

# SOCKSGIVING CAMPAIGN

## HOW TO GUIDE

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### About Sock It To Em

The Sock It To Em Sock Campaign is a 501c3 Public Charity begun by First Plymouth Congregational UCC Church members, Sue Lee and Phillis Shimamoto. Through their efforts over 600,000 new pairs of socks have been provided to those in need in 41 states. The Rocky Mountain Conference, UCC, has partnered with Sock It To Em to create the Socksgiving campaign.

### About the Socksgiving Challenge

The Rocky Mountain Conference, UCC, is putting this challenge out to our churches to see how many socks our conference can collect and get out to shelters, services, and agencies throughout Colorado, Wyoming and Utah. We hope this friendly competition will spur positive action among our churches and congregations! [Learn more at www.rmucc.org/socksgiving](http://www.rmucc.org/socksgiving).

### How To Participate in Socksgiving



**Socksgiving Sunday is November 22**, but your church may pick another day to collect donations if necessary.



Let your congregants know of the need for NEW socks for men, women, and children by sharing the **Socksgiving Sunday Post** on your website and social media channels.



Use the provided **Suggestions for Promotion** copy on your website and social media channels to increase awareness about the campaign in your church.



Supply an outdoor collection box and place the **Collection Box Sign** on it. Let your congregants know what days and times they can safely drop off donations.



**Send the total number** of pairs of socks collected to Daryl Schreiber at [connect@rmucc.org](mailto:connect@rmucc.org) by November 27, 2020.



Take photos of your church members getting involved and share them on your social media pages using **#Socksgiving!**



After the campaign ends, you'll deliver the socks to a shelter, service, or agency of your choice. **Send info on where you delivered your socks** to Sue Lee at [susan@sockittoemsockcampaign](mailto:susan@sockittoemsockcampaign) and Daryl Schreiber at [connect@rmucc.org](mailto:connect@rmucc.org).