

how to have a sock drive

Here are some simple steps to help you have a successful sock drive. If we all do these steps there is no way we will not reach our goal of 20,000 pairs of socks!

Step 1

Tell everyone you know that you are doing a sock drive. Say you are collecting socks the month of February. You want new or slightly used socks of all sizes.

- Post to your Facebook page – business and personal – you can find posts to share on facebook.com/LincolnREALTORS
- Retweet the [Association's](#) tweets about collecting socks. The RAL page will have plenty of posts to share.
- Send an email to your clients – RAL community efforts are a great way to talk about yourself and how much you love your community. People want to hear from you but not always about your business. Showing them you are participating in a sock drive to show a different side of you!
- Make some phone calls. If you haven't connected with someone in while, a personal call will be a fun surprise. You will have something to talk about because you are doing the sock drive, not only hoping they are ready to make a big move in their life.

Step 2

Create a donation location. Put a collection box in your lobby or by your desk. Add a sign! People will want to help you fill it up. Your container does not have to be anything specific. Choose something that works for your space. We don't all have room for the Peoples City Missions giant 50-gallon barrels, so use what works for you! A Laundry basket, paper box, large moving box, etc. will work great. If it starts to look too full people will think you have reached your goal, so go ahead and empty it and they'll want to fill it up!

Step 3

Keep talking about what you are doing. People might hear you if you tell them once that you are collecting socks for the Peoples City Mission in February but they will **hear you even more clearly** if you say it more than once. Set a communication goal like this: I will post every day about why people need to wear socks and how I am doing a sock drive. Or I will post 3 times a week about my effort to give back to my community. Or I will share all of the RAL tweets to show how invested I am in this project. Do what works best for you.

Take some pictures of your donation location and share it to your Instagram page.

Do a Snapchat of what you are doing with an empty box in your office and how much you want to fill it.

Step 4

Bring your donation to the RAL office by the end of February. We will arrange to have the socks picked up from our office by the beginning of March. If you miss our deadline you are welcome to put the socks in a Peoples City Mission drop box, but then they will not be added to our count.

If you have any questions, please contact Reya at 402.441.3626 or Reya@LincolnREALTORS.com

Your efforts will have a huge impact on this project. Thank you for joining us in this mission!!