



funds2orgs™ | mini drive

## General Guidelines for YOUR Successful Mini Shoe Drive Fundraiser

- Upon receipt of your signed agreement and W-9, if necessary, a Welcome Kit will be sent to you. This kit contains 100 clear bags and 2500 rubber bands, enough supplies to collect 2500 pairs of gently worn, used and new shoes.
- Schedule time with your Funds2Orgs fundraising coach to discuss drive success and develop a plan for your drive. Utilize the Shoe Drive Planner, designed to help you stay on track and organized during your shoe drive fundraiser.
- Secure a clean and dry storage location that can hold approximately 100 bags containing 25 pairs of gently worn, used and new shoes in each bag. Some groups get a self-storage business to donate the space. A double car garage also works well.
- Have your team build a list of everyone they know! Ask them to collect 25 pairs of gently worn, used or new shoes, or more, and return the shoes to you. Reach out to friends, sports teams, schools, churches, and civic groups or have them collect shoes in their neighborhoods for you.
- You can also 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 Funds2Orgs 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 on our website's Downloadable Materials page to help reach out to your community.
- Provide Funds2Orgs all relevant information to make use of OurShoeDrive.com, which offers you a custom solution to help you promote your shoe drive fundraiser.
- Read the weekly Tuesday Tips to learn creative ways to engage volunteers, collect shoes, and have fun! Tuesday Tips are found on our website on our Tips for Success page. <http://funds2orgs.com/tips-for-fundraising-success/>.
- Schedule weekly calls with your fundraising coach to review and evaluate your shoe drive strategy. Also, let your fundraising coach know what is working for your group and what's not.
- Communicate your final bag count to your fundraising coach so the logistics team can plan your pickup accordingly. Don't forget to have two to three volunteers per 100 bags available when our truck arrives to help load the bags of shoes.
- Connect with us on social media to keep current with the latest Fund2Orgs news. Feel 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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