



10 Steps to Coordinating a Successful Shoe Drive

- 1** Contact Soles4Souls. A Soles4Souls representative will communicate with you via phone and email to cover shoe drive details.
- 2** Secure a date to begin. Most shoe drives last approximately four weeks.
- 3** Secure your drop-off locations. Secure a location to process the shoes (warehouse, gym, community building, etc.)
- 4** Ask Soles4Souls about promotional materials. Soles4Souls can provide brochures, collection boxes, a DVD, our logo for you to create a flyer, and a banner to help promote your shoe drive. Download Our Awareness Flyer for advertising your event.
- 5** Suggest a \$1 donation per pair to offset your shipping cost or contact a local business to sponsor shipping.
- 6** Feel free to use your local TV, radio, and newspaper to publicize the event. Use our press release form on our website.
- 7** Process the collected shoes by placing a rubber band around each pair and place in boxes for shipping. Please include the donation info form from our website.
- 8** Ship your shoes to our warehouse in Alabama, Nashville or Nevada. Contact a Soles4Souls representative with any shipping questions.
- 9** We will process the shoes and ship domestically/internationally.
- 10** Publicize your results and express appreciation for everyone's participation.