

Running a Sole for a Soul shoe campaign

Here are a few suggestions for running your campaign:

- Find a suitable recipient for the donated shoes by contacting your local helping organisations.
- Place a receptacle (laundry basket, box, tall laundry hamper) in a visible place in your centre.
- Print out (and maybe laminate) the PDF poster and attach to the receptacle.
- Put extra posters up around your centre and advertise the campaign through all your social media links.
- Keep an eye on the donated shoes – remember, they must be good quality, washed, and have good soles, insoles and good shoe laces. If not, please consider replacing these – cheap insoles and laces can be purchased at \$2 shops. If good quality shoes have been donated but are unwashed, consider washing them so they are as clean as possible. You can send 10-15 pairs of shoes to your local Laundromat and they will come out clean as a whistle!
- Please do not send shoes with holes, broken or worn out soles or excessive wear and tear.
- Take some photos of your donated shoes and donors and post them on our facebook Page so you can inspire others to do the same!

Well done for running a Sole for a Soul campaign – you'll be offering a real gift to those who can't afford good quality exercise footwear!



Sole for a Soul 2nd Hand Shoe Campaign

Guidelines for Shoe Quality

It's important that the recipients of these shoes feel inspired to take on their fitness journey with gear that speaks of value and integrity.

With this in mind, it's critical that the shoes are of EXCELLENT quality.

In an effort to collect the best quality shoes possible:

1. Please make sure the shoes are washed (preferably by machine) and thoroughly dried.
2. After washing, if you notice the shoes still have a smell, please do not donate them!
3. Make sure they have good soles, insoles and good laces.
4. Finally, they must be hole-free, not have excess wear or broken parts, and have no stitching coming apart!



NO holes!



NO broken parts!



NO rips or tears!



YES! They should look like this when you donate them!