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The Top No Selling Fundraising Idea for Your School

Funds2Orgs.com

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Chapter One

When Can I Stop Selling Candy?

Looking for a new fundraising idea?

Want to stop selling candy right now?

If you're reading this, you're probably tired of selling candy, cookie dough, and wrapping paper. I know I was tired of it when my daughter was young. As a parent, if this is your first year or two at the "fundraising rodeo" you're probably going to reach out to your family, friends, and co-workers. You're probably not going to like it. But, you're going to take the information and embarrass yourself asking people to buy what they don't want or need.

After a while, you're going to get with the program. That means you'll just write a big check and save yourself the aggravation of selling calories. And when your kids come home with boxes of candy you don't need you'll give them each a box or two and try to get rid of the rest at the office.

There's another way. It's called Funds2Orgs. We've helped thousands of schools, PTA groups, PTOs, school music bands, athletic teams, booster clubs, churches, civic groups, and others raise money. No one has to sell anything!

It gets better.

Not only do you **not** have to sell anything, but you don't have to ask anyone for money either in this fundraiser.

Are you thinking it's too good to be true?

Well, we at Funds2Orgs are here to tell you it's true. We also have thousands of partners to prove it.

We are accredited with the Better Business Bureau, and we invite you to check out unbiased comments from those who've partnered with us.

When you partner with Funds2Orgs all you have to do is collect gently worn, used and new shoes. The shoes become the currency.

Here's how it works:

1 Engage your supporters to collect their gently worn, used and new shoes.

2 Collect the shoes from your supporters. We supply the bags and rubber bands!

3 When the shoe drive is completed, simply call us and we'll pick up all of the bags.

4 Funds2Orgs will send you a check based on the total weight of shoes collected!

The formula is simple: More shoes = More money.

Funds2Orgs pays you for the gently worn, used and new shoes you collect.

That's right. There's no need to ask anyone for money.

There's no need to sell anything.

Let that sink in for a minute.

Does not selling candy or fundraising for dollars sound like something you'd like to see happen at your school or group?

We're here to tell you, you can stop selling candy.

In this guidebook, we're going to tell you everything you need to know for shoe drive fundraising with Funds2Orgs.

Why are we willing to give away our trade secrets?

Well, we know that those who partner with us (instead of doing it alone or with another shoe drive fundraising company) have much better financial results. Some of the key reasons why include the following:

- **We know schools and school groups are stretched thin.** We don't ask you for any out-of-pocket costs. Yes, you read that right. You don't need to lay out any cash to get started with our shoe drive fundraiser today.
- **Humans are nice.** So, we decided to give all of our shoe drive partners a dedicated team of Funds2Orgs fundraising coaches. We want our shoe drive partners to be successful. That's why we invest in training and coaching our fundraising coaches. We know that we're the experts in shoe drive fundraising. That means we want to give our partners everything we've learned about how to successfully do a shoe drive fundraiser.
- **When we tell you we give you everything, we mean it.** Once you sign the Fundraising Agreement with Funds2Orgs, we ship you a Starter Kit. Inside you'll find the collection material for your first 100 bags of gently worn, used and new shoes. It includes bags and rubber bands.
- **We give you the promotional and marketing materials.** You don't have to figure out how to promote your shoe drive fundraiser. We know how to promote it. We give you digital downloads of everything you need to make your fundraiser a success, which includes a press release, a planner, a weekly guide and so much more!
- **There's no need to worry about shipping the shoes anywhere.** Funds2Orgs picks up the bags of shoes from your location. When your drive is completed, all you have to do is connect with us and a member of our logistics team will pick up the shoes.
- **We issue a check you within 2 business days of the shoes being processed at Funds2Orgs.** We know you want your check. You've earned it. So we make sure to process the shoes and do the reconciliation as quickly as possible.

In this handbook, you'll discover the "soup to nuts" of shoe drive fundraising for your school. You'll learn:

1. The benefits of a shoe drive fundraiser.
2. Read two case studies from our shoe drive partners.
3. How to hire a great shoe drive fundraising company.
4. How to do a shoe drive fundraiser.

Chapter Two

Four Benefits of a Shoe Drive Fundraiser

With Funds2Orgs there are four key reasons for doing a shoe drive fundraiser. When you're looking for a creative fundraiser, one of the most incredible things you can do is **tell your donors they don't have to give you money.** Well, maybe there's one thing that's better. You can **tell your school families they don't have to sell anything!**

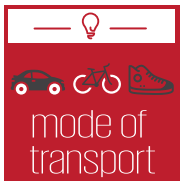
Additionally, a shoe drive fundraiser with us can do so much for so many around the world.

Shoes are the Currency - With a shoe drive fundraiser, there's no selling, and there's no need for anyone to open their wallets. School families and donors are tired of always being asked for money. It's called "donor fatigue." Donors are seeking ways to support the schools and youth groups they love, but they want to do it in different ways that don't require money.

Shoe drive fundraising is an excellent way to raise money for your school by collecting gently worn, used and new shoes. Funds2Orgs will issue you a check based on the weight of the shoes collected.

Micro-Entrepreneurs - Small business owners (micro-entrepreneurs) in developing nations use the gently worn, used and new shoes to help themselves out of poverty. Here's the reality. In many developing countries, families live on as little as $2 a day. That's considered extreme poverty. To place it into context, think about how much you spend each day on lunch for yourself or that of your children. More than likely you're paying at least $10 a day. If you buy a cup of coffee at Starbucks, you can easily pay $3.00.

People around the world want to be part of the solution to help themselves out of poverty. They're not looking for long-term charity. The shoes collected and shipped from North America help micro-entrepreneurs create small businesses. The shoes are purchased by micro-enterprise distributors (similar to wholesalers) in developing countries and then sold to individual small business owners who sell the shoes in retail settings and at a profit.



Mode of Transportation - Did you know that most people living in developing countries don't own a car? In fact, fewer than 15 percent of the population in developing countries possess a car.

Country	Population	Vehicles per 1000 people	Percentage of people own vehicles	Number of people own passenger cars	Percentage of people own cars	Number of people own commercial vehicles	Percentage of people own commercial vehicles
Haiti	10,879,821	12	13.05%	97,800	11.24%	43,200	5.85%
Nicaragua	6,100,000	57	34.07%	64,650	9.43%	99,350	12.13%
Guatemala	16,726,167	68	11.37%	127,800	13.08%	145,900	13.42%
Tanzania	55,356,183	7	3.87%	20,100	2.75%	50,200	6.20%
Togo	7,523,576	2	15.04%	97,800	8.09%	43,200	16.18%

What this sample chart helps illustrate is that shoes are the primary mode of transportation in developing nations. They are a necessity because people walk almost everywhere. Think about it the next time you're driving to school, band, or work.

600 Million Shoes - That's the average number of shoes that are disposed of annually in the United States alone. Let's put that into context a bit. That is more than the entire populations of the United States, Philippines, France, United Kingdom and Colombia, combined.

When shoes get thrown into landfills, they are harmful to the environment and health. Shoes are made of multiple parts that are glued and stitched together. These parts can take up to 80 years (in other words, an entire lifetime) to decompose. As they break down, some of those parts begin to release poisonous toxins into the air. Those invisible gases can lead to respiratory diseases for people. And, those toxins (methane and CO2) also end up eventually going into the atmosphere, which contributes to global climate change.

Chapter Three

Raising School Spirit

Collegiate Academy is a high school. They are a college preparatory with 220 students. The kids took charge of the fundraising for the school. Like many schools across our country, the academy is in need of money. Forty percent of the students who attend the school come from families that are low-income. Schools with less affluent families to support education efforts have to work harder to fund the same educational and enrichment opportunities as their more affluent peers.

The students wanted to do a fundraiser for activities and scholarship aid. Collegiate Academy did a fundraiser with Funds2Orgs.

What's great about the kids at Collegiate is that they were going to make sure everyone got involved in their shoe drive fundraiser. They challenged the school clubs and teachers to each fill 10 bags with gently worn, used and new shoes.

The shoe drive was promoted on Facebook. They did everything to help spread the word about their fundraiser, including papering the neighborhood with fliers. They also placed shoe collection containers outside of their homes so people who knew them could easily deposit shoes. And, they collected shoes in places of business.

What helped was the fact that no one had to donate money. Most families have about 15 pairs of shoes they no longer want or need in their homes. Parents and the community did not mind donating shoes.

The shoe fundraiser was a great success. Parents, students, school administration and teachers were all part of the successful story of Collegiate Academy. And, what's great is that it all started with the kids.

A Music Boosters Club located in Marcy, NY completed a successful shoe drive fundraiser as well. Their cause is to support music programs in their school district. The shoe drive they did in partnership with Funds2Orgs was to help them fund a new summer program for students who wanted to get private music lessons during their summer vacation. By the time they finished their shoe drive, they had collected 230 bags, which means they collected 5,730 pairs of shoes. We issued a check based on the total weight of the shoes collected.

During an interview with Robin, who coordinated this successful fundraiser, she answered why they did a shoe drive and why she thinks they succeeded. Robin said, "We have done a ton of fundraisers and people have gotten

burned out on fundraising...You can see it when we say, 'We're raising money for.' We can see it in their eyes... What I really liked about this is we didn't ask anybody for money. We asked them for things they have and they don't know what to do with anyway."

With regards to their success, Robin thinks there were several reasons:

1. The shoe drive fundraiser was heavily promoted on their Facebook page, which helped them raise awareness about the fundraiser.

2. Local businesses were happy to put up banners and posters on their shop windows. It didn't take much time or effort for them to do this for a good cause and they were happy to help.

3. The local radio station came up with a creative way to help them spread the word about an event.

4. The Music Booster Club's schools and classes got involved in competitions and challenges, which helped engage so many others.

5. Robin, who describes herself as an introvert, learned to "talk to everybody." She spoke about the shoe drive at her hair salon and at the bank.

Finally, she said another important reason she believes they were very successful was that they received support from the Funds2Orgs team of fundaising coaches, and that the shoes would be shipped around the world to help families in developing nations.

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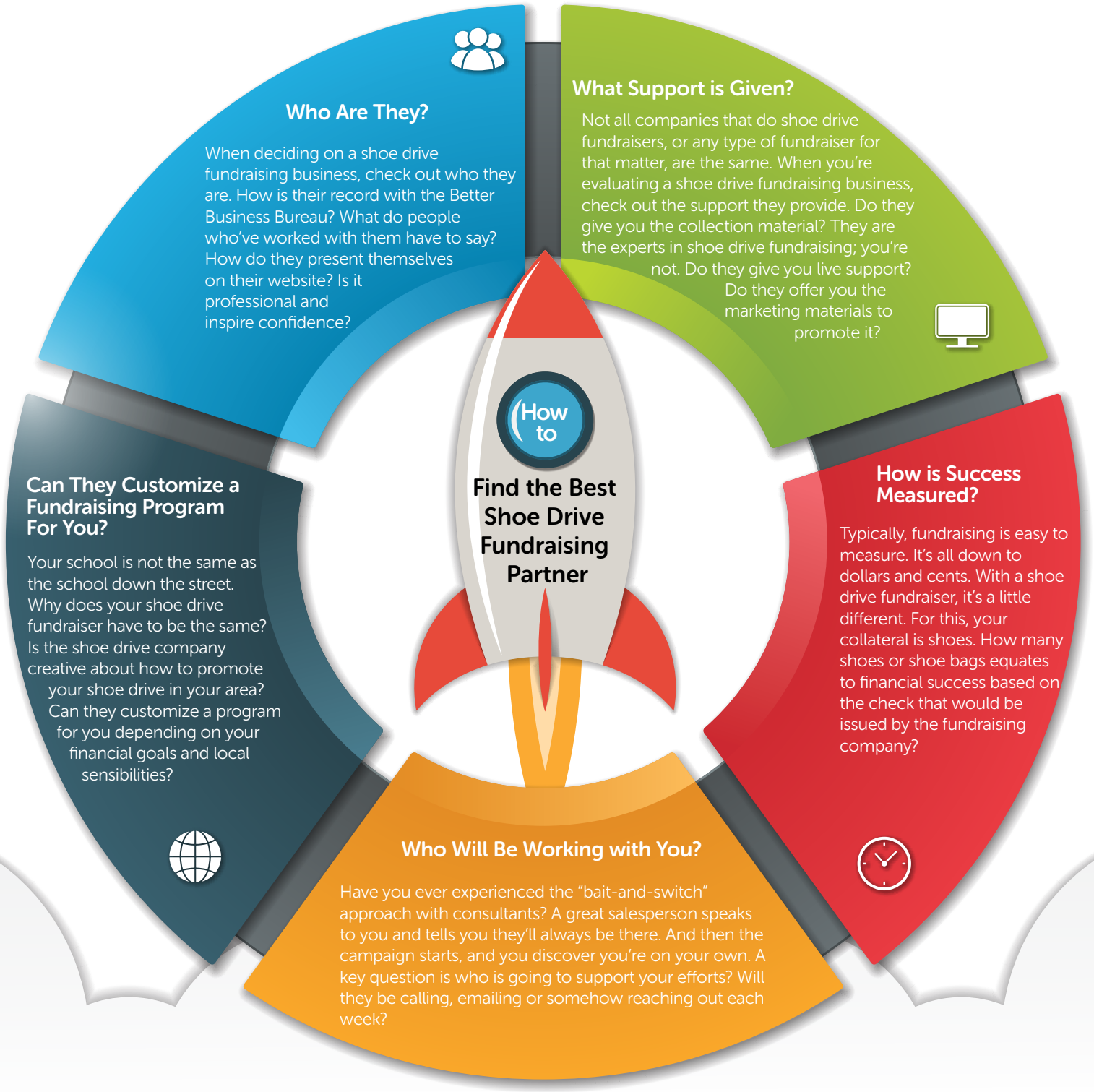
Chapter Four

5 Steps to Finding the Best Shoe Drive Fundraising Company

I'll be honest with you. Every time you think of a creative fundraiser, I would like for you to think about Funds2Orgs. I would like for you to think of fundraising in a whole new way; one where the collateral is not money, but gently worn, used and new shoes. But, with that said, I also think you should take the time to evaluate several fundraisers out there and see which one works best for you.



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Chapter Five

Pre-planning Your Shoe Drive Fundraiser

Once you've selected the company you're going to work with to help in your shoe drive fundraiser, the time has come to get started. Planning is essential to the success of any fundraiser.

Pre-Planning CHECKUP

- [ ] **Starter Kit** — When you do a shoe drive with a reputable fundraising business like Funds2Orgs, you should be given the bags and rubber bands necessary for your first 100 bags, with no out of pocket costs.
- [ ] **Storage Location** — You'll have to determine a place where you will store the bags of shoes collected. A garage, basement or storage facility are all ideal. The only thing you'll want to make certain is that the storage area is a clean and dry place.
- [ ] **Captain's List** — Every fundraiser requires prospects. A shoe drive fundraiser is ideal because no one has to open their wallets. Start with a list of everyone you know whom you should call upon to volunteer. These are your captains. When you approach them to help you, ask them also to develop a list of prospects whom they can ask for gently worn, used and new shoes.
- [ ] **Prospect List** — After you've thought through the key volunteers whom you'll want assisting you, create a broader list of prospects. These are businesses, religious institutions, civic groups, individuals, etc. in your community whom you'll ask to help you gather shoes.
- [ ] **Coordinate with the Fundraising Pros** — As you develop and prepare all of your lists, make sure to keep in touch with your fundraising coaching team at Funds2Orgs. A shoe drive fundraising team will give you all of the support you need.

Chapter Six

Marketing and Promotion

No matter what, you always have to promote your shoe drive fundraiser. You have to get the word out. And, you'll want to ask those who are supporting your efforts to help you spread the word. One of our experiences has been that those who are creative and assertive about promoting and marketing their shoe drive fundraiser typically have the greatest success.

Marketing & Promotion Checklist

Shoe Drive Strategy
A good shoe drive fundraising business like ours will work with you closely to plan the marketing for your fundraiser. The fundraising coaching team will help you think about every place you should seek to market and promote your shoe fundraiser. Again, this should be a service provided by your shoe drive partner with no out of pocket costs.

Tell the Story
Marketing is the art of telling a story. Tell the compelling story of why your community should support your shoe drive. Let them know about the specific goals you want to achieve. Additionally, help them understand the social benefits involved in a shoe drive fundraiser (e.g. help for small businesses in developing nations and the environment).

Digital Promotion Downloads
When you're working with a leading shoe drive fundraising company, such as Funds2Orgs, they will have all of the resources you need at the ready. This will include a press release, planners, bag counter charts and a lot more! Make sure to check in with your fundraising coaching team, so you know how to obtain and customize the digital downloads easily.

Promote Drive on Website and Social Media
Make sure your shoe drive fundraiser is featured prominently on your website, preferably the home page. You should promote your shoe drive daily across all of your social media platforms and accounts.

Keep in Touch with Your Team of Fundraising Coaches
A dependable shoe drive fundraising company like Funds2Orgs will always have a team of coaches to support you. Stay in touch with them every week. They're there for a reason. They want to help you succeed. Work strategies and ideas with them. Use them as a resource to brainstorm new thoughts for success. Remember, a shoe drive fundraising company like ours will have experience from thousands of other fundraisers. That means we can provide you with fun, easy and innovative ideas for marketing you might not have thought to do.

Chapter Seven

Collecting Gently Worn, Used and New Shoes

By the time you've promoted the shoe drive fundraiser, you should be ready to collect gently worn, used and new shoes. Begin with your core team of captains. They should each be assigned a target number of bags to collect with 25 pairs of gently worn, used and new shoes, rubber-banded or tied together and placed inside the bags.

Outreach to Religious Institutions and Civic Groups

Your community cares about your school or school group. Reach out to local places of worship. Ask them to fundraise by collecting gently worn, used and new shoes after religious services. (Remember also to ask your local Rotary Club, Kiwanis Club, and Lions Club, all who can be great supporters for your shoe drive).

Distribute Door Hangers, Fliers, and Bags

Have everyone who's committed to helping your fundraise create a list of prospects. Use the door hangers provided by a shoe drive company like Funds2Orgs to help volunteers let their prospects know they've stopped by to collect shoes. Use the fliers and place them in places like your local school, grocery stores or community bulletin boards so people can see them.

Count the Bags

As you collect 25 pairs of gently worn, used and new shoes per bag, make sure to maintain an accurate count of the bags. It's best to keep the bags of shoes safely stored in a dry and clean garage, basement or storage unit. Use the bag count sheet as a means to see your progress.

Get Your Captains to Report Their Numbers Weekly

The only way to know how well your fundraiser is doing is to know how you're doing collecting shoes on a weekly basis. Tell your captains in advance that they will have to report to you the number of shoes they collect each week. This information is critical to helping you know how you're doing in relation to your goal. Their success will help you make adjustments and tweaks.

Rubber Band Shoes and Place in Bag

The easiest way to make sure that all of the shoes are collected properly is to ask your captains to rubber band or tie the laces and place them in the bags. And, when they have collected 25 pairs of rubber-banded shoes in a bag, tie the bag closed by knotting the bag. It will prevent any mistakes in counting down the line. Once they have tied the bags, tell them to deliver them to your storage location, which will also help you keep an eye on your bag total.

Always Be Recruiting People to Collect and Give Shoes

This fundraiser can easily grow. We've seen shoe drives that have significantly exceeded their goals because as their communities became aware of the shoe drive, more people wanted to get involved. Keep your opportunities open to ask people, organizations and businesses to collect shoes for you. A local business may like the idea of being a shoe collection drop-off point.

Communicate Weekly with Your Team of Fundraising Coaches

Success is created by all of the little things you do each week that build on what you've done. Just as you want your captains to report to you each week, you should report to your coaching team at Funds2Orgs. It's a weekly opportunity to check in about how your fundraiser is doing. It's also a chance to brainstorm new ideas, get action steps and tweak your campaign with a team of professionals who do shoe drive fundraisers every business day of the calendar year.

Chapter Eight

Shoe Drive Fundraiser Wrap-Up

Finally, when the time comes that you see all of your shoe bags collected, you're going to feel great. We've seen success with 100, 200, even 500 plus bags of shoes. Whatever your fundraising goal is, you'll be happy when the wrap-up phase of your shoe drive begins, because you'll already be feeling a sense of accomplishment.

About Funds2Orgs:

Funds2Orgs is the leading shoe drive fundraising social enterprise in North America. Funds2Orgs works with churches, schools, nonprofits, civic groups and others helping them fundraise in an easy, new and innovative way. Further, Funds2Orgs works globally in partnership with micro-entrepreneurs in developing nations around the globe. It also offers organizations and their local communities a socially responsible way to dispose of unwanted shoes in support of a good cause.

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