



# The Salvation Army of Dane County Adopt-a-Kettle Program

## Take a Stand—Adopt a Red Kettle this Christmas!

**The Red Kettle Campaign** is our largest fundraiser, accounting for 25% of annual donations. These funds allow us to serve the most vulnerable members of our community, providing shelter for the homeless, food for the hungry, and mentoring and education for at-risk children.

The Kettle Campaign’s success depends on volunteer bellringers. One two-hour shift at the kettle generates an average of \$90! Yet each year over half of all bellringing shifts go unfilled.



### How Can You Help?

Your company or group can “adopt” a Red Kettle for a day and help us fill our bellringing shifts. You can choose one of over 70 convenient locations in Dane County. Or your staff can select individual shifts and locations that work for them and credit it to your organization. The program is flexible, so we can find an option that is right for you.

**“Ringin’ bells is a great way to have fun with your co-workers, while being of service to others!”**



LaShell Lentz, Financial Advisor, and Barbara Elwood, Administrative Assistant, Morgan Stanley Smith Barney LLC, Member SIPC



### How Does it Work?

It’s easy! You select a Kettle Coordinator and we’ll assign a representative to help you organize your Adopt-A-Kettle program. This does not require a major time commitment, and we will be there to help every step of the way. From communicating with management to recruiting volunteers to setting up bellringing shifts, your Salvation Army representative will work with you to make your program a success.



### How Does Your Group Benefit?

Ringin’ bells is a great team-building activity. It is a fun, easy and rewarding way to give back to your community.

In addition, your organization or group will be acknowledged in Salvation Army communications, including website and Facebook posts. You can also display your company signage at kettle locations during your bellringing shifts.



For more information, please contact Steve Heck at **608-250-2248**.