

SOLES4SOULSFUNDRAISING.ORG



\$2,053,586 RAISED, EQUALING **821,434** SHOES DONATED SO FAR.

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WHY FUNDRAISE?



Over **300 million** children in the world do not own a pair of shoes. Together, we can change that.



When **you** fundraise for Soles4Souls with your school, business, or on your own, you are helping us Change the World One Pair at a Time[®].



The money you raise for Soles4Souls will provide children and adults with what may be their **very first** pair of shoes.

REGISTER NOW! →

RETURNING USERS ↓

Know someone who's doing a fundraiser?

GO

[View All Profiles](#)

email address

[Forgot Password?](#)

LOG IN

FAQs

1. I registered for information on the site and have not heard back.

The Soles4Souls Fundraising site is a tool for people to use who are going to raise funds for Soles4Souls, either as a 100% donation, or through the Soles4Souls Fundraiser (for schools and civic organizations). When you register on the site, you are registering to be able to create a profile page, not signing up for a program or to receive information.

If you select “I want to raise to raise funds for our school/organization through the Soles4Souls Fundraiser” as your **Fundraising Program Type** and have not submitted the appropriate forms, you will be contacted by the team member who works with that program. Otherwise, you may contact fundraising@giveshoes.org.

2. I registered for a profile, but I am having trouble logging in.

When you register for a profile on our fundraising site, your submission must be then be approved by one of our team members. If you register for a profile at the start of or over the span of the weekend, please allow up to 48 hours for approval.

3. Can I use the site to do a shoe drive for Soles4Souls?

The fundraising site is designed to collect financial sponsorships of new shoes to be sent to people in need, and is not capable of facilitating, managing, or measuring the progress of a used [shoe collection](#). You are welcome, however, to use the fundraising site to collect financial donations for Soles4Souls as a supplement to your used shoe collection. Using the site to fundraise for Soles4Souls would be a great way to provide those who may not be able to make it to your shoe collection site with another way to give. Additionally, the share capabilities of the site would provide you with easy ways to quickly spread the word about your collection efforts for Soles4Souls.

4. How much of each donation goes toward giving people shoes?

Soles4Souls only uses 2% of its revenue to fund operation costs. That means that 98 cents of every dollar goes toward providing people in need with the gift of shoes.

5. What are the differences between the Fundraising Program Types?

When you register for a fundraising page, you are required to choose a **Fundraising Program Type**. The first two options are 100% donation programs, meaning all you have to do is create a page and share it with people who you think might like to donate to Soles4Souls. For instance, *individuals* may create a fundraising page in honor of an upcoming birthday or anniversary and raise donations in lieu of gifts, or they may create a page just because they want to make a difference!

Companies and organizations are increasingly finding that implementing cause marketing into their development strategies yields nothing but positive results. A business may decide to create a page for something such as an employee giving program, or they may work with Soles4Souls to create a larger campaign. For more information on the details and benefits of developing a fundraising campaign at your place of business, contact fundraising@giveshoes.org.

The *Soles4Souls Kindness Challenge* is also a 100% donation fundraising campaign, but the Kindness Challenge is a dynamic program encompassing a motivational speaker and different levels of philanthropic contributions, that can be implemented at schools in your local community. Before creating a fundraising page, your school will have had to sign up and schedule the event with team member Brian Williams. For more information, email brianw@giveshoes.org.

The *Soles4Souls Fundraiser* is a program that allows your school or organization to raise funds while making a difference in the lives of others. Participation in this program requires the completion of two sign-up forms. The forms, as well as additional information on the program, can be obtained by emailing fundraising@giveshoes.org.

WHY CREATE A PROFILE?

Creating a fundraising profile is the simplest way to fundraise! Soles4SoulsFundraising.org offers you a place to organize, track, customize, and share all of your fundraising event information—Making a difference has never been easier!

COLLECT DONATIONS



People can make financial donations that go directly to Soles4Souls (no cash conversions or mailings!), and all the donations that come through your site are tracked and recorded!

Hope Through Healing Hands - Step Up Tennessee's Recent Donations

NAME	AMOUNT	DATE	COMMENT
Anonymous	\$1,000.00	12/21/2009	
A & E	\$100.00	12/17/2009	
Holshouser			
James Root	\$100.00	12/14/2009	
Colleen	\$20.00	12/09/2009	
Welch			

CUSTOMIZE TO YOUR EVENT



Make your fundraising profile easy to identify by uploading a logo or picture.

Customize your profile with information about who you are and what you're doing for Soles4Souls – even upload pictures and videos!

SET & TRACK GOALS

You can set a fundraising goal for your event, and the Progress box will track how much you've raised, what percentage of your goal you've met, how many donations have been made, and how many days you have left to reach your goal!



SPREAD THE WORD

Copy and paste and HTML code into your web page or profile to display a Soles4Souls banner that links to your fundraising page.



Link all of your social networking sites to your fundraising page.

Social Network Links ie:(<http://www.facebook.com/yoursite>)

Facebook	http://www.facebook.com/soles4sc
Twitter	http://www.twitter.com/soles4souls
YouTube	http://
Vimeo	http://
Flickr	http://
Blogger	http://
Wordpress	http://
LinkedIn	http://
MySpace	http://

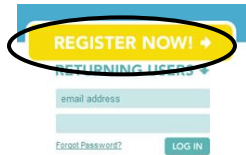


Create customized e-cards to send to an e-mail list. Your unique URL is automatically included when you design your card!

STEP-BY-STEP CHECK LIST


SIGN UP

- Contact Soles4Souls at (615) 391-5723 if you will be participating in the Soles4Souls Fundraiser or the Soles4Souls Kindness Challenge, and the appropriate team member will work with you to schedule your program.
- Visit www.Soles4SoulsFundraising.org to register for your fundraising page. Fill out all fields and click submit.



CREATE YOUR PROFILE

- Once your profile is approved, you are ready to login and customize your profile! Login in and click “Edit Profile.”
- Choose what you want to be displayed as the name of your profile. If you registered as an individual, whatever is in the first box, **Name**, will appear on the front page of your profile. If you registered under any of the other options, whatever is in the second box, **Organization Name (if applicable)**, will appear on the front page of your profile.
- Choose your unique URL (www.soles4soulsfundraising.org/yourURLhere) and type it into the last box in the “Your Information” section. Your URL should identify who you are, as well as be fairly short and easy to remember. For example, if Brown High School is doing a fundraiser, their URL could be www.soles4soulsfundraising.org/BHS or [BrownHS](http://www.soles4soulsfundraising.org/BrownHS). If the Brown High School Key Club is doing a fundraiser, their URL could be www.soles4soulsfundraising.org/BHSKeyClub or [BrownKeyClub](http://www.soles4soulsfundraising.org/BrownKeyClub).

- Upload a logo or picture as your **Profile Picture** to help others identify your page.
- You may also upload several **Slideshow Pictures** that will rotate on your homepage under your story. You can upload pictures of your location, your fundraiser participants, or pictures of your fundraiser in action. Most likely, people who visit your fundraising page will know who you are, and seeing your pictures will make your page more personal.
- Set a donation goal for your fundraising page. If your fundraising profile is the only way you will be collecting funds, you can enter your total goal. If you are collecting funds other ways as well, set your goal for only what you would like to bring in through the site. This will keep your goal manageable, and your participants will love watching the orange bar grow!
- One of the most important things to contribute to your profile is to enter information about who you are and what you are doing for Soles4Souls in the “Our Story” box. Even though most of your site visitors will know of you, enter your story so that people who may not know much will have a clear picture of what you are doing and why giving to your cause is important. Be sure to answer the following questions:
 - Who am I -or- Who is my business/organization? Where are we? What do we do/What is our mission?
 - What are the details of the fundraising event or program we are hosting? Do we have an event we need to post times or directions for?
 - Why are we driven to impact people without shoes/Why do we think contributing to them is important?
 - If you are raising funds for your organization, also talk about what your earnings will go toward.
- Enter in the URLs to any of your social networking sites. Whenever a field has information, a button will appear on your home page.  The buttons will link to your sites, enabling visitors to learn more!

- If multiple people are participating in your fundraiser and you would like to track their individual progress, you may upload a spreadsheet of their information. When you upload a spreadsheet of names, donors will be able to choose from a drop down box of names when making their donations, allowing them to credit a certain participant for their donation. If you upload a spreadsheet of names and email addresses, participants will be able to create their own individual profiles within your group's profile.

GET THE WORD OUT!

- If your organization/business website has HTML capabilities, you can click on the orange "Share this Profile" button to embed a banner onto your site. This code can also be used to embed the banner into sites like MySpace and other HTML-friendly social platforms.
- Click on the orange "E-Cards" button to send customizable e-cards! Enter your name, email addresses, a subject line, a heading, and text. Be sure to preview your card before sending! The site will automatically include your unique URL, so people who receive your e-card can click right to your fundraising page!
- Know your unique URL so you can share it! Be sure to remind people to visit www.soles4soulsfundraising.org/YourURL by typing it on your Facebook, Twitter, MySpace, etc. Include it on your school/organization/company web site and in your church bulletin or school flyer.

To speak with a Soles4Souls team member, contact fundraising@giveshoes.org or (615) 391-5723.