



#RESCUECHRISTMAS

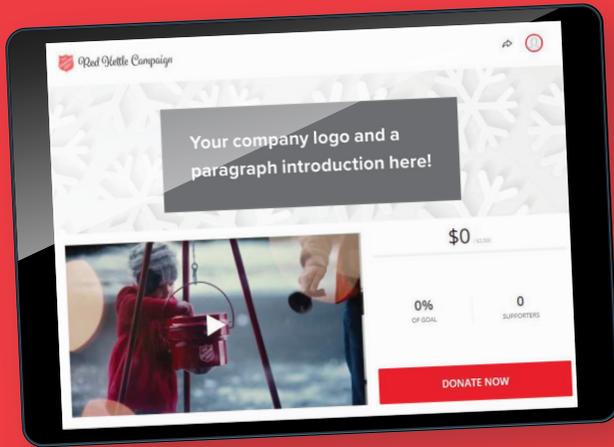
VIRTUAL TEAM FUNDRAISER

RING THE BELL VIRTUALLY



With more families facing hardship this year, the need to serve those most vulnerable is greater than ever before.

The pandemic is also drastically changing the way we can engage with donors this season, **putting our beloved kettle campaign at risk. In fact, we are anticipating a 50% drop in donations at our Red Kettles this season.** The iconic campaign helps The Salvation Army to provide food, shelter and essential services to more than 23 million people each year. To help meet the increased need, we are making it safer and simpler than ever for your employees and customers to donate to The Salvation Army.



We're bringing the Red Kettle Experience Online!

This year, The Salvation Army's iconic Red Kettles will be quieter than in years past. With many retailers focusing less on foot traffic and more on delivery and curbside pick-ups, that means fewer Red Kettles and bell ringers out in the community.

The Salvation Army has created a fun and easy way for you to get involved and help us meet the increased need this year by creating a co-branded VIRTUAL Red Kettle.

Ring the Bell, From Home!

We will customize a Red Kettle just for you that includes your logo, and a paragraph explaining why you support The Salvation Army. Then you can send the link to customers, employees and others providing them an opportunity to support their neighbors in need right from their laptop or phone. And, when someone donates to your virtual Red Kettle, they will hear the sound of that familiar bell ringing! This gives the donor a similar experience to when they drop their change into a physical Red Kettle. The Salvation Army will help set-up your co-branded Red Kettle and will provide you with tips and ideas to make your campaign go viral.



If you'd like to set-up teams and start a friendly competition among different stores, locations or departments, we also have a peer-to-peer fundraising option!



THANK YOU FOR YOUR SUPPORT OF THE SALVATION ARMY!