

## 30 Day Strive4Good Challenge!

### General Guidelines and Contacts for YOUR Successful 30 Day Strive4Good Challenge!

• Upon receipt of your signed agreement and W-9 if necessary, a Starter Kit will be sent to you. This kit contains 167 clear bags and 1000 rubber bands, enough supplies to collect 2500 gently worn, used and new pairs of athletic shoes.



• Schedule time with your fundraising coach to discuss drive success and develop a strategic plan for your drive. Utilize the Drive Planner, designed to help you stay on track and organized during your drive.

• Secure a storage location that can hold approximately 167 bags containing 15 pairs of gently worn, used and new athletic shoes each. Some groups get a self-storage business to donate the space. A double car garage or a warehouse works well.

• Have your team build a list of everyone they know and ask them to collect 15 pairs of gently worn, used and new athletic shoes. Try asking friends, sports teams, church members and service club members to collect 15 pairs of gently worn, used and new athletic shoes or have them collect in their neighborhood.

• Invite scout troops, service clubs, business owners, and other community members to get involved in cleaning out closets and supporting your athletic shoe drive.

• Work with your fundraising coach for local public relations and marketing opportunities to raise local awareness for your athletic shoe drive. Utilize social media outlets and your group's website to market your drive. Use the flyer/poster template provided in our marketing materials to help reach out to your community.

• Read the weekly Tuesday Tips by Sneakers4Funds to learn creative ways to engage volunteers, collect athletic shoes, and have fun! Tuesday Tips can be found on our website, [www.sneakers4funds.com/blog](http://www.sneakers4funds.com/blog)

• Schedule regular calls with your fundraising coach to adjust your athletic shoe drive strategy, communicate logistics, and discuss shoe pick up. Also let them know what is working for your group and what's not.

• Plan your pick up date and time with the Sneakers4Funds Logistic Team. Don't forget to have two volunteers per 100 bags available when truck arrives to help load bags of athletic shoes.

• Feel free to contact your fundraising coach for any questions.

• Get ready to have a celebration after you receive your check for all your hard work!

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