

Virtual Ideas

to Maximize Your Shoe Drive Fundraiser



Use Google Docs to keep your team organized with what each partner is doing and what they have collected.

Use Facebook events to have a virtual fill the truck event where people take pictures of the shoes they are donating and pledging to the fundraiser.

Use your cellphone to shoot a one-minute or less video for Facebook of yourself speaking with passion about the funding need (change the lives of local children, save the lives of at-risk pets, etc.) and asking people to clear their closets of gently worn, used and new shoes. Then ask them to share the video with everyone on Facebook to invite them to join you.

Select someone who has collected shoes for you to spotlight on your social media. Make them famous by praising them for their help to (change a life/save a life), and tag them in the post, and end the post with something like "Be Like Bob" using your friend's name. Tagging lets them and anyone who follows them on FB to see they were publicly thanked and can join in the fundraiser.

Utilize porch drop offs or offer one-stop pickups by using the door hangers. Put them out on your daily walk to get out of the house.

Have a Drive-By or Drop-off event at your location and advertise it on your social media. All your supporters need to do is drive by and open their trunks and you can take the bags from them with no contact. Do a Facebook Live while you do it.

Connect with a local restaurant and ask them to attach flyers to their takeout to advertise the fundraiser.

Anyone who likes or shares your posts, send them a private message and ask them to support your fundraiser by collecting 25 pairs of gently worn, used and new shoes to fill a bag.

For Schools, use Zoom calls to promote the fundraiser within your group and do a Show and Tell of the shoes collected.

Take pictures of the animals that you have available for adoption and include a bag of shoes you have collected to generate interest in the fundraiser and ask for donations as well.

Create a phone tree to personally call 10-20 people a week to ask them to help and collect 25 pairs to fill a bag. And then ask them to call 5-10 of their friends to do the same.

Thank your supporters!!