TFC
The Fundraising Company
Fundraising With Sole

Tips & Tricks
for a Successful Fundraiser !

Congratulations on starting your very own shoe drive fundraiser. You are now on your way to start earning funds for your organization!

1 Plan, Research, and Promote! Plan a strategy for collecting shoes for your fundraiser. Come up with a list of members and groups to reach out to in support of your shoe drive fundraising campaign. Start with yourself and your household, then move to friends, family members, neighbors and coworkers. Make a list of local businesses who would be willing to participate. Ask your local churches, gyms, schools and civic groups to participate as well.

2 Research! Start thinking outside the box. Once you have a list of all your supporters, start thinking about how many pairs of shoes each member must collect to meet your goal. Divide your minimum requirement by the number of supporters you have. That is how many pairs of shoes each member should bring! If you start thinking this way and begin to break it down, it becomes a lot easier to get the ball rolling on your collection.

3 Promote! Create a Facebook page. Utilize the power of social media such as Instagram and Twitter to help spread the word on your shoe drive and maximize your reach. Utilize your custom made flyer provided to you by your coordinator, and pass them out around your neighborhood. Visit our website and check out our "Downloadable Materials" tab. Utilize those resources. Call your family and friends and tell them to reach out to their families and friends as well. The more people who know about your shoe drive, the better outcome you will have!

4 Place boxes or bins in local communities and businesses for people to drop off donations. Plan a day where you and your supporters go around door to door and collect shoes from neighbors. Plan an event and post about your shoe drive fundraiser regularly. Let people know that the shoes collected from your AB fundraiser not only help you, but others as well. Remember, when you host an AB shoe drive fundraiser all you have to say is, "Do you have a pair that you don't wear?"

DO'S & DON'T
Creating a Quality Collection

When you host an Angel Bins fundraiser, you are giving someone the opportunity to walk in your shoes. All shoes collected from our AB fundraisers are first processed in our Los Angeles warehouse to ensure standardized quality. After sorting, they are resold to micro-entrepreneurs in developing nations who repair and resell the shoes to their local villages and communities as a means to support their families.

Often times in places like these, quality shoes are out of the budget for most people and often a necessity. Without a quality pair of shoes, people are susceptible to diseases that can often lead to severe health issues. A quality pair of shoes can make all the difference in the world to a person in need of them. Please keep these guidelines in mind when collecting shoes for your fundraiser.

🚫 **DO NOT**

Shoes with holes, rips or tears will NOT be accepted.

Shoes that are cracked or have worn out soles will NOT be accepted. High heels will NOT be accepted.

✓ **DO**

Keep shoes paired, by rubber bands or tying the shoe laces together!

All shoes collected should be in wearable condition.

How many shoes do I need to collect?

1,500 LBS

Estimated as 1,500 pairs of shoes

Collect 20 boxes w/ 50 pairs

700 LBS

Estimated as 700 pairs of shoes

Collect 12 boxes w/ 50 pairs

1,500 LBS
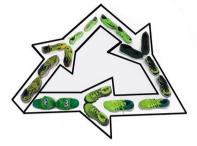
Estimated as 700 pairs of shoes

Collect 12 boxes w/ 50 pairs

WHAT HAPPENS TO YOUR SHOES ?

The Fundraising Company works with Micro-Entrepreneurs across the globe.

When you host shoe drive fundraiser, you are giving someone the opportunity to walk in your shoes.

3 TFC recycles, washes and exports the shoes to developing nations !

2 Ask friends, family and neighbors to donate new or gently worn shoes !

4 Micro- entrepreneurs repair and resell the shoes to their local villages and communities giving them the opportunity to provide for their families.

1 It all starts with COMMUNITY !