

# Getting Started

What You Need to Start Your Athletic Shoe Drive Fundraiser



Before you begin collecting your athletic shoes, please make sure you have the following items in line. This will help you get your athletic shoe drive started on the right foot.

## Checklist

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- Dedicated Sneakers4Funds fundraising coach**
- Sneakers4Funds Welcome Kit**
- Initial Starter Kit** (includes 167bags and 2500 rubber bands)
- Drive strategy to maximize collection**
- Link to Sneakers4Funds Shoe Drive Materials**
- Storage space secured**
- Enthusiastic team ready to collect gently worn, used and new athletic shoes**
- List of potential donors and community resources**  
(include businesses, neighborhoods, and community partners)
- Confirm addresses with Sneakers4Funds Fundraising Coach**  
Location of storage space • Mailing address for Starter Kit  
Mailing address for Check and Certificate

## Optional Marketing Items

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Social media graphics can be made specific to your organization by contacting your fundraising coach. All other Sneakers4Funds fundraising tools & templates are available for download at [sneakers4funds.com/materials](https://sneakers4funds.com/materials)

- Press Release**
- Flyer Templates**
- E-mail Campaigns**
- Door Hangers**
- Calendar Media Alert**
- Bag Count Tracker Sheet**