

WELCOME TO SOCKTOBER!

October is here, and that means it's time for Socktober, a month-long celebration of kindness and community support.

New socks are often one of the most requested items in shelters but one of the least donated items. Individuals, families, schools, workplaces, and community groups can all take part in helping provide this everyday essential.

HOW TO PARTICIPATE IN SOCKTOBER:

1. Find a Local Shelter

Choose a shelter or community organization you would like to support. Contact them to ask about their current needs, donation guidelines, and the items they can accept. Then, build your campaign around what would be most helpful to the people they serve. Their needs may include new socks in particular sizes or other essential items.

2. Choose a Collection Location and Set a Goal

With permission, set up a collection station at your school, workplace, community center, place of worship, government building, or another accessible location. Then, set an achievable goal. Whether your goal is 10 pairs of socks, 100 essential items, or something in between, every contribution counts.

3. Spread the Word

Invite friends, family members, classmates, coworkers, and neighbors to join you. Share your Socktober mission through flyers, newsletters, announcements, email, or social media.

Be specific about which new items are being accepted, where to bring them, and the collection deadline. Find more outreach ideas at happysocktober.com/spread-the-word.

4. Collect the Requested Items

Make your collection station easy to spot and clearly label it with the requested items. If you are collecting socks, ask for new pairs in a variety of sizes and styles.

Check the collection regularly and celebrate your community's progress toward the goal.

5. Sort and Pack

At the end of your collection, sort the donations by item, size, or type. Pack everything neatly and follow any preparation or labeling instructions provided by the shelter. This makes it easier for the organization to receive and distribute the donations.

6. Deliver the Donations

Coordinate a drop-off time with the shelter or organization you selected. If appropriate, invite a small group of participants to help make the delivery and share in the experience of giving.

7. Share Your Impact

With permission and without photographing or identifying shelter guests, share pictures of your collection and stories from participants with other RAKtivists in our Facebook community or on social media using #Socktober.

Your story may inspire others to launch a collection drive in their own community.

About Socktober: Socktober was created by Brad Montague. Learn more, find a shelter, and explore additional resources at HappySocktober.com.

Adapted by the Random Acts of Kindness Foundation as a RAKtivity.

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