

## ***The DYOJO SOCKTember - Annual NEW Sock Raising Competition***

### **SOCKTember Team Captain Info Sheet**

Thank you for your interest and/or commitment to lead a competitive NEW sock raising team for The DYOJO SOCKTember 2021. You embark upon a great and rewarding challenge.

**Team Captain:**

**Team Name:**

**Team Captains Company Name and link to website (so that we can link/promote):**

**Does company have LinkedIn / Facebook / Instagram / Other:**

**Team Location:**

**Team Members** - You will have many contributors but we recommend a core team of 3-5 people that help you on your quest:

- \*
- \*
- \*
- \*
- \*

**What does it mean to be a Team Leader for SOCKTember?**

The idea really is simple, we want to do some good and have some fun. You gather a local team, engage your local clients, partners, vendors, etc and raise as many NEW socks as you can, which you will donate to local charities of your choosing.

*The DYOJO SOCKTember 2021 is a great opportunity for client outreach, employee engagement, and community goodwill.*

We encourage you and your team members to be active on social media in promoting each other's efforts. As you promote what your team members are doing we will echo that and help boost these positive messages.

## **When does SOCKTember 2021 start?**

We all start gathering NEW socks the first day of September 2021 until the last day of September 2021. You can begin promoting your team as soon as you want. Last year, with the pandemic, we learned it is simple to set up an Amazon link that will send socks to an address that you designate. See our website ([thedyojo.com/dogood](http://thedyojo.com/dogood)) for an example. You will have to Google the instructions for setting it up as I will be doing the same again this year.

## **How do I win SOCKTember?**

This is competitive sock raising, think March Madness without the elimination of teams, we would like to have a weekly sock count so that we can promote how the teams are doing during the competition. We will keep the final NEW sock counts running into the first week of October so that we can account for stragglers. Thanks to our 2020 sponsors, we have created an annual trophy, which currently is proudly displayed in the halls of The Contents Specialists (TCS) office in Seattle, WA. Last year's winner was Sisters for Socks, led by Lindsey Ward of TCS, their team raised over 2,400 NEW socks and the 2020 event raised over 5,500 NEW socks total (see the video on our website).

## **What do I do now?**

Thank you again for agreeing to lead a team of competitive NEW sock raising all-stars for SOCKTember 2021. You should start assembling your core team of 3-5 partners, start spreading the word that you will be collecting socks in the month of September, and start promoting your team. You promote your team and we promote you!