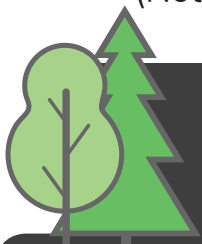


How to Hold a

Drive-By Drop-Off Event



- Plan your event for the **weekend (Friday, Saturday, or Sunday)**.
- Schedule the drive-by drop-off event for **prime-time hours**, 12pm - 3pm or 2pm - 5pm.
- Find an **easily accessible location** for the event, such as a school, community center, storage facility, or parking lot. Make sure it's a place that is easy for traffic-flow and parking and also well-known in the community.
- Schedule it at least **3 weeks in advance** to have time to promote your event.
- Promote your event across all your **social media**. Also, do a mass text, phone tree, email campaign, and press release.
- Ask a **local radio station** to help you promote your fundraiser.
- Plan to have **3-5 volunteers** on the event day(s) to greet donors and collect the shoes.
- Order our yard signs or make your own so people know exactly where to go.
- Have plenty of supplies on hand to bag the shoes as they are donated (e.g., bags, rubber bands, etc.).
- Have signs that say, "**Open the trunk, and we will get the shoes for you! Thank you!**" It'll keep people in their cars and make it easier!
- Give donors **printed flyers** so they could help you spread the word too.
- On the day of the drive-by drop-off event, do a **Facebook Live** as you collect the shoes so supporters could see what's happening and join!
- Post a **thank you video** after the event is over and share your success!
- Plan to **transport the bags** you collect during the event to your secure storage location. (Note, about 14 bags of shoes will fit in a Prius).



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