



# How to Create a Successful **Volunteer Program**



## Table of Contents

### **Introduction**

The Missing Ingredient  
• 3 •

### **Chapter One**

One Volunteer's Story  
• 6 •

### **Chapter Two**

7 Strategies and Tips to Develop a Volunteer Program  
• 9 •

### **Chapter Three**

Volunteer Management Job Description  
• 12 •

### **Chapter Four**

Volunteer Policies for Consideration  
• 15 •

### **Chapter Five**

3 Smart Ways to Engage and Motivate Your Volunteers Right Now  
• 17 •

### **Chapter Six**

10 Ways to Turn Your Volunteers to Donors  
• 20 •

### **Chapter Seven**

25 Brilliant Ideas to Engage Your Community in Your Fundraiser  
• 23 •

### **Chapter Eight**

Additional Volunteer Resources  
• 26 •

### **Chapter Nine**

Funds2Orgs Fact Sheet  
• 28 •

### **About**

• 30 •



# Introduction

The Missing Ingredient



A couple of years ago, I read a startling finding from the Stanford Social Innovation Review<sup>1</sup>, “Since 1970, 46,000 for-profits have crossed the \$50 million annual revenue barrier, as opposed to only 144 nonprofits. That’s shocking. The most effective and economical way to solve big problems is not 10,000 organizations serving 100 people per year, but rather 100 operationally and programmatically excellent organizations each serving 10,000.”

If that’s not sobering, I don’t know what is in the nonprofit sector.

I think we may have many well-meaning people thinking that they’re going to start a nonprofit, of which there are approximately 1.5 million in the United States. Then, they focus on two things: 1) programs; and, 2) trying to stay afloat with limited resources.

In the mix, there’s a critical missing ingredient.

I’ve been working in social good since the 2004 Indian Ocean tsunami, and the missing part is community and volunteer engagement. Your community and volunteers become your donors and if you’re missing that

---

1 “The New Nonprofit IPO,” Stanford Social Innovation Review, January 29, 2014, [http://www.ssireview.org/blog/entry/the\\_new\\_nonprofit\\_ipo](http://www.ssireview.org/blog/entry/the_new_nonprofit_ipo)



element—your champions—you’re not going to raise the money that you need to deliver the high-quality programs you want to provide.

I’m not saying that your nonprofit has to have a volunteer program. Many do alright without it. What I am saying is that you have to have a robust program to engage the community and volunteers, which includes board members and others who give their time (and money) to your organization.

If you work, donate or give your time to a nonprofit, school or church group, or civic organization, this guidebook is meant to serve as a tool for information about how to develop or strengthen your community and volunteer engagement. You’ll learn what you need to know to maximize your results so you can end up with people around you who not only support your organization but also go out into the community and are prepared to advocate for you.

By following even some of the ideas provided in this guidebook, you’ll have the opportunity to engage with your community in a more meaningful way, which will increase your level of support and ultimately impact your bottom line.

I’ve always believed that nonprofits have to go from surviving to thriving. Developing and focusing on a robust engagement program for the community and volunteers is a path that will deliver meaningful results to your organization.





# Chapter One

One Volunteer's Story



Jen is a volunteer who was moved to support an adoption fundraiser for two reasons:

1. The adoptive family had been doing work in the community; and.
2. Her pastor challenged the congregation one day at service to become active members of the community.

One day Jen had been scrolling through social media, and she found out about a fundraiser for the adoption of a child. She learned that by giving her gently worn, used and new shoes to the [shoe drive fundraiser](#) of the adoptive parents, Ian and Amy, she would be able to help them raise money—without having to donate anything more than the unused and unwanted shoes of the family.

From the moment Jen became engaged with Ian and Amy's efforts, she became one of their biggest champions, and an example of the type of supporter any person or group would want in their corner.

#### **A Unique Fundraiser Grabs a Volunteer's Attention**

Jen explained, "When Ian posted the drive and the request for shoe donations on Facebook, it peaked my curiosity. I found it interesting that it was possible to raise funds—for the Snyder adoption—through a shoe collection drive and in turn, provide a means of income and/or footwear for people in developing countries." She immediately got to work cleaning out the shoe bins and closets in her family home to help the couple.

#### **A Volunteer Figures Out How to Do More**

One of the primary motivating forces any donor or volunteer becomes involved in any cause is because it's engaged them on an emotional level. Once your organization has tapped into someone's emotions, the remainder (e.g. statistics and outcomes you provide) is rational support for their decision to help you.

Once Jen was done cleaning out her home of shoes, she wondered how else she could help Ian and Amy. It turns out it didn't take long for the answer to come to her. Jen was attending church service shortly after giving her family's shoes to the shoe drive fundraiser. It was then when the pastor challenged the congregation to become an "active presence" in the local community.

#### **Spreading the Word About a Shoe Drive Fundraiser**

Jen told my team when we were getting her story about her volunteer support, "I immediately thought of





the...shoe drive. Ian is the visionary and director of the Refuge...Several years ago, he saw a need in Sunbury where young people could spend time off the streets, playing games, getting tutored with schoolwork, and learning life skills. The result? The Refuge. Why couldn't we—as a church—support a local family who has given so much to the community, who in turn, will be giving shoes to developing countries?" Jen said.

In this case, it was Ian's work as the founder of The Refuge that helped Jen see that he was making an impact in the community with the young people. This awareness helped her make an emotional and rational decision to support the shoe drive Ian and Amy were doing for the adoption of their third child.

Jen went on to work with her church, football, and cheerleading program to collect shoes for Ian and Amy. Her dedication made Jen one of their biggest champions.





## Chapter Two

7 Strategies and Tips to Develop a  
Volunteer Program



My team at my shoe drive fundraising company, [Fund2Orgs](#), and I have worked with thousands of partners across the United States and even some in Canada. One of the biggest challenges so many of our partners past and present struggle with is the development of a volunteer program. There are countless animal rescues, school groups, nonprofits and others who want to have volunteers show up on an on-going basis. This chapter will provide your organization with the know-how of how to create a volunteer program, which you can engage in activism and fundraising.

**ONE**

#### **What are you looking to achieve?**

The first place to begin within your organization is to ask yourself what you want with volunteers. Are you looking for champions to help you execute programs? Do you want them to work with you on fundraising events? How do volunteers align with your mission and the work of your staff? Are you ready and willing to develop job descriptions, policies and procedures to work with volunteers? Do you have a point person or two who will have the responsibility and accountability in working with volunteers? Remember that you ideally want to offer short-term projects with a high impact so you can share their success.

**TWO**

#### **Who can help you?**

A great start for any organization looking to implement a volunteer program is to get an ad hoc group of people to help you create a volunteer program. The people you can ask to help you join forces with a series of meetings or on a weekend afternoon include but are not limited to your board members, staff, community leaders, prospective volunteers and some donors who are active champions of the work you do.

**THREE**

#### **How can you get the information you need for a volunteer program?**

Depending on the size of your organization, you may have a clear idea of what you need volunteers to do. However, you may very well have competing interests. For example, perhaps you need volunteers to work as tutors for the children you serve; however, you also have your fundraising department that would like to see volunteers cooperate with them in team fundraising events. This example serves two very different types of volunteer needs. To understand what your organization needs for volunteers, you should learn about every possible way volunteers can help to expand your work. To get this information, develop surveys, interview people, or create a focus group.

**FOUR**

#### **What are staff responsibilities for volunteers and how to keep each doing their work?**

In some small organizations, the volunteers are the "staff." However, hundreds of thousands of small organizations may have one or two people as paid team members, but volunteers help them implement their work in the community. When you have paid team members, you should seek to have someone become the "point person" for the volunteers. This individual will become the go-to person and will be responsible and accountable for the recruitment and volunteer management work. Alternately, you can get a superstar volunteer whose sole responsibility is to manage volunteers and coordinate with paid staff. Whoever becomes the volunteer manager, this person will be responsible for creating the volunteer position descriptions, recruitment strategies, training, policies (e.g. do volunteers who work with children or animals should pass a background check), etc. There has to be a clear delineation between what staff roles and functions will be and what volunteers will be doing.



#### FIVE

#### **What are the benefits to the organization and volunteers?**

Although the team will receive help from volunteers, the people who are giving of their time should also benefit. One of the key ways to recruit and maintain volunteer motivation is to demonstrate that volunteering for your group will give volunteers something that will benefit them. These volunteer benefits can include:

- Altruistic involvement in a favorite cause.
- Access to a network of donors, community and business leaders and other volunteers at events and meetings.
- For volunteers who may be in high school or college, volunteering can help them receive credit for their community service hours or class programs.
- Ability to provide input regarding key issues for your organization (e.g. participation in surveys or interviews about marketing matters such as positioning and messaging; giving information about what motivates them to give to your group, etc.).

#### SIX

#### **What is the mechanics of your volunteer program?**

Once your volunteer program is beginning to take shape, you'll want to make sure you have the following:

- Volunteer job descriptions.
- Volunteer policies and grievance procedures.
- Training program about your organization and what it means to volunteer.
- Volunteer database (even if it's in Excel or Access). Include name, address, telephone, email, social media usernames, volunteer hours, etc.

#### SEVEN

#### **What are the results of your volunteer program?**

The best way to recruit volunteers and keep them engaged is to demonstrate to them and prospects that they are, in fact, making a difference. To help people understand the impact, you want to have measurable results along with some great qualitative stories about your volunteers. You can have statistics on the number of volunteers in total and per program, volunteer hours, dollars raised with the help of volunteers, number of hours or volunteers worked by adults and students in need of community service hours for court or high school credit, advocacy emails sent by volunteers, the number of social media posts shared by followers, etc.



# Chapter Three

## Volunteer Management Job Description



Finding someone to recruit and manage volunteers is something that any organization can do. If you were to take the time to look at the work you do, it's very likely that you have opportunities to get people involved. There are members of your community who want to participate in your events, programs or fundraisers. Volunteers help grow your organization by spreading the word about your brand, programs, fundraisers and impact in the community. It ultimately leads to more involvement and increased donations and resources because today's donors want more direct participation in the organizations they support.

The best thing you can do as an organization is to recruit one person to become the point person for volunteer management. This person should be someone you trust. In addition, the individual who will be responsible for working with volunteers should be someone who has the following qualities and skills: leadership, humor, organization and planning skills, energy, and someone who can juggle multiple demands at the same time.



The more your volunteer program grows, the more demanding it becomes. In time, increased leadership involvement and potential financial resources should be allocated.

Job requirements for the volunteer manager should include the following:

- Ensure volunteer recruitment aligns with the programmatic goals of the organization.
- Recruit volunteers for the organization through various means, such as ads, social media, networking, etc.
- In collaboration with organizational leadership, ensure nonprofit volunteer policies are developed and adhered to by volunteers.
- Formulate and maintain a comprehensive volunteer training program that includes the nonprofit's background and information, orientation, and skills training for volunteer work.
- Formally orient and train volunteers.
- Maintain volunteer records, including all volunteer contact information, reference and background checks (especially for anyone who will have contact with minors or at-risk populations), hours worked, jobs completed, and volunteer awards/recognition.
- Collaborate with program leaders to develop volunteer opportunities that help increase impact for the organization and align with its interests and needs.



- Schedule volunteers for events and volunteer work hours.
- Serve as key liaison for all matters related to volunteers.

[VolunteerMatch.org](https://www.volunteermatch.org) is one of the leaders in volunteer management. They have some webinars that organizations can participate in virtually to help your nonprofit create an excellent volunteer program that will help you ensure a high level of impact and engagement. Additionally, nonprofits seeking to recruit and manage volunteers can do so by [becoming a member on the website](#).



# Chapter Four

Volunteer Policies for  
Consideration



When you develop a volunteer program, it's important to make sure that you have a set of policies that guide your work with your champions. The following are elements for policy points you should consider for a comprehensive volunteer management program, which should be compiled into a "Volunteer Handbook" and given to all volunteers.

- » Organization mission, vision, and facts.
- » Confidentiality procedures for any volunteer reference or background checks.
- » Non-discrimination and non-harassment statements.
- » Organizational conflict of interest and confidentiality policies.
- » Volunteer probationary period.
- » Supervision and oversight.
- » Educational community service or credit policies.
- » Reimbursement of expenses.
- » Permission to use volunteer likeness of volunteers (e.g. images), or names, in organizational marketing and promotional materials.
- » Safety and security.
- » Volunteer agreement where a volunteer formally agrees to provide a certain number of hours over a specified period for a particular volunteer opportunity.
- » Policies for volunteers who are minors and parental or guardian consent.
- » Attendance and conduct.
- » Dress code.
- » Disciplinary and separation policies (it does happen, so it's best to be prepared).
- » Emergency procedures and contact information.
- » Volunteer rights and responsibilities.
- » Process for volunteer need requests by staff.
- » Medical clearance for any volunteer opportunities that require special physical abilities such as heavy lifting.
- » Prohibition of volunteer work for any roles requiring special licensing or certification (e.g. driving, social work, etc.).
- » Evaluation of work.
- » Liability and accident insurance.

As in everything in a nonprofit business, with a little planning and thoughtfulness, you will ensure that your volunteers work with you with transparency, open channels of communication and clear expectations. Setting expectations at the outset is an integral aspect of ensuring you have committed volunteers to work with you.





## Chapter Five

3 Smart Ways to Engage and  
Motivate Your Volunteers Right Now



Volunteers, including board members, are a vital source of support for organizations. People like Jen whom I profiled in the previous chapter can become a primary source of support regarding raising awareness for your cause, as well as raising money. In Jen's case, she talked up Ian and Amy's shoe drive fundraiser because she was engaged and committed to the cause. And, although they were not asking for money, the shoes collected were still currency, and Funds2Orgs issued a check to them.

One of the biggest challenges nonprofits and cause-related groups have is to keep the interest of volunteers—be it board members or volunteers for an event. While volunteers have the best intentions when they come on board, they have to feel that their time is well spent for them to continue. If any of the following three essential elements for engagement and motivation are missing, you'll experience a drop-off or turnover by your volunteers.

#### 1. Social Recognition:

Nonprofits and groups have to provide both emotional and rational reasons to volunteers to help them stay engaged. The emotional reasons come with the stories and social opportunities that nonprofits provide their volunteers. The logical reasons to stay engaged for volunteers comes with the work they see happening and in the receipt and understanding of the facts and statistics—the impact.



The best nonprofits who're able to retain their volunteers, raise the most money and have a high level of brand awareness in their community understand that volunteers are part of their organizational story. Charities demonstrate to volunteers that they know their value to the organization by giving them social recognition. For example, many groups have a volunteer page where they tell the stories of their volunteers and feature pictures. This recognition connects volunteers to your nonprofit because you're socially acknowledging their contributions.

Further, profiling and highlighting volunteer efforts in email campaigns, digital material, newsletters or at events go a long way toward solidifying their relationship with your organization. Allowing volunteers to network and connect with others who give of their time (and money) also help provide the social recognition that allows volunteers to coalesce with other key members, champions, and supporters.

#### 2. Personal acknowledgment:

It may seem basic, but the words "thank you" go a long way. Sometimes we're all so rushed moving in so many directions that sometimes I think we've forgotten the simple art of gratitude. When someone decides to become a volunteer for your group, going out of your way to acknowledge the fact that they're taking time out of their schedules to help you (when they don't have to), makes an impact.

I'm a big fan of thanking your volunteers often. Make it a point to do something special—for example, sending a personal and penned card in





the mail—helps you stand out. In this digitized world, the art of picking up the phone to say thank you or sending a personal card in the mail is refreshing. No one does it anymore.

Sometimes the best of intentions on the part of volunteers fall short. Don't assume that means they don't want to be involved with you. Sometimes life does get in the way. If volunteers have committed to help you, but miss the opportunity, take a moment to acknowledge through a phone call, email or note that you missed them. Remind them that you appreciate their efforts and would like to know how you can help them to remain involved.

### 3. Create Community:

People are typically social creatures, yes, even introverts. It's rare to have someone want to volunteer for your group and be someone who doesn't want to speak or work with anyone else. In fact, many people who volunteer thrive on the interaction and work they do with other people.

That means your organization should develop a robust community of volunteers. This group of supporters helps your nonprofit, but it also gives volunteers opportunities to network and develop relationships with each other as they help a cause that's meaningful to them.



It doesn't take a lot to create a community of volunteers:

- Create a list with contact information for your volunteers so they can reach out to each other about the work they're doing for you—or to socialize.
- Develop a monthly or quarterly newsletter that's focused on your volunteers. If you don't have the resources for a separate bulletin, then include them in every issue of your organizational newsletter.
- Add a web page on your site that includes pictures, updates, and news about your volunteers.
- Volunteers should have the opportunity to network and connect with other volunteers. That means you should facilitate volunteer events—not just work meetings. Encourage and appoint a volunteer or two to take the helm of creating fun and engaging social events monthly, bi-monthly or quarterly for your volunteers.
- Create a closed Facebook group, which you moderate, for volunteers.

Remember, for a successful volunteer program, you have to align with someone's interests and connect with them emotionally. If they decide to support your group, you've already gone a long way, but to keep them engaged, you want to develop and reasons for them to remain engaged. Volunteer retention is accomplished by thinking about volunteers and what you can do for them.



## Chapter Six

10 Ways to Turn Your  
Volunteers to Donors



When a volunteer has become involved in programmatic work with you, they are one of the best persons to ask to help you fundraise. In our business, we have found that the shoe drive fundraisers that work best are those that tap into their network, including volunteers. These people are your champions and want to be part of your story. So, how can you encourage volunteers to become donors to your organization?



1. Create a fun volunteer experience: Before you ask your volunteers to become donors, ensure you've created a volunteer experience that makes them feel good.
2. Share volunteer stories: Create a unique page on your website or section in your newsletter to share the stories of your volunteers.
3. Always be appreciative: You can never thank people enough for their time. If people are taking time out of their busy schedules to volunteer, make sure to thank them for their contributions. Be specific when you thank them (e.g. "thank you for helping us on Saturday by collecting 2 bags of shoes for our fundraiser).
4. Ask for the gift: A lot of times organizations don't ask their volunteers for financial contributions because they are giving of their time. It's a mistake. Ask for a specific financial donation. Volunteers' association with you only increases the likelihood they will give.
5. Ask volunteers to help you fundraise: Volunteers are typically community-minded individuals. They belong to churches, civic groups and are likely leaders in their jobs. Ask them to assist you by asking others in their sphere of influence.
6. Social media ambassadors: Your volunteers can serve as an excellent bridge to grow your donor base. As part of their volunteer duties, ask them to help you promote your organization and fundraisers on social media.



7. **Create competition:** A little competition is a good thing. Create competitions between volunteers for the most social media posts or likes for your fundraiser or outreach made to help you. Give them some recognition for the fundraising work.
8. **Soft credit volunteers:** In nonprofit fundraising, there's a concept of "hard credit" and "soft credit." Hard credit goes to donors who give the money and therefore will receive an acknowledgment and tax statement. Soft credit (and recognition) goes to those who asked for the funds but did not give it themselves. Remember, your volunteers can serve as a conduit to others.
9. **Create peer-to-peer pages:** Technology has made it easy for organizations to create peer-to-peer solicitation pages. People give to people. Make it easy for volunteers to solicit their contacts personally.
10. **Ask for input:** Create an advisory council for your organization and ask your best champions to serve and provide donor perspective and information about your programs and organizational objectives. When you ask for input, it engages people further.





## Chapter Seven

25 Brilliant Ways to Engage  
Your Community in Your Fundraiser



Your fundraiser will be successful if you have an active and engaged community working with you. Raising awareness is an ongoing effort that has to be consistent so you can get as many people as possible knowing about your church, school, nonprofit or civic group.

Fundraising success is dependent on active engagement with donors, volunteers and your community. Engagement doesn't begin on the day you send out your fundraising solicitations. It starts way before that point and can involve different techniques. What follows are 25 great ideas for you to use to develop and grow engagement in a consistent and ongoing manner.

1. A perfect place for any organization to begin to find financial resources for advertising dollars for digital marketing is to apply for a [Google Grant](#).
2. Recruit expertise onto your board from marketing, finance, and fundraising pros. The in-kind support you can receive from them can be very valuable.
3. Become the expert in your community around your particular cause. Create a speakers bureau of experts and make sure to reach out to the media when they're looking for expertise and sources.



4. Develop a "Volunteer" page on your website and share their stories in their work for your organization. This page helps volunteers feel acknowledged and helps others see themselves in the shoes of an engaged volunteer.

5. When you do a fundraiser, ask your key volunteers and donors to help you reach out to your community's mayor, city council, chamber of commerce or other officials for letters of support, endorsements or resolutions.

6. Allow personal fundraising pages from your site. In today's digital world there are many companies offering nonprofits low cost (or free) peer-to-peer fundraising pages.

7. Develop a campaign that asks your donors, supporters, and volunteers to live stream when they are working or participating in one of your events. It's fun for them and gets your brand out to their network in a very easy way.
8. Draft press releases for your events and fundraisers and get them in the hands of local reporters.
9. Ask your supporters and volunteers to tag you or use a particular hashtag in content unique to your brand and mission.
10. Partner with local businesses and promote their shops in your digital marketing materials. Ask them to provide discounts to the public and get fundraising sponsorship from them.



11. Create a poll or survey via an email campaign or social media and give away a small item (free digital downloads) for participation. Make sure that your study captures their information and incentivize them to share the poll or link.
12. Acknowledge and thank your volunteers and supporters on social media.
13. Create a social media ambassador program and designate some key volunteers to work with you to engage the broader public in your efforts on an ongoing basis.
14. Create a prominent "Get Involved" button on your website and other digital marketing efforts and then make sure to promote it regularly.
15. Follow the following formula on social media: spend 1/3 of your posts informing and educating, 1/3 promoting and 1/3 giving people a clear call to action (including sharing your content).
16. Develop an elevator pitch and make sure you have your key people know it when you have a fundraiser or some event that you want to be supported. (Remember, most of your supporters can't succinctly explain to others why others should support you).
17. Ask your high profile volunteers (e.g. board members) and other community supporters to host a private event to help you raise awareness or money (e.g. corporate breakfast, cocktails in a private home).
18. Invest in sponsoring community events so people can realize you are a valuable part of the community.
19. Present annually at your local chamber of commerce, associations, and civic groups.
20. Partner with civic organizations aligned with your work on special projects of mutual interest.
21. Hold fundraising contests (e.g. team fundraisers, peer-to-peer fundraisers).
22. Connect with the local college, sororities or fraternities to get the younger (tech and social media savvy) involved in your cause.
23. Hold a "thank-a-thon" where you and key volunteers call people to say "thank you." It'll go a long way to building bridges in your community.
24. Connect with local bloggers and complimentary organizations and ask them to feature your organization or fundraiser in exchange for promotion in your material of their work.
25. When you have community events or fundraising events, make sure you have a tablet on hand to sign up new people or take donations.





# Chapter Eight

Additional Volunteer Resources



Organizations that depend on volunteers or that want to create volunteer and advocacy programs have some resources on the Internet to give them everything they need to know about creating, maintaining and assessing the performance of a volunteer program. What follows is a list of some of those resources:

- [VolunteerMatch](#) – recruit volunteers.
- [GiveBackTime](#) – volunteer software.
- [Track It Forward](#) – volunteer software.
- [USA.gov](#) – volunteer resource.
- [Idealist](#) – recruit volunteers.
- [Youth Service America](#) – youth volunteer recruitment.
- [1-800-VOLUNTEER.org](#) – volunteer solutions.
- [Network For Good](#) – volunteer solutions.
- [KnowHowNonprofit.org](#) – volunteer training.
- [EnergizeInc.](#) – volunteer training.

### A Final Word

Volunteers are a great resource for nonprofits, schools, churches, and civic groups. They can help you grow your programs and increase sustainability by providing you with additional resources.

Today, volunteers and donors are very sophisticated because of the wealth of information available to them. Make it a point if you're thinking of developing or expanding a volunteer program to see it from the perspective of volunteers. Volunteers want to make an impact. They want to feel that they made a worthwhile contribution and made a difference.

Always be clear and accurate about the impact that your volunteers make for your organization. Help them understand how their time stuffing fundraising envelopes, reading to children or [collecting gently worn, used and new shoes in a creative shoe drive fundraiser](#) enables you to accomplish your mission and work.





# Chapter Nine

Funds2Orgs  
Fact Sheet



Funds2Orgs is the leading shoe drive fundraising social enterprise in North America. It has served thousands of partners in North America. Funds2Orgs works primarily with organizations seeking to raise \$3,000, \$5,000 or more in as little as 60 to 90 days.



- Funds2Orgs is a for-profit fundraising company and social enterprise founded on April 1, 2013.
- Funds2Orgs is an independent brand of [Elsey Enterprises](#).
- The founder of Elsey Enterprises and all brands associated with it is international business entrepreneur and philanthropist, Wayne Elsey.
- Currently, the business has over 20 team members.
- The social enterprise is accredited with the [Better Business Bureau](#) and has hundreds of independent reviews.
- Elsey Enterprises has other brands in its portfolio, which include: Sneakers4Funds, Shoes With Heart, Not Your Father's Charity, CELG Freight, SocialGoodU and str@tegic.
- Subsidiary brands of Funds2Orgs include Sneakers4Funds and Shoes With Heart.
- Funds2Orgs has helped thousands of shoe drive fundraising partners raise money across North America.
- The average length of a shoe drive is 60 days to 90 days.
- On average, shoe drive partners collect 300 bags of gently worn, used and new shoes in a "Flash Drive."
- There are three main advantages to a shoe drive fundraiser with Funds2Orgs:
  - » Shoe drive partners can raise money in a creative, fun and easy fundraiser.
  - » We ship the gently worn, used and new shoes collected to micro-entrepreneurs (small business owners) in developing nations around the world.
  - » Footwear collected in shoe drive fundraisers do not go to landfills in North America. Developed nations are leading the charge to make conditions on our planet more sustainable for the global population.
- All partners receive everything necessary for a shoe drive with no upfront costs, including:
  - » A team of fundraising coaches to help partners from start to finish.
  - » Shoe collection materials, including rubber bands and clear plastic bags.
  - » All the promotion and marketing materials.
  - » Pick-up of the shoes by a member of the Funds2Orgs logistics team.
  - » A check issued by Funds2Orgs within 2 business days of the shoes being received and processed at its warehouse.
- You can download free marketing and fundraising resources and partner case studies on the [Funds2Orgs "Free Resources"](#) page.



### About the Author

[Wayne Elsey](#) has changed lives around the world. He is the founder and former CEO of Soles4Souls, a nonprofit that helped put over 20 million pairs of shoes on the feet of those in need in response to some of the world's largest natural disasters. He also grew this organization from zero to over \$74 million in fewer than 5 years. Today, his company, Elsey Enterprises, offers consulting, fundraising and business services for nonprofits, social enterprises and for-profit organizations looking to make a large social impact. He accomplishes this through the independent brands of Elsey Enterprises: str@tegic, Not Your Father's Charity, Funds2Orgs, Sneakers4Funds, Shoes With Heart, CELG Freight and SocialGoodU, an online education platform for learning all things related to the social sector.

A nationally recognized authority on nonprofit and social enterprise leadership and topics related to motivation, business and personal success, Wayne's life work is dedicated to business projects that have a humanitarian impact. He also seeks to educate and inform social sector organizations, philanthropists and entrepreneurs on the latest trends in the industry through public speaking, consulting and as an author. His network appearances include NBC Nightly News, Good Morning America, Today Show, Fox News, and he is a current member of the Forbes Business Development Council for senior-level sales and business development executives.

As a thought leader, all of Wayne's books (available for cost on [Amazon](#)) dissect various business principles and teach readers that much of what is learned across multiple disciplines can be applied strategically and thoughtfully to the social sector. In his first best seller, *Almost Isn't Good Enough*, Wayne shows readers how to be successful in the social sector and not suffer financial hardship. His philanthropic ethos is to go from surviving to thriving.

With his subsequent *Not Your Father's Charity* book series, Wayne touches on the most important topics and issues based on his years of experience and success in the social sector. Books published to date include topics related to marketing, fundraising, leadership and the state of overall philanthropy. Wayne also published a motivational book, *Get Off the Couch: Grip & Rip and Break the Barriers Holding You Back in Life*, which is a resource of practical and no-nonsense advice and counsel for those who want to overcome obstacles that seem to be in the way of reaching their full potential.

### About Funds2Orgs

Funds2Orgs is the leading shoe drive fundraising social enterprise in North America. Funds2Orgs works with churches, schools, nonprofits, civic groups and others helping them fundraise in an easy, new and innovate way. Further, Funds2Orgs works globally in partnership with micro-entrepreneurs in developing nations around the globe. It also offers organizations and their local communities a socially responsible way to dispose of unwanted shoes in support of a good cause.

### Copyright

© 2017 Funds2Orgs all rights reserved. Unauthorized use and/or duplication of any kind of this material without express and written permission from this book's author and/or owner are strictly prohibited.