

# 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 YenH at [Yenh@SolesForJesus.org](mailto:Yenh@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](http://www.solesforjesus.org)

SFJ Facebook: [www.facebook.com/solesforjesus](http://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, 8835 W. Heather Avenue 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 87<sup>th</sup> St. Milwaukee, WI 53224 **OR** go to [www.SolesForJesus.org](http://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!