



Mud Run Sneaker Fundraiser

GETTING MUDDY FOR A GOOD CAUSE

- Upon receipt of your signed agreement, a Mud Run Starter Kit with signage will be sent to you, complete with mesh bags, and zip ties to collect gently worn, used and new sneakers and running shoes.
- Secure a clean, dry storage location approximately 10 x 10 to store your collected shoes after the event. A garage, self-storage locker or warehouse work well.
- One week prior to your event, schedule a time to connect with your fundraising coaching team and the event coordinator of the mud run to finalize details regarding the event.
- Make a list and recruit your champion volunteers. Plan how you will promote and collect sneakers during the mud run event and how you will transport them to where you will store them.
- Promote that your organization or group will be collecting athletic shoes at the event on your social media pages and website to gain further traffic and increase brand awareness. Be sure to tag the event when possible!
- When you arrive at the event make sure that you know the location of water access and have brought a hose to wash the sneakers properly.
- During collection be sure to zip tie the shoes together through the top most shoe eyelet and not around the shoe laces.
- Have your volunteers help rinse the mud from the shoes with the pressure washer nozzle provided **before** bagging and placing in storage. Place 10 pairs of shoes in each bag.
- Once you've completed your mud run event, report your final bag and pair count to the fundraising coaching team. The Sneakers4Funds logistics team will connect to schedule a pick-up. We will pick-up as soon as possible after the event, but it can be 30-45 days after the mud run event.
- When the Sneakers4Funds logistics driver arrives, please have 1-2 volunteers for every 50 bags collected.
- Once we receive the sneakers and running shoes at our warehouse, we will issue a check within 2 business days.
- Thank your donors via social media and CELEBRATE your successful mud run event!