

*Cut/paste graphic at start of email, or include in your signature. Make sure it doesn't take up too much space. 😊*

**EMAIL # ONE (send within first 2 weeks of July)**

**Subject Line:** Will you help us collect shoes?

**Did you know that your old shoes can help support Riverton Rotary for the benefit of the Riverton community?** This year, our service club is hosting a **boot and shoe drive** from July 1 through Oct. 7. We are asking family, friends, and members of our community to participate by recycling their gently worn, used, and new shoes. Can you help us collect 25 pairs of shoes to reach our goal?

**Here's how it works:**

Start by checking around your home for pairs of shoes you have outgrown, don't fit correctly, or are no longer in style or season. These shoes can be tennis shoes, sandals, boots, dress shoes, heels, or flats – any size, youth or adult, male or female. They can be gently worn, meaning they have should have no holes, no mold, good insoles and clean. Once you have gone through your stash, ask your family or neighbors to do the same! Once you have collected a total of 25 pairs, you can **drop them off at this year's Day in the Park, July 12.**

Even if you can't collect a total of 25 pairs, it's okay. Remember that every pair of shoes helps!

**Where do the shoes go?**

The Riverton Rotary Club is paid by the pound for collected boots and shoes; those funds then go to support local community projects. Past and current Riverton Rotary efforts include city park development and improvements, college scholarships for graduating seniors, sponsored youth leadership camps, literacy support, community clean ups and more. But **we aren't asking for money, just your old shoes.** Even better, this campaign helps you **clean out your closets** while keeping your old shoes out of landfill!

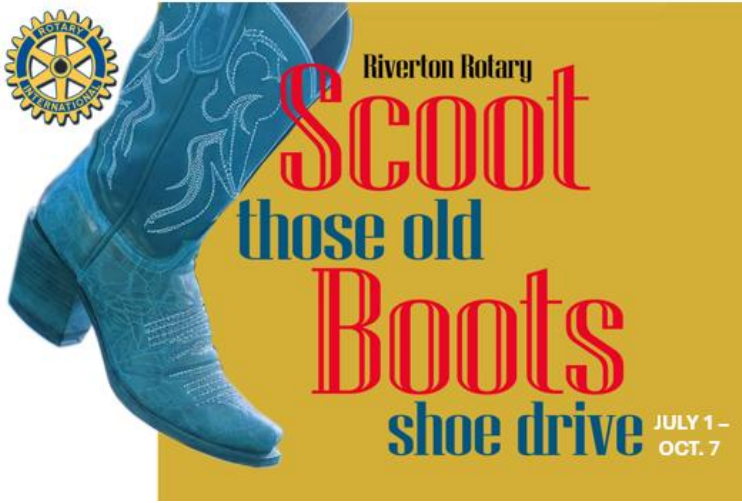
After that, there are about 21 countries that the collected shoes are sent to, helping support microenterprises in developing nations such as Haiti, Cambodia, and Ghana.

Questions? Ready to help? Feel free to connect with me via email with any questions or help you might need for this project.

Thank you so much for you help!

**YOUR NAME**

Riverton Rotary Member



*The yellow highlighted copy below will need you to insert updated info. 😊*

**EMAIL # TWO (send between July 14 and 26)**

**Subject Line:** Checking in on boot and shoe collections

The kick-off for our Scoot those Old Boots & Shoe Drive has really gone well, and the community has been enthusiastic.

In just this short couple of weeks we've collected xxx (we'll report this at the meeting) pairs of shoes so far. We were surprised at how many pairs of shoes were found lying around that are no longer being worn!

This is just a friendly reminder we are collecting shoe donations now through Oct. 7.

If you belong to a local church, school, workplace or organization that you think could also help out, let me know and we can help make their participation fun and easy.

OR, if you have collected 25 pairs of gently worn, used or new shoes, you may drop them off at a number of places in town, including Jerry's Flowers.

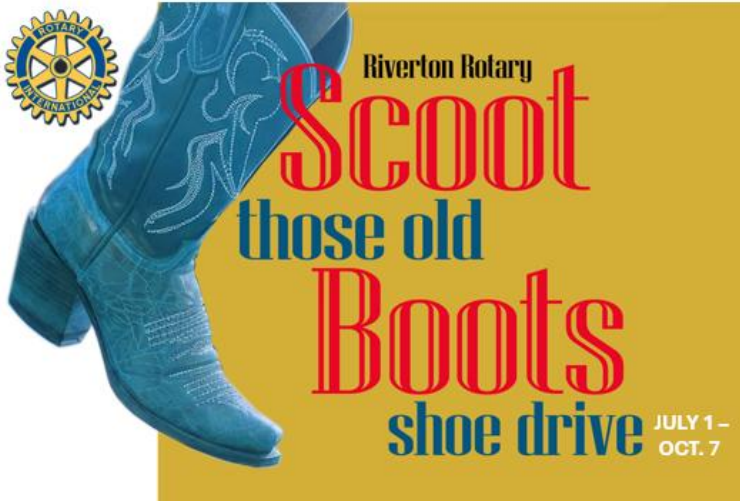
Do you have any questions or other great ideas? Please connect with me via email and we'll work together.

Thank you so much for you help!

**YOUR NAME**

Riverton Rotary Member

PS as a reminder – the Riverton Rotary Club is collecting boots and shoes in order to raise funds for local community projects such as park improvements, scholarships, youth leadership, literacy and more. But we aren't asking for money, just old shoes. 😊 Thanks.



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**EMAIL # THREE (send between July 27 and Aug 9)**

**Subject Line:** we're about six weeks into the shoe drive and "kickin" it!

Hello Friends,

We are excited to share that we have collected **(insert amount)** bags of boots and shoes, with 25 pairs of gently worn, used, and new shoes each! Our ultimate goal is 250 bags, or over 6,000 shoes. I know that sounds like a lot – it is – but when you think about it, that might just be all the old shoes in about 300 households. We know we can do this; we're off to such a great start.

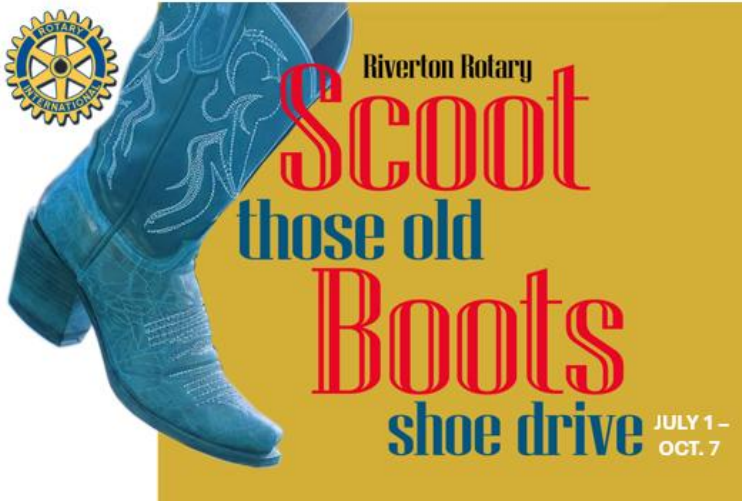
Have you had a chance to look through your house for any shoes lying around that are old, don't fit, or are out of style? You can bring them to our drop locations at **(insert drop off)**. Ask a friend or family member if they have some too! Even better – if you're a member of a club, church or school that can help, let me know and we can reach out to them.

Thank you to everyone who has participated so far in helping us reach our goal! We are excited to use shoes to make a difference.

**YOUR NAME**

Riverton Rotary Member

PS as a reminder – the Riverton Rotary Club is collecting boots and shoes in order to raise funds for local community projects such as park improvements, scholarships, youth leadership, literacy and more. But we aren't asking for money, just old shoes. 😊 Thanks.



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**EMAIL # FOUR (send between Aug 10 and Aug 23)**

**Subject Line:** Summer to Fall: Boot & Shoe Drive Kicks into a Higher Gear!

Hello Friends,

Summer is nearing the end, folks are back from vacation, and schools are starting soon. With these changes, our Scoot those Old Boots and Shoe Drive kicks into a higher gear.

We've collected **xx bags of shoes, for a total of x** thus far!

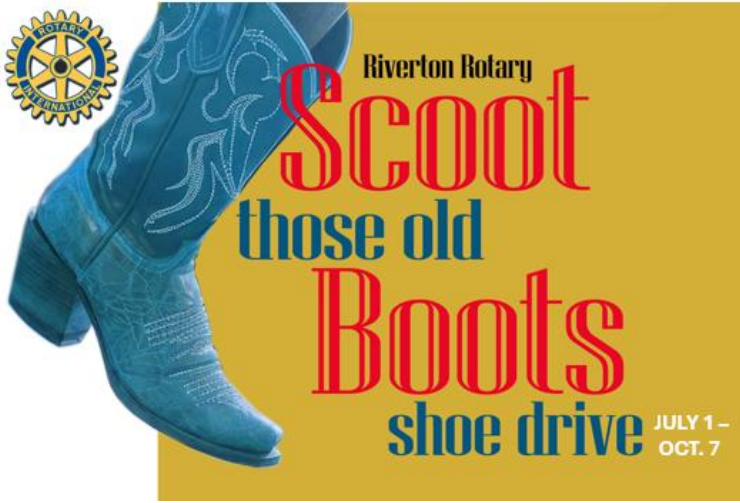
Now is the time to clean out those closets to make room for new stuff, so let us take those old, gently worn boots and shoes off your hands. These shoes can be any size, girl, boy, women's or men's shoes – anything from sneakers to high heels, go-go boots to snow boots! When the sorting is all done, bundle up those shoes and drop them at one of the many downtown drop boxes, like at The Ranger/WyoMedia.

And make sure to ask your friends, family, and neighbors to clean out their shoes to support the cause. Funds raised through shoe donations go to Riverton Rotary's efforts to support the local community with youth, schools, community clean ups and park improvements, and more!

Thank you to everyone that has helped us collect **(insert amount collected)** pairs of shoes thus far to support Riverton.

**YOUR NAME**

Riverton Rotary Member



*The yellow highlighted copy below will need you to insert updated info. 😊*

## **EMAIL # FIVE (send between Aug 24 and Sept 13)**

**Subject Line:** Community Boot & Shoe Drive Heads into Home Stretch

Hello Friends,

We are nearing the end of Rotary's boot & shoe drive, and still need **(insert amount needed)** pairs of shoes to reach our goal!

Don't forget our drop-off locations are at **(insert drop-off location)**; they will be available until **October 7!** Ask your friends, family, and neighbors to clean out their shoes to support our cause, and do good for the environment.

Next, the Riverton Rotary Club will package all the shoes up, do a little quality control, and then head down to Denver to convert what we hope will be 2,500 lbs into cash. Those funds will then return to Riverton to help with various community efforts.

Thank you to everyone that has helped us collect **(insert amount collected)** so far to support our organization.

**YOUR NAME**

Riverton Rotary Member

## **EMAIL # SIX (send between Sept 13 and Oct 12)**

**Subject Line:** LAST WEEKS OF OUR BOOT & SHOE DRIVE!

Hello Friends,

We will need **(insert amount needed)** additional pairs of boots or shoes by the end of THIS WEEK!

Attached are some pictures of some fun we've had collecting shoes so far! We truly thank all of you for helping donate **(insert amount collected)** shoes for our boot & shoe drive! We couldn't have done it without you. You guys are all MVPs!

Thanks for supporting this drive, for supporting the Riverton Rotary Club, and most of all, for supporting good works for Riverton!

**YOUR NAME, ATTACH PHOTOS**

Riverton Rotary Member

P.S. Don't forget, you can find our drop-off location at **(insert drop-off location)!**