

Dan Beard Council
Soles4Souls Used Shoe Drive

Unit Guidebook



BOY SCOUTS OF AMERICA®
DAN BEARD COUNCIL

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About Soles4Souls:

Soles4Souls, headquartered in Nashville, Tennessee, is a global social enterprise committed to fighting poverty through the collection and distribution of shoes and clothing. It was founded as a disaster relief organization after philanthropists and shoe executives teamed up to provide footwear to those most impacted by the Indian Ocean tsunami in 2004 and Hurricane Katrina in 2005. Since 2006, Soles4Souls has collected and distributed more than 30 million pairs of new shoes to those in need in 127 countries around the world and all 50 states in the U.S.

Everyday, people are exposed to life threatening diseases, children are prevented from attending school, adults are unable to work, because they lack adequate clothing and footwear. New shoes and clothing provide relief to people living in extreme poverty in developing nations, in times of disaster, and helps bridge the economic gap in the United States.

As a nonprofit social enterprise, Soles4Souls earns more than half of its income and commits 100% of donations to programs. Soles4Souls holds a four-star rating with Charity Navigator and a Platinum Seal of Transparency with Guidestar.

DISTRICT COORDINATORS

<u>DISTRICT</u>	<u>COORDINATOR'S NAME</u>	<u>PHONE (S)</u>	<u>EMAIL</u>
WH Harrison	Abby Suggs	513-577-1714	abigail.suggs@scouting.org
Trailblazer	Ben Adelman	513-577-7715	ben.adelman@scouting.org
U.S. Grant	Steve Neal	513-625-2337	kb8cwc@aol.com
Hopewell	John Ralbovsky	513-577-7724	john.ralbovsky@scouting.org
Ft. Hamilton	Alicia Boeddeker	513-579-7474	aliciaboeddeker@yahoo.com
Maketewa	Paul Inderhees	513-891-0565	paul@inderhees.net
Blue Jacket	Linda McWilliams	513-680-5309	lcmcwilliams83@gmail.com
Staff Advisor	Frank Burdsall	513-577-7712	frank.burdsall@scouting.org

Campaign Tips and Timeline

Collecting Shoes:

- Complete the Soles4Souls unit registration. The website link is www.danbeard.org/soles4souls .
- Introduce your Scouts to the project, set a unit and individual Scout goals. Have Scouts start collecting shoes from their friends and families
- Contact your chartered organization (sample email on page 8 about setting up a collection box in the lobby of their building as well as using their organization newsletter or bulletin and social media to help promote the shoe drive. The more people in your community that are involved, the more successful the drive will be!
- Post on unit's social media and have Scout families post on their personal social media that the unit is collecting shoes for Soles4Souls. Sample social media content is on page 9.
- Prepare shoes for delivery by pairing them by the laces or with a rubber band and bagging
- Remember, every pair counts and helps give someone a happier, healthier life!

Dropping Off Shoes:

- Shoes collected need to be paired by the laces or with a rubber band and delivered in bags so that loading will be easier and more efficient.
- Units will not be responsible with sorting through the collected shoes.

Soles4Souls Used Shoe Drive Checklist and Timeline

- Now.** Talk to our Charter Partner Organization about working together to conduct the drive on or before **Sunday, February 3, 2019.**
- Now.** Sign up to participate. Send in the blue postcard or go to <http://www.danbeard.org/soles4souls> to register.
- December/January.** Formulate a communications plan that involves sharing information with Scouting families and families within your Charter Partner Organization.
- One month before your collection drive.** Work with your district's Soles4Souls coordinator to ensure that you have everything you need including:
 - An official Soles4Souls display/collection box (to be picked up at the January roundtable or from your district coordinator)
 - Posters (available through your coordinator or at your district's roundtable)
 - A box of plastic bags (to be picked up at the January roundtable or from your district coordinator)
 - Knowledge of where the closest drop-off location is so that on February 11, you can take the collected shoes to that location.
- Two weeks before your collection date.** Leading up to your drive, have a social media/email blitz using the Dan Beard Council promotional video to communicate how people can donate their used shoes.
- Day of event.** Have enough Scouts and adults to ensure a smooth collection of shoes

What to do leading up to the shoe drive

1. Get signed up.
 - Work with your Charter Partner Organization to confirm that you are conducting a drive that will ask all families connected to that organization to donate their used shoes.
 - Register to participate. If you haven't filled out the green response postcard registering your unit to be a part of the drive, you can sign up here: <http://www.danbeard.org/soles4souls>
 - Knowing which units are participating will allow us to provide a Soles4Souls display/collection box (distributed at January roundtables) that can be the collection point for your effort.
2. Create a plan to communicate this drive.
 - Included in this guidebook are sample communications including emails, Facebook posts and website articles that your unit and your organization can use. For Scout Sunday drives, ask your chartering church to send information out a couple of weeks ahead of February 11. Electronic versions of these samples are on our website (see address above).
 - In January, hang posters at your chartering organization. Posters can be picked up at your district roundtable or at the Scout Achievement Center.
 - The Dan Beard Council has created a Soles4Souls video. This can be included in email newsletters, Facebook posts and should be shown during church services leading up to Scout Sunday. That video can be found at <http://www.danbeard.org/soles4souls>.
3. Understanding how shoes are collected.
 - One display/collection box will be available through your district's coordinator at the January roundtable. This box will hold about 15 pairs of shoes. What is being recommended is that units place a garbage bag in the box. When the box is full, pull the bag out and replace it. A box of garbage bags will be provided.
 - The intent is for families to bring their used shoes on Scout Sunday (or another date that a non-religious chartering organization selects). However, you or the church may need to monitor the box in case it fills up before the day of the drive.
4. For non-religious organizations, much of what's above will apply to your drive too. If your organization has a meeting or event in late January, you can encourage people (using some of the same communication tools) to bring their used shoes to that meeting or event.
5. Find people that can help you.
 - On February 3, the shoes that are donated need to be taken to a central location. You will need to find some folks willing to help transport the plastic bags of shoes that you have collected to that location. (More information on the locations will be communicated through your district coordinator.)

What to do the day of the event

1. First and foremost, utilize your Cub Scouts, Scouts BSA and Venture Crew members.
 - The Scout Oath states (in part) that boys will do their best to help other people at all times. This council-wide “Good Turn Project” is a way to help our Scouts help other people.
 - As a part of Scout Sunday, have Scouts stationed at the display/collection box to accept the shoes. Some people may have already put their shoes in bags or boxes. That’s fine.
For loose shoes, use a rubber band to bind them or tie laces together.
2. What to do with the shoes.
 - You’ll want to find a location within the church to temporarily store the bags so that they are out of everyone’s way. You may very well have a LOT of bags of shoes.
 - On Sunday, February 3, once all the shoes are collected, bring them to the location that is closest to you.
 - Scout Achievement Center – 10078 Reading Road, Cincinnati, OH 45241
 - Walmart Western Hills – 2322 Ferguson Road, Cincinnati, OH 45238
 - Walmart Eastgate – 4370 Eastgate Square Drive, Cincinnati, OH 45245
 - Walmart Alexandria – 6711 Alexandria Pike, Alexandria, KY 41001
 - Walmart Forest Fair – 1143 Smiley Avenue, Cincinnati, OH 45240
 - If people need a receipt (Soles4Souls is a non-profit organization), they can go to <https://soles4souls.org/get-involved/give-money/request-a-tax-receipt/> fill in the information and Soles4Souls will email the donor a receipt.

After the Event

1. Complete the Service Hours Report and Patch Order online form. Go to www.danbeard.org/soles4souls and click on the link to “**Report Hours and Order Patches.**” This link will only be active after February 3. Patches are for youth and adults who participate in collecting shoes, 1 per person. Patches must be ordered within 30 days after the drive.

Promotional Materials

COUNCIL PROVIDED PROMOTIONAL MATERIALS

- Customizable Flyers
- Collection box

TOOLKIT PROMOTIONAL MATERIALS

- Sample Chartered Organization Email
- Sample Web Copy
- Sample Newsletter or Church Bulletin Article
- Sample Social Media Posts & Images

To download the toolkit promotional materials, visit www.danbeard.org/soles4souls

Those old shoes can take a hike.
DONATE YOUR USED SHOES - ANY USED SHOES.

BOY SCOUTS OF AMERICA
DAN BEARD COUNCIL

Special Thanks to
Walmart

25K SHOE DRIVE

We're on a mission to collect 25,000 pairs of new and gently worn shoes to create jobs in developing nations!

Clean out your closets and donate!

Bring your new or gently worn shoes on:

Date of Event: _____

Address: _____

Contact: _____

All shoes will be donated to the non-profit organization Soles4Souls

About Soles4Souls
Soles4Souls creates sustainable jobs and provides relief through the distribution of shoes and clothing around the world. Since 2006, Soles4Souls has distributed 30 million pairs of new and gently worn shoes in 127 countries. Soles4Souls is a four-year charity rated by Charity Navigator

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Visit online at soles4souls.org | On social media @Soles4Souls

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HELP US MAKE A DIFFERENCE!
BRING YOUR OLD SHOES TO:

DONATIONS HERE!
SOLES4SOULS

DAN BEARD COUNCIL
SOLES4SOULS 201

SAMPLE CHARTERED ORGANIZATION OR SCHOOL EMAIL

Dear **[Institutional Head or School Principal]**,

I am excited to share with you an incredible community service opportunity our Scouting unit will be participating in during the coming months. For our unit's fall community service project, we will be hosting a shoe drive in partnership with Soles4Souls, a Nashville, Tennessee based nonprofit focused on collecting pre-worn shoes for those in need domestically and internationally. Scouts from across the Greater Cincinnati Area have been challenged to collect 25,000 pairs of shoes in hopes of changing 25,000 lives. Our purpose is to show our youth that by collecting shoes, oppressed lives can gain relief or confidence.

Our Scouts have set a **[UNIT TYPE]** goal of **[UNIT GOAL]** pairs of shoes and will be collecting **[DATE]** to **[DATE]**. Our unit would also like to request permission to place a collection box in the lobby of your **[SCHOOL OR CHURCH]** so that your families can also participate in our community campaign and impact.

Thank you in advance for your consideration

Yours in Scouting,

[YOUR NAME]

[UNIT TYPE AND NUMBER]

Dan Beard Council, Boy Scouts of America

SAMPLE WEB COPY, NEWSLETTER, OR CHURCH BULLETIN ARTICLE

Scouting is not only about campfires and merit badges. Scouting provides the opportunity to participate in adventures, build character, understand responsibility, and much more – even the concepts of thriftiness and “helping others at all times.”

[UNIT TYPE AND NUMBER] recognizes the struggles that many underprivileged people face. In turn, we along with the entire Dan Beard Council, BSA has partnered with Soles4Souls to collect 25,000 pairs of shoes in the hopes of changing 25,000 lives. In partnering with Soles4Souls, we are showing youth that by collecting shoes, oppressed lives can gain relief and confidence.

Scouts will be collecting **[DATE]** to **[DATE]** or shoes can be dropped off at **[CHARTERED ORGANIZATION NAME AND ADDRESS]**.

Learn more about Soles4Souls at www.soles4souls.org.

Add below the excerpt for a website or if the newsletter or church bulletin is online:

Check out this video to learn more about Soles4Souls and the impact that it's already made through 22 million pairs of donated shoes distributed throughout 127 countries and all 50 states

[\[LINK VIDEO\]](#)

SAMPLE SOCIAL MEDIA CONTENT

Facebook

- Scouts are collecting for #Soles4Souls19. More than 30 million pairs have been distributed since 2006. The goal of the project is to collect 25,000 pairs of shoes! [\[insert video link\]](#)
- The U.S. generates an average of 25 billion pounds of textiles per year, including shoes and clothing. That's about 82 pounds per U.S. resident. Visit www.danbeard.org/soles4souls to learn more about our shoe drive.

Twitter

- What do you do with old shoes? Contact a Scout and help #soles4souls19! [\[insert video link\]](#)
- We are joining forces with the nonprofit @Soles4Souls to collect 25,000 pairs of shoes! Check out what you can do to help us reach that goal – [\[insert video link\]](#)

Additional Tips

- Take pictures and videos of the Soles4Souls collection box being filled or Scouts prepping shoes for drop off and post to social media.
- Create a contest for Scouts to create the best video advertisement for shoes with their smart phones. Video submissions should be submitted through the social media and a hashtag.