

# Campaign Planner

funds2orgs

A step-by-step guide to a successful shoe drive fundraiser.

## Pre-Launch

Write down your plan. Make it shareable and able to delegate to others. Preplanning will make the fundraiser smooth and simple.

Map out weekly goals in writing (how many pairs gathered over 7 days). Collecting 325-350 pairs a week will get you to 100+ bags. Make this your cornerstone of your message each week to “fire up the troops!”

Goals: \_\_\_\_\_

\_\_\_\_\_

What channels will be used to message the fundraiser? Who will be assigned to do what task and what is the due date of each task?

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\_\_\_\_\_

☐ **Word of mouth** – Name-storm to get list of friends, family, fundraising champions. Start with the contact list on your phone.

☐ **Social Media** – Who oversees this and makes up a schedule for it to happen?

☐ **Press Release** – 2 weeks in advance if possible

☐ **Email campaign** – 5 weekly emails – create list to send these to and who will send them?

☐ **Flyers** – Who will create them from templates, how will they be distributed? Email, print, distribute in community. 1 week in advance as needed.

☐ **Neighborhood flyers** – Distribute to fundraising champions to send out in their community.

☐ **Phone tree** – Who will call, text and when to ask for 25 pairs to fill a bag.

☐ **Weekly bulletins** – Use email campaign.

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## Things to Identify Before Launch .. ————— . —————

Storage – plan for 2 months of fundraiser plus 1–45-day window for pick up. Storage needs to be able to hold 2500 pairs of shoes, half of a 1 car garage is a good estimate.

**Possible storage options:** \_\_\_\_\_

Do you need collection boxes? They can be purchased on our website, or you can make up your own. Where will they be located, who will collect the shoes and at what frequency?

Will you have events during the fundraiser to collect shoes, like a drive by drop off event, fill the truck, sports, or club events? \_\_\_\_\_

Will you have challenges/contests during the fundraiser? What are the parameters, rewards, timeline? \_\_\_\_\_

Who will gather the shoes and bring them to the bagging area? \_\_\_\_\_

Where is the bagging area? \_\_\_\_\_

Who will do the bagging of the shoes weekly? \_\_\_\_\_

Who will meet the driver when the pickup is scheduled? 2 volunteers per 50 bags are needed to help load the truck. \_\_\_\_\_

## Events ————— . ————— ..

☐ **Decide who will work the event**, what type of event will it be, when and where to get most exposure. Repeat events as needed.

☐ **Plan for 10+ days** to pre-market the event.

☐ **Send out press releases** and use social media, text, and personal calls to promote the event.

☐ **Get commitments** from individuals to bring shoes to the event.

☐ **Do a live video** at the event and be sure to thank your supporters.

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## Gathering the Shoes .. ————— . —————

- ☐ **Do not hand out your bags**, have people bring the shoes to you.
- ☐ **Start in your personal closet first.** Show doubters that it is doable!
- ☐ **Decide who will pick up shoes** from collection boxes that you have set out around the community and bring them to the bagging location.
- ☐ **Take pictures to share** of collection boxes or bags of shoes as they are delivered in to share on social media.
- ☐ **Take pictures of supporters** as they bring shoes in to share on social media. These are great Thank You posts!
- ☐ **Check-in with your volunteers** to ensure they are still engaged and know they are responsible for collecting the shoes and that they are appreciated.

## Bagging Shoes Weekly ————— . ————— ..

- ☐ **Make sure you have all the supplies** from your starter kit:
  - Clear bags
  - Rubber bands
  - Bag count sheet
  - Good/Bad sheet
- ☐ **Use photos of your fundraising champions** with bags of shoes to show the scale of your collection in real-time as it grows.
- ☐ **Update social media weekly** with posts of the collections and include Be Like Bob/Joyce photos.
- ☐ **Livestream the bagging** on your social media.
- ☐ **Make designs with the shoes** before bagging them to post on social media (heart, circle, etc.)
- ☐ **Fill 25 pairs in each bag**, tie laces together or use rubber bands to keep the pairs together. Tie a knot at the top of the bag to close it. Do not use rubber bands to close them.



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## Bagging Shoes Weekly \_\_\_\_\_ • \_\_\_\_\_ ••

continued

- ☐ **Mark off each completed bag** on your bag count sheet and take a photo of it to share with your coach or on social media.
- ☐ **Connect with your coach** to share your current count of bags filled with 25 pairs of gently worn, used, and new shoes. When you have thirty-five bags filled, they can request the next kit for you.

## Prepare for Pickup •• \_\_\_\_\_ • \_\_\_\_\_

- ☐ **Do a final push for collections.** You can continue to collect until the truck is there for your pickup.
- ☐ **Start a countdown** to your goal, 20 bags from goal, 15 bags from goal etc.
- ☐ **Ensure all shoes are picked up** from collection sites and shoes are bagged properly.
- ☐ **Communicate the final count** and payment address with your fundraising coach.
- ☐ **Stay alert for communication** from the logistics team for scheduling the pickup.
- ☐ **Be flexible** with your timing for the pickup.
- ☐ **Have 2 volunteers per 50 bags** to help bring the shoes from where they are stored to the truck.
- ☐ **Make it a celebration!** Invite the press, your supporters, and volunteers to show them the impact they made with the shoe drive fundraiser.