

Create a Facebook Event

Creating a Facebook event is a great way to generate interest in your shoe drive. Using this tool allows you to communicate directly with people who are interested in the drive and gain exposure to a larger number of people as people RSVP and share with their friends.

1. Open your personal or organization's Facebook page.
2. Click on the "Events" tab in the row beneath your cover photo.
 - If you are using a personal account you may need to first click "More" and then click "Events"
3. Click "Create Event" on the right half of the page.
4. Fill in the information requested in each field.
 - Event photos are available at soles4souls.org/resources/
 - Set the Date/Time as the first day people can donate shoes and then click "+ End Time" to open the field where you can enter the last day people can donate shoes.
 - Ticket URL is not a required field.
 - The Description should be informative and not too long. Feel free to use the sample provided below.
 - Sample description: **Insert Name Here** has partnered with Village Northwest Unlimited to collect shoes for Soles4Souls. By donating shoes to this drive you not only provide shoes for people all over the world but also work opportunities for individuals with disabilities. The collected shoes will be sent to the processing center at VNU where the individuals they serve will prepare the shoes and ship them to S4S for distribution. You can donate your shoes by bringing them to **Insert Location**. Contact **Insert Name** at **Insert Contact Information** if you have any questions.
 - If you are creating the event using a personal Facebook account make sure the drop down box at the very top says "Create Public Event" instead of "Create Private Event"
 - Uncheck "Only hosts can post on the event wall" to allow people to ask questions about your shoe drive or post about their participation.
5. Click "Publish" and your event is up and running!
 - Now you can post in the event to give people updates and information, answer questions, report progress and thank participants all in one location.

