



funds**2**orgs™

Your Shoe Drive Planner



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Task	Assigned to	Complete by	Completed On	Notes
<i>Pre-Planning</i>				
receive Starter Kit with 100, 33 gallon bags and 2500 rubber bands				
confirm dry and clean storage location for filled bags				
build list of people to assist in shoe collection				
make list of businesses, schools, churches, groups that will help				
identify neighborhoods that can participate, assign goal				
consult with fundraising coach about strategies, ideas and storage location - they are your best ally!				

<i>Marketing and Promotion</i>				
develop drive strategy with fundraising coach				
create messaging that's compelling to donors; tell the story of your mission & organization				
download and print any flyers desired				
promote drive on website and social media outlets as often as possible; daily is best				
talk to fundraising coach about local media outlets, businesses				

<i>Recruiting</i>				
contact churches, schools, businesses, civic groups etc. for participation				
distribute flyers, door hangers in your neighborhood				

Task	Assigned to	Complete by	Completed On	Notes
First Reminder				
follow up with bag list, collect shoes, process, and count				
follow up with churches, schools, businesses etc. . . collect shoes and count				
follow up and neighborhood captains, collect shoes, process, and count				
rubber band or tie laces of collected shoes together				
bag shoes in groups of 25 pairs per bag and knot bag closed				
communicate with fundraising coach - bag count, location, strategy				

Second Reminder				
follow up with pledgers, collect shoes, process and count				
follow up with churches, schools, businesses etc., collect shoes and count				
follow up with neighborhood captains, collect shoes, process and count				
rubber band or tie laces of collected shoes together				
bag shoes in groups of 25 pairs per bag and knot bag closed				
communicate with fundraising coach- bag count, location, strategy - they are your best ally!				

Task	Assigned to	Complete by	Completed On	Notes
<i>Final Push</i>				
follow up with bag list, collect shoes, process and count				
follow up with churches, schools, businesses etc., collect shoes and count				
follow up with neighborhood captains, collect shoes, process and count				
communicate with fundraising coach- bag count, location, strategy				

<i>It's a wrap</i>				
collect all outstanding shoes from your collection list				
collect all outstanding shoes from churches, schools, businesses, etc.				
collect all outstanding shoes from neighborhood captains				
process final collection of gently worn, used and new shoes				
tally final bag count				
communicate final bag count with fundraising coach				
schedule pick-up with Funds2Orgs logistics team				
confirm pickup location with fundraising coach/logistics team				
verify organization name and tax ID with fundraising coach				
confirm check mailing address with fundraising coach				
receive check				
deposit funds				
send thank you notes to participants: including churches, schools, organizations, and individuals				
plan your next event				