



## Community Event & Fundraising Toolkit

---

Thank you for hosting an event or fundraiser on behalf of SHOES Ministry! We are so grateful to have your support in ensuring that no child in crisis goes without the essentials.

To help you have a successful event, this toolkit includes:

- ❖ Our mission and key areas of involvement
- ❖ Tips for hosting a successful event or fundraiser
- ❖ Guidelines to ensure brand continuity
- ❖ Sample email templates and social media posts
- ❖ Logos for promotional materials
- ❖ Wish list of needed items
- ❖ Donation receipt for donors

If you would like a representative from SHOES Ministry to attend your event just say the word! We always welcome the opportunity to be involved. If not, that's ok too! When your event or fundraiser is completed, please let us know and we will help you get your donations where they need to go.

Thank you again for bringing your network together to support children in crisis. If you have any questions please reach out to me.

Warm wishes,

*Josh Beames*

Josh Beames  
President & Executive Director  
josh@shoesministry.org  
713-305-3551 (Primary phone)  
713-562-1584 (Secondary phone)

## Mission

---

SHOES Ministry is a Christian nonprofit who envisions a world where lack of financial resources would keep no one from taking in a child facing a crisis. Our mission is to show the love of Christ by assisting individuals and organizations in the Greater Houston area care for children in crisis by supplying equipment and supplies which are essential to their operation.

## Key Areas of Involvement

---

### Providing Essential Supplies to Children in Crisis

SHOES Ministry's primary work involves giving children and families hope by providing them with essential supplies. Items we routinely stock are new cribs, crib mattresses, twin beds, twin bunk beds, twin mattresses, sheets and bedding, car seats, diapers, and wipes.

Periodically we host a "Stock the Closet" drive where sponsors and individual donors can supply items in person or through an Amazon wish list to stock our closets. This event has a tremendous impact on children in crisis in our community.

### Bag Drive for CPS

Did you know that most children who are removed from their homes due to abuse or neglect are given a black trash bag to pack their belongings in? Once a year SHOES Ministry hosts a bag drive on Giving Tuesday. We collect donations to purchase duffle bags, toiletry items and a comfort item (like a teddy bear). The filled bags are then delivered to CPS to take with them when they must remove a child from their home.

### Monetary Donations

Monetary donations are needed and accepted to purchase items essential to our operation. You can give a one-time donation or a recurring monthly donation by visiting our website at [www.shoesministry.org](http://www.shoesministry.org). With very minimal overhead costs, donations will certainly go to help a child in need. SHOES Ministry has earned the bronze participation level through the GuideStar Exchange. This is a testament to our commitment to data transparency. All donations are tax deductible and an annual report is provided to our donors.

### Speaking Engagements

A SHOES Ministry representative is ready and willing to participate in any events or speaking engagements. Contact our president, Josh Beames, at [josh@shoesministry.org](mailto:josh@shoesministry.org) to book SHOES Ministry for your event, meeting, or church service.

## Tips for Hosting a Successful Event or Fundraiser

---

The following tips and suggestions are helpful to make your event a success. Every event or fundraiser is different and not all of these tips will apply to you.

### We Can Help

Do you need help planning or executing your event? A SHOES representative is ready and willing to help you plan a successful event. Contact Shanna at [shanna@shoesministry.org](mailto:shanna@shoesministry.org) or 713-562-1584 for assistance.

### Plan Your Event or Fundraiser

Choose what kind of fundraiser you want to do and who will be your target audience. Are you hosting a supply drive? Are you collecting monetary donations? Use your personal skills and creativity to come up with an idea that works for you and your community.

Set a date and location for your event or fundraiser. Create a timeline and a list of tasks to complete. Identify how you will promote your event. Create a budget and identify materials needed. If needed, gather volunteers to help you execute your event.

### Seek Out Sponsors

Reach out to local and big businesses to see if they would like to sponsor part, or all, of your event. When you pitch to potential sponsors, underestimate your event turnout so they will be pleasantly surprised when your event delivers a higher attendance.

### Set a Goal

Once you've chosen your method, set a goal for your event or fundraiser. Believe in what you are doing! Share your goal with your community and help them understand why it's important to you to help children in crisis.

### Consider Peer to Peer Fundraising Prior to Your Event

Turn your supporters into fundraisers! Set up a campaign and empower current supporters to become ambassadors for your cause. If appropriate, purchasing a ticket to your event could be an incentive to reach a minimum donation amount. Peer to peer fundraising and crowdfunding allow you to set up donation pages that you can easily share with friends, family, coworkers and on social media.

### Spread the Word

- ❖ Send an email to friends, family and coworkers highlighting your efforts and how they can get involved.
- ❖ Share your event on social media and tag SHOES Ministry in the posts. Create a hashtag for your event and use it!
- ❖ Publicize your event in a newsletter, newspaper or local media outlet, or at a meeting or community event.
- ❖ Invite a SHOES Ministry representative to speak to your network – we are here to help you!
- ❖ Pass out fliers or post cards at your place of work, school or worship.
- ❖ Send invites out to your community using free online tools.

### Be Prepared

You and your volunteers should plan your event well in advance. Your advanced planning should include all of the details for the event: Where will it be? Will food be served? Will there be entertainment? What

will the dress code be? What is the itinerary? How will you collect donations – monetary or material items? A well-planned event will impress donors and give them a positive experience.

### **Collecting Supplies and Donations**

Collect supplies and donations in a high-traffic area. Place clearly marked containers in a visible spot for donors to see. Offer both in person and online donation capabilities. SHOES Ministry takes cash, check or credit card. ***Make all checks payable to Showing Hope by Offering Essential Supplies.*** Credit card donations can be made through our PayPal account.

### **Multiply Your Donation**

Reach out to employers and local businesses that may be willing to match contributions to double your impact. Many employers have a matching gift program. Contact us if you need more information for gift matching programs.

### **Track Contributions**

Find a method to track donations received and follow progress toward your goal. This may be done by spreadsheet or using a free online tool – there are many to choose from.

### **Celebrate Your Success!**

Congratulate yourself and thank everyone who donated to your drive. Share photos and the details of your fundraiser or event with SHOES Ministry. We may want to highlight your story on our website or social media. Share your results on social media to let your supporters know the impact they made for their community. Send thank you letters or emails to all volunteers, donors, sponsors and the hosting venue.

## Guidelines to Ensure Brand Continuity

---

The following guidelines ensure that all marketing materials associated with an event or fundraiser properly represent SHOES Ministry. If you need any assistance designing materials for your event please contact Shanna Beames at [shanna@shoesministry.org](mailto:shanna@shoesministry.org).

❖ Fonts for advertisements in print: Georgia and Futura BK BT (Arial if Futura is not available).

❖ Colors:

○ Teal	Hex#45B29D	RGB 69 178 157
○ Navy	Hex#254151	RGB 37 65 81
○ Red	Hex#D55342	RGB 213 83 66
○ Yellow	Hex#F4CE50	RGB 244 206 80

## Sample Email Templates and Social Media Posts

---

The following are sample email templates and social media posts. Feel free to use them as is or tailor them to your specific needs. Simply choose a sample, customize it, add the SHOES Ministry logo and click send.

### EMAIL

**Subject Line: What if we all gave something?**

***“Never doubt that a small group of committed citizens can change the world. Indeed, it is the only thing that ever has.” –Margaret Mead***

The Greater Houston Area is home to thousands of children in crisis. Many of these children are removed from their homes with nothing but the clothes on their back and maybe a small bag of personal belongings.

Fortunately, **YOU** can make a difference!

Support **[Name of Event or Fundraiser]** and help us give these children and families hope by providing them with essential supplies. Here is how you can help:

- **[Number 1]**
- **[Number 2]**
- **[Number 3]**

**[Add information about your event or the deadline for your fundraiser. Don't forget to include links to social media events, websites and other important information].**

Find out more about SHOES Ministry by visiting [www.shoesministry.org](http://www.shoesministry.org). Thank you for your generosity in helping meet the needs of children in crisis.

Thank you,

**[Your name here]**

## SOCIAL MEDIA

**Facebook & Instagram:** What if we all gave something? The Greater Houston Area is home to thousands of children in crisis. Many of these children are removed from their homes with nothing but the clothes on their back and maybe a small bag of personal belongings. Fortunately SHOES Ministry is on the front lines and you can make a difference! Support **[Name of Event or Fundraiser]** and help us give these children and families hope by providing them with essential supplies. You can help by **[enter ways to help here. Don't forget to include links to social media events, websites and other important information]**.

**Twitter:** I'm **[collecting donations for]** or **[hosting an event for]** SHOES Ministry to support children in crisis. Learn more: **[insert link for your event or fundraiser here]**

## VIDEOS & STORIES TO INSPIRE

Removed (Video): <https://youtu.be/IOeQUwdAjE0>

Receiving a Foster Care Placement: The First 24 Hours:  
[http://www.chicagonow.com/that-foster-family/2014/08/foster\\_care\\_placement/](http://www.chicagonow.com/that-foster-family/2014/08/foster_care_placement/)

## Logos for Promotional Materials

---

These approved SHOES Ministry logos should be used on any promotional materials created for events or fundraisers. If you need the logos in another format or size please contact Shanna at [shanna@shoesministry.org](mailto:shanna@shoesministry.org).



## Wish List of Needed Items

---

Shoes Ministry maintains a wish list on Amazon with our highest priority items. You can find our list at <http://a.co/5DLLvWJ>.



Showing Hope by Offering Essential Supplies

## Donation Receipt

Donor Name

Address

City/State/Zip

Phone

Date of Donation

Type of donation Cash Goods Service

Description of goods or service

Value of goods or service

Authorized Signature

***Thank you for your generous support!***

*Showing Hope by Offering Essential Supplies (SHOES Ministry) is a registered 501(c)(3) nonprofit. Tax ID Number: 47-1416499  
Questions? Contact SHOES Ministry at 713-305-3551 or [josh@shoesministry.org](mailto:josh@shoesministry.org)*



Showing Hope by Offering Essential Supplies

## Donation Receipt

Donor Name

Address

City/State/Zip

Phone

Date of Donation

Type of donation Cash Goods Service

Description of goods or service

Value of goods or service

Authorized Signature

***Thank you for your generous support!***

*Showing Hope by Offering Essential Supplies (SHOES Ministry) is a registered 501(c)(3) nonprofit. Tax ID Number: 47-1416499  
Questions? Contact SHOES Ministry at 713-305-3551 or [josh@shoesministry.org](mailto:josh@shoesministry.org)*