

## WHAT is SOCKTember 2021 and HOW do I get involved?

Last year, in the middle of the shutdowns, we hatched a crazy idea to bring our friends, peers, and clients together to have some fun while doing some good in our local communities. The DYOJO Podcast launched SOCKTember as a competitive NEW sock-raising challenge and we raised over 5,500 socks with four awesome local teams. This year competitive NEW sock-raising teams are assembling to challenge each other for the title of 2021 SOCKTember Champion and hoist the trophy at the end of the season.



### SOCKTember is a great event for:

- Escalating client outreach
- Elevating employee engagement
- Expanding community partnerships

## WHEN is the SOCKTember 2021 New Sock-Raising Season?

### August 2021 - The Pre-Season:

Teams form in local communities to raise NEW socks by reaching out to clients, vendors, friends, and community partners.

### September 2021 - The Season:

Teams collect NEW socks. We have a weekly count of NEW socks raised by all teams, keeping with the competitive spirit.

### October 2021 - The Post-Season:

We perform a final official count of NEW socks raise and this year we plan to announce the WINNER at a LIVE local event in Tukwila, Washington on Friday, October 22, 2021. Local teams distribute NEW socks to local charities that they want to support.

## HOW do I get Involved in SOCKTember 2021?

- SHARE this information and/or SPONSOR the event
- LEAD and/or JOIN a local team - all NEW socks stay in your community

Stay tuned as the SOCKTember 2021 season KICKS OFF on September 1, 2021.

- Read more about this event in the press release from [Restoration & Remediation Magazine](#) and reach out to recruits for your team
- Watch this [informational video](#) to get you jazzed up for SOCKTember
- Stay tuned with event updates on The [DYOJO YouTube](#) and The DYOJO [SOCKTember webpage](#)