



Planning a Successful Fundraiser with Soles4Souls

Once you have returned your completed paperwork, you are ready to begin planning a successful fundraiser!

Here are some suggestions:

1). Consider holding a “kick-off” event at your school. Whether in whole group/ small-group assembly or through a central broadcasting system, building awareness is critical to the success of your event. Helping students understand the global crisis of 300 million children without shoes and how your students can be part of the solution will increase their understanding, involvement, and support.

- Visit the Resources section (under the media tab) of our website, www.soles4souls.org, to learn more about our global mission.
- Show segments of the Soles4Souls DVD (sent by request) over several days and encourage discussion of the content in classrooms.
- Establish grade or class-level competitions for highest dollar amount collected. Some possible recognition by class could include a pizza or ice cream party sponsored by a local restaurant or grocery store, for example.
- Meet with teachers prior to the beginning of your fundraiser to inform them about Soles4Souls and your group’s goals. They may also identify “teachable moments” relating to their subject areas that will support the global impact of your fundraising.
- Complete and return the electronic version of the press release to Soles4Souls—we will notify local media of your efforts. You may also want to notify community contacts about your event.
- Role-play the process of asking for donations and explaining the fundraiser, using the script provided.
- Donors should write in PEN ONLY on the envelopes.
- Involve the entire school as a support for your fundraiser. Even if your group is small, the larger student body can serve not only as donors, but to help positively promote your fundraiser with their own friends and family members. A loose change collection during lunch periods and breaks may increase the total amount collected for your organization.

2). Establish a plan for managing the fundraising supplies/ donations:

- Distribute envelopes through classrooms; provide each teacher with a roster so he/she can record how many envelopes are distributed and returned.
- Have teachers verify that all envelopes were returned and are sealed with funds inside.
- Communicate the process for students and teachers to return envelopes and money to the representatives of your organization.
- Establish a clear procedure for counting money & reconciling envelopes. The adult sponsor of the organization should always be involved in this process.

Your Soles4Souls contact is Laura Headley at (615) 391-5723 or fundraiser@giveshoes.org.