The ABC’S of a Successful Shoe Drive!

A. CHOOSE THE DATES
Pick dates that work best for you & your group. It may be a one-day drive, a month-long drive or even longer.
Register your event by contacting our Office Manager at info@SolesForJesus.org or (414) 365-1392
Collection bins, posters, and flyers: You can request such items to promote your drive. Yenh will be available to assist you throughout your drive.

B. GET THE WORD OUT
Tell everyone what you’re up to! Communication is key! And remember, technology is your friend!
Send E-mails, Facebook posts & Tweets! Invite others to share the event with people they know. You can include our website in your promotion of the drive and tag us in social media.
*Send a photo, and we’ll promote your drive on our social media too!
Contact local newspapers, radio stations, businesses and organizations. Most media outlets have public affairs departments whose sole task is to help get the word out for things like your shoe drive. Be creative!
SFJ Website: www.solesforjesus.org
SFJ Facebook: www.facebook.com/solesforjesus (@Soles For Jesus)
SFJ Twitter: https://twitter.com/solesforjesus (@solesforjesus)
TIP: Make sure that your message is clear and simple:
“Donate new and used shoes to change lives in Africa. All sizes and types are accepted.”

C. START SHOE DRIVE & FUNDRAISING
Encourage a $1 donation per pair of shoes donated. We encourage everyone to raise funds as they collect shoes to help ship them to Africa. It costs us $2 to send each pair, so your $1 donation per pair helps us a lot!
Mention it right from the start and remind donors throughout the entire shoe drive.
Make drop-off bins visible and accessible. We have SFJ posters and donation boxes available to you! You can assemble volunteers to empty your collection boxes, bag shoes, and move them to a temporary storage location until your shoe drive is over.
Be creative with collecting shoes and funds. We can give you some great tips (just ask and we will be happy to send you a list of ideas), or you can come up with your own creative ideas!

D. PACK & DELIVER
Sort and count the shoes. Make sure each one has a mate (rubber band them if possible), then box or bag them up to be delivered.
Fill out the Packing Slip with all information, including a count of shoes. If you are shipping the shoes, include the Packing Slip in Box #1. If you are driving the shoes to the warehouse, you can hand it to us at drop off.
Address for shipment / delivery: Soles For Jesus, 8480 N 87th St. Milwaukee, WI 53224
If you are shipping the shoes to our warehouse, mail them to the address above.
If you are driving the shoes to our warehouse, Call 414-365-1392 to schedule your donation drop off.
For money donations: Please send checks to 8480 N 87th St. Milwaukee, WI 53224 OR go to www.SolesForJesus.org and click “Donate Now”. Note the name of your church in the comment box of the donation form.

E. CELEBRATE
SFJ will pack and send these shoes to Africa! Thank your team for making a life-changing difference across the globe, and take time to celebrate a job well done! We’d love to see photos (we like to include them in our newsletters and social media), so remember to email us a snapshot or two!