



## Road Race Athletic Shoe Drive Fundraiser

### General Guidelines for YOUR Sneakers4Funds Athletic Shoe Drive Fundraiser

- Upon receipt of your signed agreement and W-9 (if necessary), a Starter Kit will be sent to you. It contains yellow bags and rubber bands to collect your first 100 bags of gently worn, used and new athletic shoes.
- Schedule time with your Sneakers4Funds fundraising coach. We found that those who work weekly with our coaching team have the greatest success!
- Develop a clear and concise message about why you are collecting gently worn, used and new athletic shoes. Speak to your fundraising coach about your messaging.
- Secure a clean and dry storage location, which should be approximately 20' X 20'. A self-storage locker, garage or warehouse work well.
- Make a list and recruit your champion volunteers. Ask them each to commit to collecting one, two, three or more bags of gently worn, used and new athletic shoes. Also, ask them to make a list of their contacts whom they can ask for sneakers.
- Excellent prospects to give you athletic shoes include friends, family, local schools, places of worship, sports teams, and civic groups (e.g. Rotary or Lions Clubs).
- Prepare and distribute your customizable press release, provided to you by Sneakers4Funds, as well as all other digital material, including flyers and door hangers.
- Aggressively promote your athletic shoe drive fundraiser multiple times a week, in various ways, including using social media. Remember, your coach is an excellent resource to help guide you in promoting your fundraiser.
- For additional ideas and strategies review our website or talk with your fundraising coach.
- When you've completed your drive, the Sneakers4Funds logistics team will connect with you to schedule a pick-up. Remember that we will pick-up between 30 and 45 days after the close of the fundraiser.
- When the Sneakers4Funds truck arrives to pick up your athletic shoes, please have 1 to 2 volunteers for every 50 bags to be loaded on the truck.
- Once we receive the athletic shoes at our warehouse, we will issue you a check within 2 business days.
- Feel free to contact your fundraising coach any time at 407-930-2979 if you have any questions.
- Celebrate and thank your donors for helping you reach your fundraising goal!



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