

# funds2orgs™ | Mini Drive



## Follow these guidelines for a successful shoe drive fundraiser.

- Once you return your signed agreement, schedule a Planning Call with your fundraising coaching team to develop a plan for your drive.
- Your goal is to collect 100 bags of gently worn, used and new shoes with 25 pairs in each bag which is about 2,500 lbs. and will earn you around \$1,000. Funds2Orgs will pay you \$0.40/per pound so the more shoes you collect, the more funds you earn! If you do not reach at least 90 bags/2,250 lbs., there will be an \$125 freight reduction, but this is NOT an out of pocket expense. It will be deducted from your check only if the goal is not met.
- Once you've had your Planning Call, you'll receive your first Starter Kit complete with 50 bags, rubber bands, materials and guidelines. Once you fill 35 bags, we'll send you a second kit.
- Secure a clean and dry storage location that can hold approximately 100 bags. We do not accept wet bags of any kind. Some groups use an empty room, garage or a donated storage unit.
- Have your team build a list of everyone they know! Reach out to friends, family, teams, schools, churches, civic groups, local businesses and other community members to get involved in cleaning out their closet to support your shoe drive fundraiser.
- Schedule weekly calls with your fundraising coaching team to evaluate your collection strategy. They've worked with thousands of fundraising groups and will always have a new idea to take yours to the next level.
- Read our Tuesday Tip emails to learn creative ways to engage volunteers, collect shoes and have fun! Be sure to check out our blog at [funds2orgs.com/blog](https://funds2orgs.com/blog) and view our helpful playlists on YouTube, just search for Funds2Orgs.
- Raise awareness for your shoe drive fundraiser through local media outlets such as radio, newspaper and TV. Utilize social media platforms, flyers and the press release template which are all available for download in your Dropbox folder.
- Connect with us on social media @funds2orgs to keep up to date with the latest fundraising tips and tricks. Don't forget to tag us!
- Be sure to communicate your bag counts weekly and your final bag count so that the logistics team can plan your pickup accordingly.
- At pickup, be sure to have 2-3 volunteers per 50 bags to help load the truck.
- Celebrate you and your team's hard work when you receive your check!

**Congrats on an impactful shoe drive fundraiser!**