

SOLES4SOULSFUNDRAISING.ORG



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

[HOME](#) | [ABOUT](#) | [PROGRAMS](#) | [GETTING STARTED](#) | [SUCCESS STORIES](#)

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](#)

[Forgot Password?](#)

[LOG IN](#)

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

- Make sure you have been approved and there is room available for the trip you desire to go on.
- Visit www.Soles4SoulsFundraising.org to register for your fundraising page.



- Select and click “Yes, I would like to raise financial donations for Soles4Souls.”
- Fill in all of your personal information. Beside “FUNDRAISING PROGRAM TYPE” select: “I am an individual wanting to raise funds for to travel and distribute shoes with Soles4Souls. Complete the remainder of the form and 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.

- 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 distribution trip?
 - Why are we driven to impact people without shoes/Why do we think contributing to them is important?

- 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!

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 trips@giveshoes.org or (615) 391-5723.