

A large, vibrant red paint splatter or ink blotch dominates the upper half of the page, creating a dynamic and energetic background for the title.

Welcome
To The Fam!

funds**2**orgs™
Welcome Kit

Contact us at

hello@funds2orgs.com

(407) 930-2979

THANK YOU

for choosing Funds2Orgs for your fundraiser; we look forward to helping you reach your goals! We developed a unique fundraising program that is simple to follow and proven effective with more than 10,000 partners. Our entire team is committed to supporting you with the highest levels of customer service throughout your fundraiser.

During your fundraiser, the coaching team will be your main point of contact at Funds2Orgs. Expect them to check-in **weekly** to provide advice, feedback, and ensure your drive is reaching maximum results. During your weekly calls, the coaching team will also ask for an accurate bag count. This helps them know if you need materials or a new strategy!

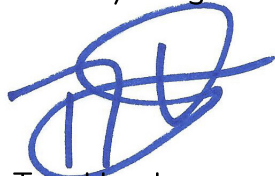
Once your drive ends, or even periodically during your campaign (if our fleet is in your area), our logistics team will schedule a pickup of the shoes collected. Please keep in mind that mid-drive pickups are not guaranteed. So be prepared to store all collected shoes until the end of your drive plus 1-45 days after.

After your shoes have been picked up, you can expect prompt payment from our accounting team, based on the total weight of the shoes you collect. **Checks are generally issued within 48 hours of your shoes arriving at our facilities, though please note this may be several days after your pick up if your shoes get picked up at the beginning of a route.** Still, we aim to do everything to create the best customer experience possible.

Be sure to connect with us on social media **@funds2orgs on YouTube, Facebook, Instagram, Twitter, and Pinterest.** Here we share weekly tips, videos, and stories to help further your success.

As you begin your fundraiser, remember that the gently worn, used and new shoes you collect not only help you raise funds, they also help support micro-enterprises in some of the world's most underdeveloped economies. It's a real WIN-WIN fundraiser.

Thank you again for your partnership. We're here to help!



Tom Henderson
Chief Fundraising Strategist

funds2orgs[™] Starter Kit

Bags

Included: 50 clear bags (5 rolls of 10 bags each)

- Put 25 pairs of gently worn, used and new shoes per bag
- Knot the bag closed at the top (Do not use the rubber bands to close the top)

Rubber Bands

Included: 1000 rubber bands (2 bags of 500)

- Use provided rubber bands to band shoes in pairs before putting them in the bag.
You can also tie the laces together too!

Need more starter kits?

As per your agreement, you receive a starter kit for the first 50 bags. When you fill 35 bags, request an additional kit from our fundraising coaching team for extra materials, or purchase kits directly from our website.

Want to make your fundraiser stand out?

We sell Yard Signs, Collection Boxes and even fun, Sneaker Costumes on our website. Simply scan the QR code below to shop!



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?

- ☐ **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.

Campaign Planner

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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.

How to Use the Social Media Dropbox Folder



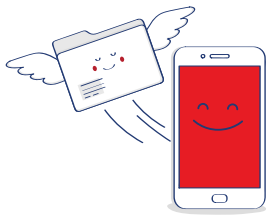
Review Each Folder

There are multiple creative assets in each folder. Review all of them and decide which ones you'd like to use throughout your campaign. Revisit often as it's updated regularly.



Download to Desktop

If you are using a desktop or laptop, simply right click on the image/video and click "Save Image." Alternatively, you can click the 3 dots for more options. From there, choose where you'd like to save it. Your desktop or a specially labeled folder might be easiest for quick access.



Download to Mobile

If you are accessing the folder from a mobile device, click the image/video you'd like to save. When it opens, hold down your finger over the image until you see "Save to Camera Roll." Click that, and it will auto-save to your photos.

Post to Facebook

When you're ready to post to your personal page, a Facebook Event page, a Facebook Group, or Facebook Page created just for the fundraiser, upload the chosen image. Then use one of our pre-written captions or write your own! Get creative and tag the location or the last person who donated shoes to your fundraiser.



Post to Instagram

This platform is great for multiple sized images and videos, which you can share to your feed, story, or to create a reel. Remember to use #'s, location tags, and people tags when posting. Also, ensure your profile is public so that more people can see your message.

Share the Love

Be sure to thank those who have donated to your shoe drive fundraiser. People love to be recognized. You can also tag us @funds2orgs and use our #shoes4good or #ourshoedrive, so we can see your success!

WHAT ARE YOU WAITING FOR? GET POSTING!

People You Know

After cleaning out your closet, ask your close friends, family, neighbors, and co-workers to take on the ONE BAG CHALLENGE. They can go home and clean out their closets, then reach out to their friends, family, neighbors, co-workers, etc., for shoes. When they have 25 pairs collected, simply have them bring them to you for bagging! This peer-to-peer engagement can make your goal more manageable.

Your Message

Develop an engaging, catchy message that will encourage people to donate their gently worn, used and new shoes to you. This is an impact statement. Don't just let people know you're collecting; let them know why and how they're making a positive impact simply by cleaning out their closet. Examples: "Did you know your shoes can help fund our adoption?" "Did you know your shoes can help feed a dog for 2 weeks?" "Donate shoes to help us buy new band uniforms!" "Cleaning out your closet will help fund our mission trip."

Create a Sign-Up Sheet

Use our free sign-up sheet or Google Sheet to track people who can commit to collecting a bag of shoes with 25 pairs in it for you. Once you have volunteer collectors to help share the load, your goal is within reach! Include details such as name, phone number, and email address so you can follow up regularly. Consider sending out weekly group email reminders, text messages, or social media messages. You can also create a Facebook Page or Event to save time updating supporters and get feedback quickly. Communication is the key, and if you stay consistent, your supporters and volunteers will be more likely to help!

Drop Off Sites & Containers

Try to find places with easy access, where people can drop off their shoes for you. If it's easy for your donors, they're more likely to donate. Use our yard signs and collection boxes or clearly marked, water-proof containers, such as a large trash receptacle, so people can quickly identify where the shoes go, and they will be safe from the elements. Engage gyms, businesses, churches, schools, civic groups, community centers, and others to host a drop-off box for your group. Utilize social media, email, flyers, Facebook Groups, community bulletins, event pages and/or your website to let supporters know where to go.

Micro-Enterprise Message

Remember, this is a WIN-WIN-WIN fundraiser! Not only does this fundraiser help out your group locally, it keeps shoes out of landfills, AND it helps support micro-enterprises in developing countries all over the world. The shoes get a second life in places where shoes are the primary mode of transportation. Micro-entrepreneurs get to sell the shoes to support their families. This is a HAND-UP, not a HAND-OUT. A fundraiser that gives back!

To discuss these and other fundraising strategies, please contact your fundraising coaching team. They are here to help you maximize the success of your shoe drive fundraiser!

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).

Ideas to Maximize YOUR Shoe Drive Fundraiser



Use Your Cellphone

Shoot a one-minute video for Facebook of you or your team speaking with passion about the funding needed (ie: change the lives of children, save at-risk pets, buy supplies, etc.) and ask people to clean out their closets and to share the video. End it with a call-to-action inviting them to join you. You can also create a phone tree to personally call 10-20 people and inform them of your shoe drive fundraiser. Then ask them to call 5-10 people in their contacts to help spread the word.



Churches

Try hosting a Barefoot Sunday, where church members donate the shoes they are wearing at the end of service. Check out the free Barefoot Sunday Guide and sermon series on our website for ideas. Advertise in church bulletins, Facebook Groups, or engage the youth ministry's group. Encourage the service aspect of the fundraiser by engaging with church members' businesses, Christian Radio, and church schools.



Community Bulletins

Check local businesses for bulletin boards and groups. Many communities have digital bulletin boards where it's free to post a custom listing for your fundraiser. Craigslist listings are also free to post. Create a press release with our template and share it with your local radio station, newspaper, or tv station. Many offer community spotlights and free press.



Drive-by and Drop-off Event

Host one and advertise it on all of your social media. All your supporters need to do is drive by, open their trunks, and you can take the bags with no contact. Utilize Instagram/Facebook Live during the event to further promote what you're doing. You can also offer to do a neighborhood pickup or a porch drop-off while utilizing the neighborhood flyers.



Email Blasts

Use your email database or file of supporter contact information to build a list that you can use to consistently send information about your fundraiser's progress and how they can help. Create a Gmail account just for your shoe drive fundraiser, in case anyone has questions or wants to reach out. This is helpful if you're not comfortable giving out personal information. Your email signature is also a great place to leave a note about the fundraiser. You can also use the example campaign that is in your Dropbox folder.



Facebook Events and Groups

Create a Page or Event just for your shoe drive fundraiser so that you can quickly update your supporters on progress and drop-off locations. You can also use the event page for a virtual "fill the truck" event. Local Facebook Groups are a great resource to let people know that if they're cleaning out their closets, they can donate their shoes to your cause.



Google Docs, Sheets and Forms

You can use a Google doc to help keep your team organized or a sheet to track who or where people are donating. These are also great if you have multiple donation bins around town and need to keep track of their contact information for pickup and questions.



Local Businesses, Restaurants and Gyms

Engage local businesses in your community to get involved by either posting a flyer or by hosting a donation box for you. Encourage their employees to get involved by donating their gently worn, used and new shoes, helping keep them out of landfills. Check with local gyms to see if they have sneakers left in lockers or if they'll set up a box where people can bring in sneaker donations. Engage local restaurants and ask them if they'd attach flyers to takeout orders.



Neighborhoods

Many have message boards that they will allow you to use to promote an event. Walk around neighborhoods with the neighborhood flyers and choose a pickup day in which they can leave them on their doorsteps or the curb for you. The Nextdoor App and Ring camera community is also a great place to connect with your neighbors and inform them of your shoe drive fundraiser.



Parties/Events

In the invitations, let people know about your fundraiser. Let them know bringing shoes will help your organization. Offer raffle tickets for every pair of shoes they bring and give the lucky winner a prize at the end of the night!



Races

Engage local races in your community to encourage runners to collect sneakers and shoes before or after the race. Remind the runners that there's still life in a pair of running shoes after 300 miles. As a bonus, encourage participants to leave their shoes at the finish line once they've completed the race.



Schools

If you are part of a school, use their messaging power to reach more people. Talk with the PTA's, coaches, teachers, and principals to see if they will help with your shoe drive fundraiser. Utilize school sporting events and concerts to spread awareness about your "No-Calorie Fundraiser." Send flyers home in backpacks, give them to parents in the pickup line, and get classroom competitions going with prizes for those who collect the most shoes (pajama day, pizza party, or even extra credit points on a test).



Social Media

Advertise on all platforms such as Facebook, Instagram, TikTok, Twitter, and blogging sites. Highlight a person who's donated shoes by tagging them, showing off a picture, and a fun caption such as "Be like Bob!" Don't forget to share your progress often. Consistently sharing will get your posts in front of different followers and spread awareness of your drive. Encourage followers to share your posts and engage their friends' list. When anyone shares or likes your posts, private message them and ask if they would help fill a bag of gently worn, used and new shoes with you.



Take Pictures

Be sure to use photos and videos of your team and shoe donors to highlight the supporters who are helping reach your goals. If you're part of an animal rescue, invite the animals to pose with the shoes or bags of shoes, which will help generate further interest.



Zoom Calls

Now that many more people are using some digital platform for conferencing, utilize video calls to promote your fundraiser. It can be done through a Show & Tell or by engaging your group to commit to gathering 25 pairs of gently worn, used and new shoes.



Step Into Sustainable Impact

Your shoe drive with Funds2Orgs supports micro-entrepreneurs and the environment, turning collected shoes into a catalyst for positive change. Preventing millions from becoming waste each year makes a significant difference in global sustainability.

OUR WHY: *Preserving the Planet*

70 Percent

of the global population uses repurposed shoes and clothing

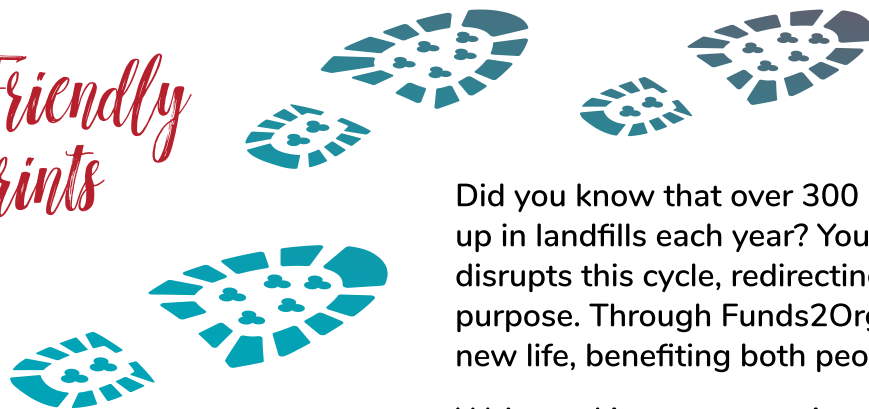
3,000 Pounds

Every 100 pairs reused, helps save around 3,000lbs of CO_2 emissions

30-40 Years

Discarded shoes can take up to 30-40 years to decompose

Eco-Friendly Footprints



Did you know that over 300 million pairs of shoes end up in landfills each year? Your shoe drive fundraiser disrupts this cycle, redirecting footwear from waste to purpose. Through Funds2Orgs, collected shoes find new life, benefiting both people and the planet.

We're making eco-conscious choices to reduce and reuse. Every pair of shoes collected is a step away from environmental harm.

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Where Do the Shoes Go?

Your shoe drive fundraiser not only funds your cause but transforms lives globally. From Haiti to Cambodia, Ghana to Guatemala, your impact reaches micro-entrepreneurs, sparking economic growth in developing nations.



Want to
make a
global
impact?



Breaking the Chains of Systemic Poverty

While the U.S. battles poverty with robust support systems, many countries face systemic poverty, leaving millions without a safety net. In these nations, a simple lack of shoes denies children education, perpetuating the cycle of poverty. Adults, deprived of job opportunities, turn to entrepreneurship, with shoe sales emerging as a vital source of income.

Empowering Micro-Entrepreneurs



Funds2Orgs takes your collected shoes to 26 developing countries, providing micro-entrepreneurs, especially women, with affordable inventory. By avoiding "free" donations that can harm local economies, this model fosters sustainable commerce. Over 4,000 micro-entrepreneurs have risen from poverty, thanks to your shoe drive fundraiser.

Educational Impact

Complementing your efforts, our free Micro-Enterprise Curriculum, aligned with Common Core Standards, educates children to think globally. With modules covering Social Studies to Science and more, it cultivates a deeper understanding of micro-enterprises. Visit our website to download the curriculum and witness the impact through images of supported micro-entrepreneurs at Funds2Orgs.com/Impact.

Taking a step towards a sustainable future

– join the movement that not only transforms lives but also leaves a positive impact on our planet.



**Volunteers for Loading and Labeling:**

- Ensure 2 able-bodied volunteers are available for every 50 bags collected. The more volunteers, the faster and easier the loading.
- Assist with labeling the bags and moving/loading the shoes into the truck.

Accessibility for 26ft Box Truck:

- Location must be accessible by a 26ft box truck for pick-up.

Mid-Fundraising Pick-up Consideration:

- Mid-drive pick-up may occur when routing begins for the area. This is not guaranteed, but we make efforts to accommodate.

Pick-up Timing:

- Shoes may be picked up 1-45 days after the fundraising end date.
- Drivers operate Monday to Saturday, 8 am to 6 pm. If needed, other times may be accommodated.

Scheduling and Flexibility:

- We work hard to accommodate shoe drive partners' schedules.
- The more flexible your organization is with pick-up, the quicker and easier it is to be scheduled.
- If you will be out of town for the timeframe our driver will be in the area, please provide an alternate contact name and phone number.

****Important Note****

- It's very important for logistics to know your bag count and any changes, as this could result in pick-up changes.

If you or your team has further questions regarding the pick-up process please contact our logistics team.



Do NOT close bags with rubber bands.



Do tie bags closed.

Funds2Orgs Logistics Contact: (407) 930-2979