

School Club Campaign Planner



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

Overall Goal:

2,500 pounds/pairs = 50 pairs per student with 50 students over 8 weeks

Weekly Student Goal:

7 pairs per student (50 students \times 7 pairs = 350 pairs/week)

Pre-Launch & Get Organized

Focus: Kickoff & Internal Setup

- **Student Goals:** Set personal target of number of pairs per student to reach target; track using individual logs or Google Sheets.
- Set up internal competition between students/club members or teams of club members.
- **Potential Actions:**
 - Host kickoff meeting; explain to club members the impact and importance for their fundraiser to be successful.
 - Show the Funds2Orgs video [What is a Shoe Drive Fundraiser](#) from the F2O YouTube channel.
 - Documents from the [toolkit](#) that may be helpful include:
 - Welcome Kit
 - Press Release
 - Partner 5 Week Email Template
 - Drop-Off Location Letter
 - Good Bad Sheet
 - Bag Count Sheet
 - How One Sheet Correctly Bag Shoes
 - Assign committee roles: Marketing, Social, Community Outreach, School Engagement, Logistics.
- **Social Media:**
 - Take time to look through the [toolkit](#) for resources.
 - Organize Facebook and Instagram for the shoe drive using existing pages.

- Check out the [Social Media Playlist](#) from Funds2Orgs on YouTube.
- Post an announcement video featuring club officers or team leaders.
- **School Engagement:**
 - Schedule morning announcements and flyers/posters around campus.
 - Documents from the [toolkit](#) that may be helpful include
 - [Partner 5 Week Email Template](#) as a starting point to craft morning announcement message
 - [Flyer Templates](#) in the toolkit.
- **Community Engagement:**
 - Contact local churches, gyms, and civic groups (Lions Club, Rotary, etc.) to become collection partners. Utilize the [letter](#) available in the toolkit to ask them to be a drop off location.
- **Drive-Thru Strategy:**
 - Plan a [community drop-off event](#) for Week 4 and Week 7 using the how to sheet linked here.
 - Create flyers and a [QR code](#) to share online and in print.

Week 1 - Spread the Word

Focus: Awareness & Initial Collection

- **Club Goal:** 12-15 bags
- **Potential Actions:**
 - Encourage students to post on their own social media platforms.
 - Launch competition and update board with weekly shout-outs.
- **Social Media:**
 - Post [graphics](#) showing what types of shoes are accepted.
 - Share stories of [global impact](#) of Funds2Orgs and the shoe collection.
- **School Engagement:**
 - Begin Schoolwide competition (e.g., 1st period class challenge or students vs faculty).
- **Community Engagement:**
 - Drop [flyers](#) at local businesses.
 - Begin placing decorated collection bins at community centers, barber shops, and restaurants using the Drop-Off Location Letter in the ["All the extras"](#) folder in the toolkit.
 - Ask local influencers or school alumni to share drive info.
- **Logistics Team: Collect shoes from students and other locations for [bagging](#)**
 - Make sure shoes are gently worn, used and new.
 - 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
 - Tie a knot in the top of the bag.
 - Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**

Week 2 - Get Creative

Focus: Visibility & Momentum

- **Club Goal:** 12-15 bags
- **Potential Actions:**
 - Host a "Silly Shoe Selfie" contest (students + collected shoes).
- **Social Media:**
 - Highlight "Student of the Week" who collected the most shoes.
 - Post testimonials from students.
 - Begin promoting for Drive-Thru event for Week 4.
- **School Engagement:**
 - Invite the principal to do a funny challenge if a milestone is hit.
- **Community Engagement:**
 - Check boxes at drop-off locations and be sure to take photos for the Social Media team.
- **Logistics Team: Collect shoes from students and other locations for bagging**
 - Make sure shoes are gently worn, used and new.
 - 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
 - Tie a knot in the top of the bag.
 - Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**

Week 3 - Share Your Success

Focus: Spark Internal Motivations

- **Club Goal:** 12-15 bags
- **Potential Actions:**
 - Assign a fun theme for each day (e.g. Sneaker Monday, Flip flop Friday).
- **Social Media:**
 - Post video or pictures of the growing shoe pile.
 - Show video or post of drop off locations.
 - Increase marketing for Drive-Thru event.
- **School Engagement:**
 - Invite students who need community service hours to collect 25 pairs to fulfill 1 hour of community service.
- **Community Engagement:**
 - Connect with local churches to invite them to collect for your team.
 - Check boxes at drop-off locations and be sure to take photos for the Social Media team.
 - Make a list of people who have committed to bring shoes to the drive thru event and connect with them.
- **Logistics Team: Collect shoes from students and other locations for bagging**
 - Make sure shoes are gently worn, used and new.

- 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
- Tie a knot in the top of the bag.
- Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**
 - Remember to let them know when you have collected 35 bags with 25 pairs so they can order the next kit for you.

Week 4 - First Drive-Thru Event

Focus: Major Push

- **Club Goal:** 12-15 bags
- **Drive-Thru Strategy:**
 - Host a Saturday/Sunday drop-off in the school parking lot.
 - Use signage, music, volunteers with posters.
 - Offer a thank-you gift (coupon from local sponsor or chapter thank-you card).
- **Social Media:**
 - Go live during the event, share photos of community support.
- **Community Engagement:**
 - Invite the local newspaper or radio station to cover the story.
 - Check boxes at drop-off locations and be sure to take photos for the Social Media team.
- **Logistics Team: Collect shoes from students and other locations for bagging**
 - Make sure shoes are gently worn, used and new.
 - 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
 - Tie a knot in the top of the bag.
 - Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**

Week 5 - Midpoint Challenge Week

Focus: Refresh Interest & Re-Energize

- **Club Goal:** 12-15 bags
- **Potential Actions:**
 - Host a "Midpoint Madness" week: double points for class competitions.
- **Social Media:**
 - Post video updates with stats (e.g., "1250 pairs down, 1250 to go!")
- **School Engagement:**
 - Incentivize donuts or pizza for the leading class or group.
- **Community Engagement:**
 - Send email/newsletter updates to all contacts.
 - Feature one community partner who's helped.
 - Check boxes at drop-off locations and be sure to take photos for the Social Media team.

- **Logistics Team: Collect shoes from students and other locations for bagging**
 - Make sure shoes are gently worn, used and new.
 - 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
 - Tie a knot in the top of the bag.
 - Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**

Week 6 - Local Partner Outreach

Focus: Bulk Donation Strategy

- **Club Goal:** 12-15 bags
- **Potential Actions:**
 - Identify 10 local businesses and ask them to hold a "work place give back" with a goal of 50 pairs donated by their staff.
 - Set up a competition between [businesses or civic groups](#).
- **Social Media:**
 - Spotlight community collection partners.
 - Promote Next Drive-Thru event.
- **School Engagement:**
 - Place reminder signs in the school drop-off loop and office.
- **Community Engagement:**
 - Offer branded shoe donation boxes to office lobbies.
 - Work with student parents to reach their workplaces.
 - Check boxes at drop-off locations and be sure to take photos for the Social Media team.
- **Logistics Team: Collect shoes from students and other locations for bagging**
 - Make sure shoes are gently worn, used and new.
 - 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
 - Tie a knot in the top of the bag.
 - Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**
 - Remember to let them know when you have collected 75 bags with 25 pairs so they can order the next kit for you.

Week 7 - Second Drive-Thru & Final Blitz

Focus: Major Push 2

- **Club Goal:** 12-15 bags
- **Drive-Thru Strategy:**
 - Second weekend event with extended hours.
 - Create a theme: "Fill the Truck" or "Shoe-nami!"
- **Social Media:**

- Share countdowns daily.
 - [Thank your top supporters publicly.](#)
- **Community Engagement:**
 - Contact churches to announce during services.
 - Host a “Shoe Drop” at a community event or game.
 - Check boxes at drop-off locations and be sure to take photos for the Social Media team.
- **Logistics Team: Collect shoes from students and other locations for bagging**
 - Make sure shoes are gently worn, used and new.
 - 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
 - Tie a knot in the top of the bag.
 - Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**

Week 8 - Wrap-Up & Celebration

Focus: Final Tally & Thank-Yous

- **Club Goal:** 12-15 bags
- **Potential Actions:**
 - Host a celebration party or recognition event.
- **Social Media:**
 - Create a recap video showing highlights.
 - [Post thank-you shout-outs to community donors.](#)
- **School Engagement:**
 - Announce final totals school-wide.
- **Community Engagement:**
 - Send thank-you letters to partners and the media.
 - Pick up boxes at drop-off locations and be sure to take photos for the Social Media team.
- **Logistics Team: Collect shoes from students and other locations for bagging**
 - Make sure shoes are gently worn, used and new.
 - 25 pairs in each bag, tie laces together or use rubber bands to secure the shoes.
 - Tie a knot in the top of the bag.
 - Mark each bag off on your [bag count sheet](#).
- **Report updates to your Fundraising Coach**

WEEK 9 + Waiting for Pickup

- **Report updates to your Fundraising Coach and connect with the Funds2Orgs Logistics team to set up the pickup.**
 - Plan for 2 volunteers per 50 bags to help in loading the shoes onto the truck

Celebrate!!