

## Getting Started

- Email us at [CollectSocks@gmail.com](mailto:CollectSocks@gmail.com) and let us know you will be collecting.
- Decide on a start date and end date for your drive.
- Create posters and display them anywhere and everywhere! You can also download our wall flyers at [CollectSocks.org](http://CollectSocks.org).
- Decide on your donation location. It's best to put your collection box in a convenient, heavily traveled area, such as near the entrance of a building. Each day, as people pass the bins, it will remind everyone to donate socks. Go to [CollectSocks.org](http://CollectSocks.org) and download our artwork to label your bins.
- Make announcements to promote your drive in your school newspaper, bulletin, or website. Tweet it! Post it! Get the word out on social media! Download our information sheet at [CollectSocks.org](http://CollectSocks.org).
- Speak at assemblies, worship services or meetings to announce your drive. Share the story of Sock It To Homelessness and how together, we can help those in need. Go to [CollectSocks.org](http://CollectSocks.org) to download our presentation. Email us at [CollectSocks@gmail.com](mailto:CollectSocks@gmail.com) and we'll send you a Powerpoint presentation.
- Remember, socks are treated as undergarments, so most shelters can only accept NEW socks. All major department stores carry multi-packs of crew socks. You can even find socks at most drug stores and grocery stores. All socks are welcome, but ankle socks tend to fall off and black socks show less dirt, so black crew socks are best. We also have an Amazon.com Wish List with our needs and address pre-programmed where you can order online and ship directly to us.
- Think about incentives for donating. For example, create a contest between classrooms or grades to see who can donate the most socks. One school even involved a local pizza restaurant to donate a pizza party for the group with the most donations!
- Take dozens of photos of your drive! We love to see the faces that help with our mission.

## Once you have collected your socks:

- Count your socks, and place them by type (men's, women's or children's). This is a great time to take photos of your group in action. Place the socks in large bags. Label each individual bag with the number of pairs, type of socks (i.e. Men's) and your organization's name.
- Email us! Let us know your sock count. Include photos and share your stories with us. We'll let you know who your donation is helping.
- If your organization is located in Bergen County, NJ, we will gladly pick up your collection and distribute it to the shelters we work with, or we can assist you in locating a local shelter so you can make the delivery in person. Sock it to Homelessness does not make pick ups from private residences.