

The Salvation Army Harrisburg

**SHOE
STRUT**



IS GOING

Virtual



Pick a fun spot. Grab a favorite beverage.
Join us online on September 25th.
Change a child's life!

UPDATE: We have waited as long as possible to make this call! Unfortunately due to COVID-19 restrictions, this beloved event is transitioning to a **virtual online experience to be held on Friday, September 25** with a **post-event** (socially distanced!) **Pick-up Party at our new facility on Monday, September 28.** Event and Auction formats and Sponsorship Benefits have been enhanced. See the details below. Don't forget to invite a friend, because it's going to be amazing!

REGISTRATION: \$60 ticket helps purchase a shoe voucher and 2 outfits for a local child in need, which makes YOU a **#shoestruttinhero!** Register at www.shoestrut.com.

Virtual Shoe Strut Event

Date: Friday, September 25, 2020

Time: 11:45 AM Tune in for Pre-Event Slideshow
12:00 PM—1 PM Virtual Livestream

Join: Link to Virtual Event will be provided via email upon registration

Tune in for fashion trends, community impact reports, participant submissions, program kids, and more!

Online Auction

Bidding Opens: Friday, September 18, 2020 @ 12 noon

Bidding Closes: Friday, September 25, 2020 @ 12 noon

Access to auction will be provided via email.

Auction will include "buy it now" items and feature fabulous shoes, baskets, experiences, original artwork and more!

Event, Auction & Post-Event Checklist

PRE-EVENT:

- ◆ Visit shoestrut.com and upload a photo of your favorite "COVID" look! Some will be shown during the livestream, and all will be posted to social media.
- ◆ Schedule a few friends for a watch party in person or via zoom!
- ◆ Log in and bid on the Silent Auction and "Buy It Now" items.

DURING EVENT:

- ◆ Tune in to meet some kids in our programs, to see the latest fashion trends, and to get a glimpse of your gifts in action.

POST EVENT PICK-UP PARTY:

- ◆ Attend the Pick-Up Party on Monday, 9/28. Can't wait to see you!

Sponsor Benefits - Updated!

- Double logins provided (Example: 10 "seats" = 20 logins)
- Scrolling logo during livestream event
- Ad in Program Booklet (distributed at Pick-Up Party)
- Representation at Pick-up Party (Bring swag!)
- Logo sign at Pick-up Party
- Social Media shout-outs

PLEASE EMAIL FOR DETAILS: cindy.minnich@use.salvationarmy.org

Post-Event Pick-Up Party

Date: Monday, September 28, 2020

Time: 11:00 AM to 12:30 PM (Last names A-L)
12:30 PM to 2:00 PM (Last names M-Z)

Location: Our new building! 506 S. 29th Street, Harrisburg

Details: If you (1) Won an auction item; (2) Purchased a Shoe Strut promo piece during the auction (there will be "buy it now" items available); (3) Wish to donate in person rather than during the event; and (4) Wish to have a brief, socially distanced tour of our new facility. No purchase necessary!

Do I have to come inside?

No! If you desire curbside pickup, we're happy to bring your items to you. Pull into the traffic circle and we'll come out. It will be great to see you either way! If you are unavailable that day, we'll schedule your pick-up for another day.



QUESTIONS? Cindy Minnich, 717-233-6755 ext. 119, or email cindy.minnich@use.salvationarmy.org