



SAMARITAN'S FEET

Charlotte Area Hotel Association presents...
“Leave a Lasting Footprint”
The 20:20 Challenge

Goal: To engage the CAHA hotel employees, vendors and Charlotte business community into a highly visible and flexible campaign to raise 20,000 pairs of new athletic shoes and \$20,000 cash donation. All of the shoes donated will be distributed throughout 2011 to children in need within the greater Charlotte area.

Dates: Jan 15-Mar 4, 2011

Kickoff: MLK National Day of Service Jan 15th, 2011

- Shoe of Hope Distribution at Druid Hill Elementary School with 400-450 local Charlotte area children. CAHA and Charlotte area businesses employees are invited to get involved and volunteer at the distribution.
- This will give a tangible way for the Charlotte Community to see what Samaritan's Feet does, and allow volunteers to actively get involved in our efforts as they wash the feet and distribute new shoes to local children.
- Press event during Shoe of Hope Distribution will create momentum and kick off challenge and highlight the Martin Luther King National Day of Service.
- Invite all Charlotte businesses to participate

Culmination: CIAA Tournament Mar 4, 2011

- Tractor trailers are lined up in uptown Charlotte filled donated shoes
- Create a media event
- We will tie-in the CIAA tournament festivities (bare foot concert....)

Weekly Drop-off beginning Feb 1, 2011

- Every Tuesday between specified hours (11-2) there will be a collection area set up at the EpiCentre for high visibility opportunities for hotels, businesses and individuals to drop off shoes. We will encourage some “hype” when shoes are donated such as:
 - Carry a bouquet of balloons as donors walk down the streets to donate
 - Donors can make a statement on behalf of the impoverished by walking in their bare feet collectively to the donation center
 - Uptown businesses and CAHA can agree to have “local” drop off barrels much like the Toys for Tots model.

- We will invite local celebrities to “host” a drop off Tuesday by being present and possibly signing autographs

Tools/Resources:

Samaritans’ Feet has designed this promotion with built-in flexibility. Realizing that every company, hotel and business has a unique set of operating rules we’ve provided a list of “tools” that each business can use depending on their individual guidelines. The goal is to have as many businesses as possible get involved at some level, make it fun, simple and engaging!

Each participating hotel or business needs assign an “internal champion” to be the point of contact for Samaritan’s Feet and drive the program internally within their property. See the attached form to submit champion contact information to Sara Rubens right away.

Samaritan’s Feet will provide tools to raise shoes:

- Supply a collection barrel for each property that wants to be considered a drop-off location
- PDF of flyer/posters that can be downloaded and printed
- Signage to create “info center” within a hotel or business
- Buttons for staff to wear promoting the campaign
- Properties should invite hotel vendors, friends, family, clubs, schools and local businesses to join in the efforts.

Samaritan’s Feet will provide tools to raise money:

- www.samaritansfeet.org/CAHA will be activated
- PDF of a printed card to invite guests to go on-line to donate
- Hotel staff can forward the donation link to friends, family & ask for donations
- Plastic counter top money boxes can be supplied by Samaritan’s Feet.
- PDF of Barefoot Cutout can be “sold” as a donation tool
- We will provide a unique TXT to give a number that will designate all TXT funds to be earmarked to this campaign.

PR/Media/other companies

- Throughout the 6 week campaign we will make the drop off event into “media events” by inviting local radio, TV and print to cover and promote
- Leverage our network to engage other Charlotte area businesses to join in the campaign

- 2: 30ft banner will be hung on Sky Bridges in uptown, advertising the campaign and drop off days.

Questions/Comments:

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