



## **Barefoot Coaching Event: Suggested Timeline and Action Items**

Dear Sports Information Director or designated school liaison:

Thank you so much for your participation in the “Barefoot for Barefeet” coaching event. Your efforts will call attention to the millions of children throughout the world who contract life-threatening diseases or infections due to a lack of footwear, and will help us provide new shoes to thousands of impoverished children throughout the world. In addition to new athletic shoes, each of these children will have their feet compassionately washed by a volunteer who will share with them a message of hope and love.

**Your “Barefoot for Barefeet” event can provide children in need with shoes in THREE easy ways:**

- 1) Encourage fans and other supporters of your coach to text the word SHOES to 85944. When they text this number, a \$5.00 donation to Samaritan’s Feet will be applied to their next cellular phone bill. Five dollars will provide one child with a pair of brand new shoes. Flyers to publicize this option will be provided by Samaritan’s Feet.
- 2) Provide donation boxes on game day for those in attendance to give a monetary donation as they enter or exit the gymnasium. Volunteers at each entrance can either hold a bucket for donations or have a box available for people to drop in their financial gift.
- 3) Publicize ahead of the game through media, school announcements, or other venues, that people can bring a new pair of children’s shoes to the game and have barrels or boxes set up to take the shoe collections. The cost of shipping the shoes to Samaritan’s Feet is about a \$1.50 per pair. Thus, a portion of the monetary donations collected at the game can be utilized for transportation costs.

**The following is a suggested timeline for the Sports Information/Athletic Director to prepare for the “Barefoot for Bare Feet” Event.**

### **RIGHT NOW:**

1. Ask your coach(es) to go barefoot for the barefoot coaching event.
2. If they do not want to coach barefoot, ask them to consider going barefoot at practice or during a media interview.
3. Review your calendar and choose a date for the Samaritan’s Feet event.
4. Notify the school administration of the event and encourage them to disseminate the date and time of the event to professors, teachers, and students to make this a school-wide function. Example of school participation could be promotion of a ‘barefoot day’ where, in solidarity with their coach, students and faculty go to class barefoot on game day.

## **TWO WEEKS PRIOR TO GAME DAY:**

1. Encourage your school newspaper and local media outlets to do a story promoting the upcoming Samaritan's Feet event. Encourage those attending the game to arrive in their bare feet. Encourage cheerleaders to cheer at least a portion of the game in their bare feet.
2. Promote the 'text to give' program by distributing flyers about the upcoming game (flyers included in Samaritan's Feet Coach Kit). Personalize flyers to include the name of the coaches participating.
3. Use local media to challenge people within their community to participate on 'game day' by going barefoot at their place of business. (Duke Energy did this last year, with the President of the Indiana Chapter and many of his employees going barefoot for a day.)

## **ONE WEEK PRIOR TO GAME DAY:**

1. Make announcements at school and promote in the school newspaper and school radio the "Barefoot for Bare Feet" day. Encourage the student body and faculty to stand in solidarity with their coach by attending the game barefoot and texting a \$5 donation to 85944.
2. Send email or call local news media reminding them of day and time for the barefoot game.
3. Continue to place posters and flyers up around the school to promote the upcoming event.
4. Encourage either the principal, college president, or another person of your choice to make an announcement during halftime (in their bare feet) about why the school is supporting Samaritan's Feet, and encourage those present to text the word SHOES to 85944 and for a \$5 donation they each can place one pair of shoes on the feet of a child in need.
5. If there is a half time event planned, discuss with the entertainers the possibility of a barefoot performance.

## **DAY OF GAME:**

1. Review Talking Points for media questions.
2. Participate in any pep rallies or other pre-game events and share with those in attendance the 2 goals of the Samaritan's Feet game day:
  - a. to call attention to the 300 million children who are at risk of disease, infection and death due to simply not owning a pair of shoes,
  - b. Encourage others to donate \$5 to Samaritan's Feet, to place shoes on the feet of children in need.
3. Encourage with signs and posters for all of those in attendance to take off their shoes and socks when they arrive at the arena.
4. During halftime, have your designated person make an announcement thanking everyone in attendance for their support of coach and his/her desire to place shoes on the feet of impoverished kids. The designated person can take out their phone, ask those in attendance who want to participate to take out their phones, and as a group, text SHOES to 85944 to give \$5, which will provide one child with a pair of new shoes.
5. Be available to take any interviews after the game, or set up interviews for your coach.