On A Tight Budget Volume 2***. All you have to do is [click here](#).

God bless.

Break It Down

Utilize **Peer2Peer engagement** to make your goal more manageable. For example, instead of having a few people collect, reach out to 300 people and make them responsible for collecting 1 bag of shoes. Not a large group? Have your team engage their friends, family, coworkers, and neighbors. **You'll reach your goal in no time.**

People You Know

Ask your close friends, family, neighbors, and coworkers to take on the **ONE BAG CHALLENGE**. They can go home and check their closets, then reach out to their friends, family, neighbors, coworkers, etc. for shoes. When they have 25 pairs in the bag, simply return it and start another!

Your Message

Develop an engaging, catchy message that will make people want to donate their gently worn, used and new shoes to you. Don't just let people know you're collecting; let them know why. This engagement strategy is very powerful. **Example: "Did you know your shoes can help cure cancer?"; "Did you know your shoes can keep a child off the street?"**

Micro Enterprise Message

Remember this is a WIN/WIN fundraiser! Spread your message as well as ours for the best results. **Funds2Orgs uses the shoes you collect to help micro-enterprises in developing nations in Haiti, Ghana, Nicaragua, Togo, Honduras, Swaziland, Guatemala, Bolivia, Tanzania, Botswana, Benin, Zambia, and Senegal.** We believe the HAND UP is more beneficial than the HAND OUT.

Drop Off Sites/Containers

Try to find places with easy access, that people can drop off their shoes for you. **If it's easy for your donors to bring you their shoes, they're more likely to donate.** If you can, use clearly marked, water proof containers, such as a large trash receptacle, so people can easily identify where the shoes go and they will be safe from rain. Engage community businesses and locations to host a drop off box for your group. Publish your drop off locations on your website and social media pages.

Sign-Up Sheet

Create a sign-up sheet where people can make a commitment to collect a bag of shoes with 25 pairs in it for you. Make sure you include their name, phone number, and e-mail address on your sheet so you can follow up with them. **Once you have 300 people who have made that commitment you've reached your goal!**

Marketing Materials

Use the provided Funds2Orgs Marketing Materials available for download on the website to create posters and flyers to advertise your shoe drive. Use the flyers to make shoe collection boxes to put in your different locations.

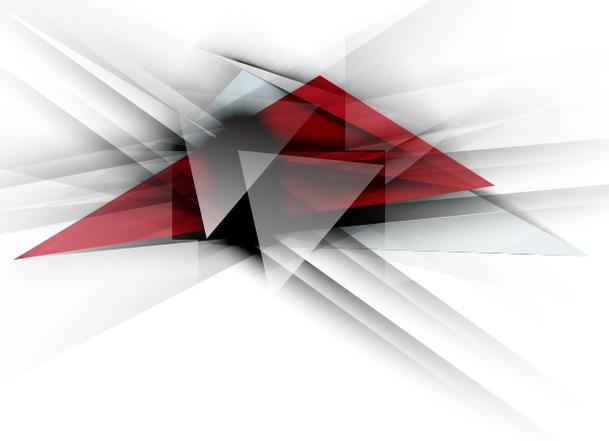
Fuel Your Shoe Drive

Consistently check up with the people who are helping you with your shoe drive, to see what progress they've made. Consider sending out a weekly group email reminder or text message. It saves time and you are likely to get feedback quickly. Communication is the key and if you stay consistent, your supporters and volunteers will more than likely do their best to help!

Clean out your own closets...

Then ask neighbors, family members, & friends to do the same.

To discuss these and other Fundraising Strategies, please contact your Fundraising Coach. They are here to help you maximize the success of your shoe drive!



Cellphone Contacts

Look through your phone and find friends/family members that will be willing to help or even donate-send texts asking for shoes.



Churches

Try hosting a Barefoot Sunday-church members donate the shoes they are wearing at the end of service, advertise in church bulletin, bulletin board, engage the youth group, pass out bags w/ labels, encourage the shoe drive in church members businesses, Christian Radio, engage other churches to help).



Community Bulletin Boards

Check local businesses for local bulletin boards and community postings. Similar to online community calendars, local coffee shops, gyms, and businesses often have community announcement areas which are great resources to spread the word about your shoe drive.



Community Calendars

Many communities have electronic bulletin boards that are free to post on. Use attachment C to create a custom listing for your drive and share with your local community calendar.



Craigslist

Ads are free, place them in several sections and keep them current.



Email Blasts

Use your email lists and members in your groups email lists to build a list that you can consistently send information about the progress of your fundraiser and how they can help.



Garage Sales

CraigsList, Newspaper: ask people doing garage sales locally to donate any extra shoes they don't sell, community garage sales are a great way to make collections, just let them know about your cause.



Local Businesses

Engage local businesses in your community to get involved with your shoe drive. Ask them to be a drop off location and encourage their employees to donate their gently worn, used and new shoes.



Local Gyms

Check with local gyms to see if they can donate shoes that were left in lockers or even set up a box where people can bring in shoes to donate.



Neighborhood HOAs

Many HOAs have message boards that they will allow you to use to promote an event, walk around neighborhoods with door hangers that have a set pick up day for picking up the shoes(they can leave them on their doorsteps or on the curb for you).



Parties

In the invitations let them know about your shoe drive, let them know bringing shoes will help your organization. Offer raffle tickets for every pair of shoes they bring and give the lucky winner a prize at the end of the night!



Races

Engage local races in your community to encourage runners to collect shoes prior to the race. Have them bring their donated gently worn, used and new shoes to the event. As an added bonus, encourage participants to leave their shoes at the finish line once they've completed the race.



School Message Boards

If you are part of a school, use their messaging power to reach more people, talk with the PTA's, coaches, principals to see if they will help with your drive.



Schools

Send flyers home in backpacks, give flyers to parents dropping off kids, prizes for those who collect the most (laptop, ipad, pizza party, extra credit points on a test).



Social Media

Use the power of Social Media to reach as many people as possible by advertising on/in them (Facebook, Twitter, school announcements, Newspapers, local newsletters, blogging sites). In addition, make it as convenient as possible for them to bring their shoes to you. Have several drop off sites in your area, or offer a pickup option. Don't forget to share your shoe drive often on your page. Consistently sharing will get your shoe drive in front of different followers and spread awareness of your drive. Encourage your followers to share your shoe drive on their own pages as well.



Teachers and Coaches

Ask them to participate by getting the kids in their classes/programs to bring in shoes.

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Steps to a Successful Shoe Drive with funds2orgs™

01

Work with members of your organization and your fundraising coach.

PLAN, MARKET & RECRUIT



02

Let everyone in your community know about your drive.

KICK-OFF YOUR DRIVE



03

Make sure to band and bag your shoes & communicate your bag count to F2O.

HALF-WAY THERE



04

Make sure you've collected all bags from your supporters.

FINAL PUSH



05

We will arrange pick-up. Make sure your coach knows your final bag count.

PICK-UP



06

You've completed your shoe drive fundraiser! Great work!



WEEK ONE

Would you ever think that your old shoes could (insert message)? Well they can and here's how. Our team is participating in a fundraiser where there is nothing to buy or sell, all we need is your support and your old shoes. We are looking for community members to help support us by agreeing to collect 25 pairs of gently worn, used and new shoes in the next 4 weeks. Here's how you do it: Start in your family's closets and gather and pairs of shoes that you've out grown, out of style, or out of season. If you have 25 pairs, great, if not please ask your neighbors and/or co-workers to do the same. These shoes will help support our program as well as individuals in developing nations like Ghana, Haiti and Bolivia. Can we count on you? Please reply YES, I'LL HELP.

PS: if you can't collect 25, then try for 15, 10, or 5. Every pair helps.

WEEK TWO

It's hard to believe that an estimated 600 million pairs of shoes go into America's landfills. The majority of these shoes can still be worn. The shoes that we collect will be kept from landfills and will help others in developing countries start micro-businesses that will create a sustainable income for their families and at the same time, raise much needed funds for our team. Can you collect 25 pairs and help? With many people doing a small thing we can achieve great results. Remember if you can't collect 25, every pair counts.

WEEK THREE

So far we have received (amount) of bags with 25 pairs of gently worn, used and new shoes. That puts us at (%) of our goal. We still need your help and time is of the essence. Don't put off this opportunity to clean your closets and to make a difference here and abroad. We will be collecting shoes for the next two weeks and still need everyone's help. Please take a moment and look through your closets, ask the neighbors and friends to do the same and get those shoes collected, we are counting on you.

WEEK FOUR

We are in the home stretch. So far we have collected (number) of bags with 25 pairs of gently worn, used and new shoes. That leaves us only (number) from our goal. If you haven't collected your shoes yet, please try to collect them this week and have them to us by (date) as we will be wrapping up the campaign next week. I am thankful for all of your support. Remember that every pair helps. If you can't collect 25, then all that you can will add up and help us reach our goal.

WEEK FIVE

Gushing thanks!



Wayne Eley is the Founder and CEO of Eley Enterprises (EE), a company that works with social enterprise organizations, nonprofits and companies on strategy, branding, development and education via the following suite of independent brands:

- str@tegic – focusing on leadership and business strategy.
- Funds2Orgs – a social enterprise that enables individuals, companies and organizations to raise funds while helping to support micro-enterprise opportunities in developing nations.
- SocialGoodU.com – an online university for non-profit education.
- Not Your Father’s Charity (NYFC) – which is a forum that enables social entrepreneurs, philanthropists, non-profits, the media and general public to learn how to succeed in 21st Century social enterprise.

Author of:

- The ***Not Your Father’s Charity*** Book Series
- ***Get Off the Couch: Grip & Rip and Break the Barriers Holding You Back in Life***
- ***Almost Isn’t Good Enough***



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