Best Practices

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High Point, NC 27260
P: 336-905-3177
F: 336-884-8060

Territory
South

Division
North and South Carolina

Project Name
Hammin' It Up

"Hammin' It Up" collects canned hams or $10 donations each year for the families that sigh up for Christmas

Project Purpose

"Hammin' It Up" is held on the first Tuesday of December. Captain Tony Perez stands on the rooftop of the Bicycle Toy and Hobby Sales building, starting at 6 a.m. He collects canned hams or a $10 donation from the public and doesn't descend until enough donations are met to accommodate all of the families being assisted with Christmas. Salvation Army employees are on the ground receiving the donations. Fox8/WGHP shoots live shots during their morning show.

Project Description

Approximate Community Size
75,000 and < 750,000

Partners
Other non-profits and Local Business

Revenue Comments
Last year, The Salvation Army collected enough hams and monetary donations for 767 families.

Personnel
Staff/Officers

Planning time
1-2 months
Best Practices

Chris Haas chris_haas@usw.salvationarmy.org
1765 W. Golf Course Road

Contact information
Coeur d'Alene, ID 83815
P: 208-763-0620
F: 208-763-0620

Territory
West

Division
Northwest

Project Name
The Connection Serve Night

Project Purpose
The purpose of our Serve Nights is to invite our middle school and high school students of the Kroc Center CDA to be the hands and feet of Jesus, not just a youth group member.

Project Description
The Connection Serve Night happens the last Wednesday of every month. Instead of meeting and having Bible study every week for youth group, our students have a deep passion to serve their city. From that heart beat, we decided to set up a serve night for our middle school and high school students at the Kroc CDA. We meet at 6:00 p.m. and have food ready for our students and leaders to eat. We gather for a description of the night and prayer, then head out.

We have done everything from playing BINGO at an assisted living home, feed dorm students at North Idaho College, handed cocoa, coffee and cookies out to people who use our public transit, and shoveled snow on winter days here in North Idaho. It's an incredible way for our students to give back.

Project Categories
Volunteers, Youth, and Other

Approximate Community Size
< 75,000

Partners
Churches, Other non-profits, Local Business, and Schools

Expenses Comments
Most expenses only occur when we are providing goods or materials.

Expenses Amount
0-$50

Revenue Amount
0

Personnel
Volunteers, Staff/Officers, and Other

Planning time
Ongoing
Best Practices

Contact Information: Major C. Joseph Murray
cjoseph.murray@usw.salvationarmy.org
93 Stony Circle
Santa Rosa, CA 95401
P: 707-542-0981
F: 707-542-5904

Territory: West
Division: Del Oro
Corps: Santa Rosa
Project Name: St. Patrick’s Day Green Kettles
Project Purpose: This springtime fundraiser is a one to two day event using green kettles and volunteers also wearing green, ringing bells at sites that celebrate St. Patrick’s Day.

Project Description: The Green Kettle Campaign satisfies those volunteers who didn’t get quite enough bell ringing at Christmas. It also appeals to those who like being outside in spring weather. We identified approximately 20 sites, grocery stores and restaurants and obtained permission to set up our stands for this one day, St. Patrick’s Day. Some volunteers ring all day and others work in shifts; 11:00 – 2:00, 2:00 – 4:00 and 4:00 – 7:00. We have local “celebrity” bell ringers at several sites and most volunteers dress in the spirit of the occasion. The newspapers and radio stations have given us free publicity, mostly because of the novelty of the event. We have been holding this event for several years now and usually raise between $3,000 and $5,000 in a single day. We hope to break that record in the coming year.

Project Category: Fundraising, Public Relations & Communications, Special Events, Volunteers and Holidays

Approximate Community Size: 170,685
Partners: Media and Local Business
Expenses Comments: Primary expenses: salaries for to plan event and work on the day of the event; St. Patrick’s Day posters for the kettle stands (with TSA logo).

Revenue Comments: Novel and fun fundraising event.
Revenue Amount: $3,000 - $5,000
Personnel: Staff/Officers/Advisory Board Members
Planning Time: 4 – 6 Weeks
Best Practices

Major Jim Baker  
James_baker@usw.salvationarmy.org  
832 6th St.  
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Bremerton, WA 98337  
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F: 360 373-2134

Contact information

**Territory**  
West  

**Division**  
Northwest  

**Project Name**  
Sally's Camp  

**Project Purpose**  
A temporary shelter for homeless families

We have created a temporary tent city inside a building for homeless families. It is limited to 6 months by the city and was created on short notice to shelter homeless families during the winter. We decided to set up tents inside the building so each family would have privacy and defined space. It is a 24/7 shelter so families with young children have a place to stay during the day.

**Project Description**

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**Project Category**  
Volunteers  

**Approximate Community Size**  
< 75,000  

**Partners**  
Other non-profits

**Expenses Comments**  
50% of our expenses are for salaries. Another large percent is for utilities. We also installed a surveillance system.

**Expenses Amount**  
$100,000  

**Revenue Comments**  
We got $5,000 from the Bremerton Housing Authority, $5,000 from United Way and the rest from private donations (individuals, service clubs, churches, etc.)

**Revenue Amount**  
$100,000  

**Personnel**  
Volunteers and Staff/Officers  

**Planning time**  
3-6 months

---

**Photo**
Best Practices

Kimberly Kyriakidis George
kimberly_george@uss.salvationarmy.org
822 McCallie Avenue
Chattanooga, TN 37403
P: 423.308.7715
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Territory Division
South
Kentucky and Tennessee

Project Name
The Chattanooga Salvation Army School of Culinary Arts
The Chattanooga Salvation Army’s School of Culinary Arts is a twelve-week job training/internship program teaching homeless and low income persons basic skills of meal preparation for entry into food services.

Project Purpose
The Chattanooga Salvation Army’s School of Culinary Arts is a life-changing twelve-week job training/internship program that teaches homeless and low income persons the basic skills of meal preparation for entry into the food services industry.

The students learn food and kitchen safety and sanitation, proper use of equipment including basic knife skills, cooking theory and techniques, serving methods, kitchen operations and even environmentally friendly gardening. The final two weeks of the course is an internship in a local restaurant.

Project Description
Through their lessons the students begin to impart their own style and creativity to their dishes allowing them to move from simply making food to taking the first step toward a culinary career. One-hundred percent of the graduates found food service jobs and stability in housing.

Chef Terry Epps, the school’s Founder/Instructor, says, “Our mission is teaching culinary skills, promoting self-respect, building self-sufficiency and strengthening the individual and the family.”

Project Categories
Fundraising, Volunteers, and Other

Approximate Community Size
> 750,000

Partners
Local Business and Schools

Expenses Comments
2010 Budget Revised

Expenses Amount
$79,898

Revenue Comments
2010 Budget Revised
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<tr>
<th><strong>Revenue Amount</strong></th>
<th>$79,898</th>
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</thead>
<tbody>
<tr>
<td><strong>Personnel</strong></td>
<td>Volunteers and Staff/Officers</td>
</tr>
<tr>
<td><strong>Planning time</strong></td>
<td>Ongoing</td>
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</table>
Best Practices

Seth Taylor, Public Relations & Volunteer Coordinator
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2001 Assembly St., Suite 204
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Columbia, SC 29201
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Territory
Division
North and South Carolina
Project Name
Stuff-A-Bus
Project Purpose
Provide unwrapped gifts and non-perishable food items to families in need at Christmas

Project Description
The Salvation Army partners with the Central Midlands Regional Transit Authority (CMRTA) and local media (WLTX-TV and Clear Channel Radio stations) to fill four city buses on two consecutive Fridays in December. The Stuff-A-Bus events are held at Walmart parking lots from 5:00 AM until 7:30 PM each day. Salvation Army staff, officers and volunteers work alongside partners at the bus, greeting the public, speaking to media, counting donated items and organizing donated items on and outside the bus. Media partners cover the event all day. Businesses such as Chick-fil-a and McDonald's have shown support by bringing food to staff and volunteers at the bus. Chick-fil-a and area law enforcement agencies have donated large quantities of food and gifts. Families and individuals from the community bring donations to the bus. The Salvation Army distributes donations at its Christmas warehouse to families in need.

Project Categories
Public Relations & Communications, Special Events, and Volunteers

Approximate Community Size
> 750,000

Partners
Media and Local Business

Revenue Comments
Grand total for Stuff-A-Bus 2010: 5,854 gifts collected, 7,247 pounds of food collected, 107 bikes collected

Personnel
Volunteers and Staff/Officers

Planning time
1-2 months
Best Practices

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PO Box 500
Conway, SC 29527
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F: 843-488-2769

Territory
Division
North and South Carolina

Project Name
Family Stores E-Newsletter

Project Purpose
The purpose of the project is to generate donations and customers for the Family Stores in Horry County, SC!

Project Description
Comment cards at each store have a place for customer/donor email addresses. The E-Newsletter is sent to all of these addresses each month. In the newsletter is a special coupon to use at one of our five stores and special sales that will be running for that particular month. We have had this in place for 3 months and are already seeing an upswing in sales and donations. We would be happy to forward a copy of the E-Newsletter for you to see the email address of your choice.

Project Categories
Fundraising and Other

Approximate Community Size
75,000 and < 750,000

Partners
N/A

Personnel
N/A and Other

Planning time
Minimal

Photo
Best Practices

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P: 214-956-6243
F: 214-956-6243

Territory
South

Division
Texas

Project Name
Christmas Media Kit & Blitz
Christmas Media Kits - Christmas media releases, Public
Service Announcements, Thanksgiving & Christmas Event
Calendar, template CD - prepared and hand delivered to local
media outlets by Divisional PR Staff/Corps Officers/Advisory
Board Members

Project Purpose
Divisional PR Staff prepare Christmas Media Kits, including
several media releases, Public Service Announcements, an
Events Calendar and a CD including logos, photographs and
electronic copies of all releases. Each release is edited to include
specific local Salvation Army contact information, statistics and
Corps Officer name. Media releases include information about
the Angel Tree Program, Red Kettle Campaign, Corporate
Christmas Partnerships, Cashless Kettles and Online Red Kettle.
10, 25 and 30 second Public Service Announcements are
provided for both the Angel Tree Program and the Red Kettle
Campaign. For the first time in 2010 the Media Kit included an
Events Calendar to notify the media of key events such as the
Kettle Kick Off, Angel Tree Distribution, Thanksgiving and
Christmas meals etc. Divisional PR staff along with Corps
Officers/Advisory Board Members hand deliver the Media Kits
to local media outlets.

Project Description

Project Categories
Public Relations & Communications and Holidays

Approximate Community Size
< 75,000

Partners
N/A

Personnel
N/A

Planning time
1-2 months
Best Practices

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Territory
South

Division
Texas

Project Name
Resource Templates
Divisional PR staff provide templates for Annual Meeting collateral material, Annual Meeting Report, Newsletters and Brochures.

Project Purpose
Divisional PR staff prepare templates for various reports, promotional materials, newsletters and brochures as a resource for Corps Officers. Templates are created in Microsoft Word to ensure that all materials are easy to work with. Corps Officers and staff can add specific information, statistics and photographs to templates ranging from detailed Annual Reports to simple tri-fold "Did You Know" brochures. Two Annual Report templates are provided; one to print "in-house" and the other to be professionally printed. In addition to reports, newsletters and brochures, templates for "Save the Date" and "Thank you" cards are also available.

Project Description

Project Categories
Public Relations & Communications and Special Events

Approximate Community Size
< 75,000

Partners
N/A

Personnel
N/A

Planning time
3-6 months
Best Practices

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Territory
South
Division
North and South Carolina
Project Name
Building the Booth Society
Project Purpose
To grow the Booth Society into a solid base of major donors. In four years, it has exceeded $200,000 annually: more than 25% of all giving by 3,400 donors.

Busy Corps officers need effective donor-growth strategies that don't demand a lot of time. In four years, our Booth Society has been grown from 6 to 24 members by offering special thanks to our generous friends and providing high-prestige invitations to enter the Booth Society.

We send:
* A hand-written thank you at least once annually to all $500-plus donors.
* A thank you letter from the board chair for all $100-plus gifts.
* Biennial thank you and certificate to all 20-year-plus donors.

Project Description
We have created:
* Booth "lifetime giving" circles for prospects who are not yet Booth-level annual givers but have attained $25,000 lifetime total. They are invited to the Booth Dinner (which has become an anticipated annual event) and receive a crystal paperweight. Many join the subsequent year.
* Special Booth "classes" (Centennial year, Second Century) that offer special reasons for to join now.

Project Categories
Fundraising and Volunteers

Approximate Community Size
75,000 and < 750,000

The Advisory Board vice-chairman hosts the Booth Dinner annually. With approximately 36 guests each year now, I would estimate his costs at approximately $3,600 for the dinner. We make it quite clear that the costs are borne by the host, not taken from giving. The amount above is the approximate cost to the Army annually for invitations; framing certificates and any other
gifts; for printing and mailing approximately 300 thank-yous to $500-plus donors; for producing and mailing approximately 1,000 additional thank-you letters from the board chair to $100 plus donors; and for the biennial thank-you certificate mailing to 20-year donors.

**Expenses Amount**

$1,500

**Revenue Comments**

The 24 members of our Booth Society gave more than $200,000 this year; more than 25% of all giving by our 3,400 donors. Growing this donor group has had a significant impact on our overall giving.

**Revenue Amount**

$200,000

**Personnel**

Volunteers and Staff/Officers

**Planning time**

Ongoing

Whenever possible, we correspond using locally produced Salvation Army note cards, and enclose pictures, news stories, or children’s art that relate to the donor’s interests.
Best Practices

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lawrence_barrington@uss.salvationarmy.org  
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Leesburg, FL 34749  
P: 352.365.0079  
F: 352.365.0118

Territory  
South

Division  
Leesburg

Project Name  
Lake County Motorcycle Toy Run  
To collect toys and money for Christmas Assistance for children of Lake County.

Project Purpose

200 Motorcyclists meet on the first Saturday in December at the local Walmart to donate toys/bikes/cash to the Christmas Toy Program...The Leesburg Corps sets up the canteen and serves coffee, hot chocolate, juice, water and pastries to the bikers as they arrive. At 11:00 they all ride in unison around the county. It is quite the wonderful Christmas Fund Raiser...organized by our Board President, Gregg Case and Board Members, Keith Keeton and Jim Liard, the Walmart Store Manager.

Project Description

Advisory Organizations Development (Board, Council, Auxiliary, Service Unit), Special Events, Volunteers, and Holidays

Approximate Community Size

> 750,000

Partners  
Media and Local Business

Personnel  
Volunteers

Planning time  
3-6 months

Photo

Motorcyclists line up at annual Lake County Christmas Toy Run.
Best Practices

Major Keath Biggers keath.Biggers@uss.salvationarmy.org
911 South Brook Street
P.O. Box 1149
Louisville, KY 40201
P: 502-671-4900
F: 502-671-4938

Contact information

 Territory
South
Division
Kentucky and Tennessee
Project Name
Kroger Food Angel Tree
Project Purpose
Raise money to provide at least one $25.00 gift card for food for every family on The Salvation Army Angel Tree program in Louisville. Last year that was almost 6,000 families.

Kroger stores have "Food Angel Trees" for the duration of The Salvation Army Angel Tree program. (17 days) On the trees are bar coded angels, each represents one family being served through the Angel Tree gift program. Shoppers select angels and take them to the check out area. They pay $25 at the cash register. The donation is recorded on their receipt. The Salvation Army provides food gift cards for every family, purchasing the cards from Kroger at an 8% discount. Any amount raised over and above the gift card purchase is designated for food in our programs throughout the year.

Project Description

The results of Kroger’s efforts have raised hundreds of thousands of dollars for The Salvation Army consistently for more than a dozen years. Kroger also includes The Salvation Army Angel Tree in its advertising schedule (valued at several hundred thousand dollars), including daily TV commercials, 3 full pages of advertising in The Courier-Journal, and inclusion on circulars. Kroger staff also volunteers their time at the Angel Tree distribution.

Project Categories

Fundraising, Public Relations & Communications, Special Events, Volunteers, and Holidays

Approximate Community Size

> 750,000

Partners

Medial and Local Business

Expenses Comments

Kroger covers all expenses for the Food Angel Tree Program

Expenses Amount

0

Revenue Comments

Amount raised 2010

Revenue Amount

$286,105

Personnel

Volunteers
Planning time       Ongoing
Best Practices

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911 South Brook Street
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Louisville, KY 40201
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F: 502-671-4938

 Territory Division Kentucky and Tennessee
 Project Name Angel-a-thon
 Project Purpose Raise money to provide gifts for the "forgotten angels" who were not selected from the Angel Tree program. A time of thank you to community partners who supported the Angel Tree program in Louisville.

Our Angel Tree media partner, WAVE 3 TV, created the Angel-a-thon to help The Salvation Army to cover the cost of providing clothing for the children who were not selected from the Angel Tree or whose gifts were not returned. It has also become a time to say thank you "on air" to corporations and individuals who contributed to the program. Representatives come on the program to tell what they have been done and how much it meant to them.

Project Description
WAVE 3 dedicates as much time as possible through the day to this telethon type program. When the hour is not dedicated to the telethon, cut ins during commercial breaks keep the action alive. Volunteers are scheduled to answer the phones, staff keeps a running tally of the pledges and immediately follows up with reminders to those who pledged and sends thank you letters to those who paid by credit card, entering data while on the set.

Project Categories
Fundraising, Public Relations & Communications, Special Events, Volunteers, Holidays, and Other

Approximate Community Size
> 750,000

Partners
Media

Expenses Comments
Credit card processing fees, stationary, postage, food for the event.

Expenses Amount
$3,000

Revenue Amount
$100,000
Louisville Advisory Board member Irv Stumler and his wife Pat staff the phones at WAVE-3 TV's Angel-a-thon to help provide clothing for "forgotten angels" on The Salvation Army Angel Tree.
Best Practices

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911 South Brook Street
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P: 502-671-4900
F: 502-671-4938

Contact information

Territory South
Division Kentucky and Tennessee
Project Name Toys for Tots Partnership
Project Purpose Partnership provides toys for children on The Salvation Army
Angel Tree Program.

Project Purpose

Louisville's Marine Corps League joins with The Salvation Army each year to provide the toys for children on The Salvation Army Angel Tree program. While some shoppers provide toys with clothing gifts, some do not. This partnership allows The Salvation Army to make sure every child receives at least three toys.

Project Description

The Toys for Tots volunteers actually move into The Salvation Army facility. This allows them to collect toys year-round.

Toys for Tots staff are on site and help with Angel Tree organization and distribution.

Project Categories

Public Relations & Communications, Volunteers, and Holidays

Approximate Community Size> 750,000

Partners Other non-profits
Personnel Volunteers
Planning time Ongoing
Best Practices

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F: 502-671-4938

Contact information

Territory
Kentucky and Tennessee

Division
South

Project Name
It Just Takes One - Annual Giving Campaign

Project Purpose
The purpose of the “It just takes one” giving campaign is to raise funds to help support The Salvation Army Boys & Girls Clubs of Louisville. These funds directly support the operations of all four clubs.

The most effective way to raise money is through the person visit “face to face” ask. Your chances of getting what you want increase greatly when you are able to make a personal appeal. There is some risk of being told no, but if you do not ask, it will not happen. A personal visit not only conveys the information most effectively, but also demonstrates respect for the prospect properly recognizing their value and dignity. Quite often when you receive a letter, the individual will make a token gift well below their capability, because a letter alone says, “our cause is not that important.” You need a well developed plan and a personal approach that will set the pace for the level and success your campaign will receive. You will need not only the staff to buy-in, but most importantly you need your Council/Board to be invested in terms of time, effort and support.

Project Description

Project Category
Fundraising

Approximate Community Size
> 750,000

Partners
N/A

Expenses Amount
$500.00

Revenue Amount
$60,000.00

Planning time
Ongoing
Best Practices

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Louisville, KY 40201
P: 502-671-4900
F: 502-671-4938

Contact information

Territory
South
Division
Kentucky and Tennessee

Project Name
Culinary Training Program

Project Purpose
To help people, who have few marketable skills, learn about the kitchen and cooking. The project prepares people living in poverty to find jobs in the food service industry.

In the Culinary Training Program (CTP) The Salvation Army Center of Hope chef shares his skills by training those enrolled in the CTP. The CTP is a 6-week course. Topics covered in the program include: safety and sanitation; basic knife skills; ordering and storage; soups, salads, appetizers, side dishes and meat cuts, sauces, entrees, beverages; goal and skills assessment; and job search.

A partner, Sullivan University, has supported the CTP in many ways through the years, providing guest chef instructors and supplies. Sullivan University recognizes most of the participants of this program may never be able to further their education without a helping hand and have made a full scholarship to the university available to one former participant. The person was selected after submitting a written rationale why he should be selected to receive a full scholarship to Sullivan University.

Project Description

Project Categories
Special Events and Volunteers

Approximate Community Size
> 750,000

Partners
Schools

Expenses Comments
Cost to train thirty students through the year. Food, cooking supplies, knives, textbooks, uniforms, chef salary, equipment and misc.

Expenses Amount
$36,626

Revenue Comments
Community supported through donations and special event proceeds.

Revenue Amount
$36,626

Personnel
Volunteers and Staff/Officers

Planning time
Ongoing
Best Practices

Jose Macias, Jr. jose_macias@uss.salvationarmy.org
521 W. Elmira

Contact information
San Antonio, TX 78212
P: 210-352-2000
F: 210-352-2005

Territory
South
Division
San Antonio
Project Name
Parade of Kettles

Project Purpose
This program is designed to engage community and civic leaders in supporting and promoting the need for raising funds to support the mission of The Salvation Army in their community.

Project Description
The Parade of Kettle Campaign strategy is simple.
1. Raise Awareness
2. Raise Funds.
The goal: Who could raise the most money to win the Parade of Kettle contest?

Social media was heavily relied upon as well as e-communications throughout the participant’s network. For instance, the Mayor of San Antonio distributed over 10,000 e-news letters to the community to support his kettle. Another participant sent an e-blast to over 18,000 customers. One participant went door to door passing out slips of paper encouraging them to visit the website to support their Kettle entry.

The rationale for this method was to increase the culture of online giving as well as reach a younger donor demographic (both of which have historically challenged The Salvation Army). Additionally, the program:
1. Built strategic Partnerships with Community Leaders.
2. Created additional media opportunities to support the overarching Red Kettle Program.

Project Categories
Fundraising, Public Relations & Communications, and Holidays

Approximate Community Size
> 750,000

Partners
Other non-profits and Local Business

Expenses Comments
$1,000 Web Development - $450 - Opening Reception - $439 - Award Reception

Expenses Amount
$1,889
Revenue Comments
There were 11 Parade of Kettle Participants - that collectively raised $21,968. We have also determined the In-Kind publicity value "Ad- equivalency" was at $11,178.

Revenue Amount
$21,968

Personnel
Staff/Officers

Planning time
3-6 months

Photo
2010 Parade of Kettle Participants after the unveiling Ceremony held at the Emily Morgan Hotel.
Best Practices

Cindy Bell cinday_bell@uss.salvationarmy.org
633 N. Broadway

Contact Information
Tyler, TX 75702
P: (903) 592-4361
F: (903) 592-6624

Territory
South
Division
Texas

Project Name
Kettles - 100% Volunteers & Cashless Kettles
Goal to staff 30 kettle locations with 100% volunteers
Provide 18 cashless kettles in Tyler

Project Purpose

The Tyler, Texas Corps made a commitment to provide a 100% volunteer drive Red Kettle Campaign in their county. Volunteers not only bring additional revenue, but also save in overhead costs. It was estimated that with 30 kettle locations they could save $50,000 in salaries and stand to gain about a 30% increase per kettle over 2009. More than 10,000 volunteers responded to the call for assistance.

Project Description

Tyler utilized 18 cashless kettles for the first time in 2010. The cashless kettles received lots of interest from donors, volunteers and media proved to be a great addition to the kettle program. The units paid for themselves and after all expenses made more than $5,000. Earnings from the cashless kettles in the first year, equated to one full day of Bell Ringing at all of the Corps’ locations.

Project Categories
Volunteers and Holidays

Approximate Community Size
75,000 and < 750,000

Personnel
Volunteers and Staff/Officers

Planning Time
3-6 months
### Best Practices

**Contact information**

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P.O. Box 1205  
Winston Salem, NC 27103  
P: (336) 245-2080  
F: (336) 723-9155 sarah.clarke@

**Territory**

South

**Division**

North and South

**Project Name**

Academy of Music & Arts

**Project Purpose**

The Winston-Salem Academy of Music & Arts exists to make quality music & arts education accessible to all children, regardless of their socioeconomic status.

The Salvation Army Winston-Salem Summer Music Conservatory began in 2003 with 15 students. It was expanded in 2006 to a year-round Academy of Music & Arts with after-school classes three nights per week and was admitted as a member of the Arts Council the following year. The summer day camp serves 60 children through courses in music theory & appreciation, visual arts, brass band, guitar, piano, violin and drums. Each summer the students produce a 30-minute mini-musical and the day camp culminates in a 3-day concert tour. Best Practice elements: (1) Takes an established Salvation Army approach to music education and implements it on the local level; (2) Serves as an entry point for community kids to access Corps programs; (3) Provides opportunity for community partnerships such as the Symphony, Arts Council, and church music groups; and (4) Is an approach that can be duplicated in other commands.

### Project Description

#### Project Categories

Volunteers and Other

#### Approximate Community Size

75,000 and < 750,000

#### Partners

Other non-profits

75% of expense is staff salary and benefits: 40% of 2 full-time SA employees (split with Corps programs); 3 PT employees during school year; 6 full-time (40-hour) and 1 part-time (10 hour) employees during summer day camp. Other expenses include vehicle operating costs, supplies and equipment.

#### Expenses Comments

$101,322

#### Revenue Comments

Current revenue includes funding proposals to 2 local
foundations totaling $45,000, program service fees of $25,000 and $6,000 in designated individual donations. Applying for recurring operating support from Arts Council beginning in 2011/2012. Instruments were purchased through grant funding in previous years. Endowment started.

Revenue Amount
$76,000

Personnel
Staff/Officers

Planning time
Ongoing

Photo

Photos are of 2009 and 2010 participants. File names specify year and photo credit: Melissa Haneline Photography or Jennifer Kim.
Best Practices

Ellen Bliven ellen_bliven@uss.salvationarmy.org
130-A Stratford Court
Winston-Salem, NC 27103
P: (336) 245-2081
F: (336) 723-9155

 Territory
Division
South
North and South Carolina

Project Name
Stuff the Stocking
To engage the community in stuffing stockings with toys for families receiving Christmas assistance from The Salvation Army in the Piedmont Triad area of North Carolina which includes 7 Corps and one Area Command (3 Corps).

Project Description

The Salvation Army teamed up with a local company, Sonoco Corrflex, to design a display to be used for the "Stuff the Stocking" campaign. The display was a fireplace with a mantle that hung stockings and included the logos of all the campaign partners. Sonoco Corrflex designed, produced and then sent volunteers to assemble the fireplace displays - all for free. TSA also worked with 19 local Chick-fil-A restaurants and 12 Mattress Firm locations to place the displays in their retail locations across the Piedmont Triad area. The community then picked up the stockings, filled them, and returned them. In all, more than 8,200 stockings were filled to help families receiving Christmas assistance from TSA. The media partner, WFMY television, donated more than $82,000 in advertising for the event which included The Salvation Army's red shield.

Project Categories
Public Relations & Communications, Volunteers, and Holidays

Approximate Community Size
> 750,000

Partners
Media and Local Business
Sonoco Corrflex designed, produced and assembled the displays for free ($10,000 value). The local CBS affiliate donated more than $82,000 in promotional spots for the campaign.

Expenses Comments
0

Revenue Comments
More than 8,200 stockings were filled by the community at an average of $15 per stocking = $123,000

Revenue Amount
$123,000

Personnel
Volunteers and Staff/Officers

Planning time
3-6 months
Major Paul Egan in front of stocking fireplace display with WFMY News Reporter Philip Jones at the kickoff of the "Stuff the Stocking" campaign.
### Best Practices

**Contact information**

Ellen Bliven ellen_bliven@uss.salvationarmy.org  
130-A Stratford Court  
Winston-Salem, NC 27103  
P: (336) 245-2081  
F: (336) 723-9155

**Territory**

South  

**Division**

North and South Carolina  

**Project Name**

Sealy FOX8 Holiday Concerts  

**Project Purpose**

To raise money, awareness and collect food for The Salvation Army in Piedmont Triad area of North Carolina which includes 7 Corps and one Area Command (3 Corps). This concert series is free to the public with their canned food donation.

**Project Description**

The Sealy FOX8 Holiday Concerts is a free concert series that takes place over two nights in December to benefit TSA. They feature the Greensboro Symphony at the Greensboro Coliseum and Winston-Salem Symphony at the Winston-Salem Coliseum. The holiday concerts are free to the public with a canned food donation to benefit TSA. Last year more than 20,000 people attended the two performances and donated 730,874 cans of food. During the concert, TSA is able to share how it is "Doing the Most Good" and make an appeal for donations, after which volunteers assist in the passing of buckets down each row. In less than 3 minutes, TSA collected $13,063.08. The concerts are more than a way to collect cans of food and money - the increased awareness of what TSA is doing in the community is enormous. The media partner, FOX8 television, donates more than $500,000 in advertising for the event which includes The Salvation Army's red shield.

**Project Categories**

Fundraising, Public Relations & Communications, Doing the Most Good Branding Promise, Special Events, Volunteers, and Holidays

**Approximate Community Size**

> 750,000

**Partners**

Media and Local Business  
The cost of the two concerts is underwritten by Sealy, Inc. More than $500,000 in publicity is donated by the local FOX television affiliate.

**Expenses Amount**

0  

**Revenue Comments**

$13,063.08 was collected in cash at the concerts and 730,874 cans of food were donated with an average in-kind value of $.75 each for a total of $561,218.58.
Revenue Amount  $561,218.58
Personnel  Volunteers and Staff/Officers
Planning time  6-12 months

Photo

Winston-Salem Symphony Conductor Matt Troy at the 2010 Sealy FOX8 Holiday Concert
Best Practices

Ellen Bliven ellen_bliven@uss.salvationarmy.org
130-A Stratford Court
Winston-Salem, NC 27103
P: (336) 245-2081
F: (336) 723-9155

Contact information

Territory
South

Division
North and South Carolina

Project Name
Sealy FOX8 Holiday Concerts

Project Purpose
To raise money, awareness and collect food for The Salvation Army in Piedmont Triad area of North Carolina which includes 7 Corps and one Area Command (3 Corps). This concert series is free to the public with their canned food donation.

Project Description
The Sealy FOX8 Holiday Concerts is a free concert series that takes place over two nights in December to benefit TSA. They feature the Greensboro Symphony at the Greensboro Coliseum and Winston-Salem Symphony at the Winston-Salem Coliseum. The holiday concerts are free to the public with a canned food donation to benefit TSA. Last year more than 20,000 people attended the two performances and donated 730,874 cans of food. During the concert, TSA is able to share how it is "Doing the Most Good" and make an appeal for donations, after which volunteers assist in the passing of buckets down each row. In less than 3 minutes, TSA collected $13,063.08. The concerts are more than a way to collect cans of food and money - the increased awareness of what TSA is doing in the community is enormous. The media partner, FOX8 television, donates more than $500,000 in advertising for the event which includes The Salvation Army's red shield.

Project Categories
Fundraising, Public Relations & Communications, Doing the Most Good Branding Promise, Special Events, Volunteers, and Holidays

Approximate Community Size
> 750,000

Partners
Media and Local Business

Expenses Comments
The cost of the two concerts is underwritten by Sealy, Inc. More than $500,000 in publicity is donated by the local FOX television affiliate.

Expenses Amount
0

Revenue Comments
$13,063.08 was collected in cash at the concerts and 730,874 cans of food were donated with an average in-kind value of $.75 each for a total of $561,218.58.
<table>
<thead>
<tr>
<th>Revenue Amount</th>
<th>$561,218.58</th>
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<tbody>
<tr>
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<td>Volunteers and Staff/Officers</td>
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**Photo**

Winston-Salem Symphony Conductor Matt Troy at the 2010 Sealy FOX8 Holiday Concert
Best Practices

Ellen Bliven ellen_bliven@uss.salvationarmy.org
130-A Stratford Court
Winston-Salem, NC 27103
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Territory
South
Division
North and South Carolina
Project Name
Give a Kid a Coat

Project Purpose
To collect new and used coats to give out to anyone who may need one, free of charge. The Salvation Army in the Piedmont Traid area of North Carolina, which includes 7 Corps and one Area Command (3 Corps), teamed up with a local dry cleaners to clean and mend the coats for free.

Project Description
The Salvation Army partnered with local dry cleaning franchise, A Cleaner World, for the Give a Kid a Coat campaign to collect new and used coats. The campaign kicked off in the end of October as colder weather started to set in, and ran for 6 weeks. Community members were encouraged to drop off a coat at any of the 24 A Cleaner World locations. The dry cleaners then cleaned and mended the coats, free of charge. TSA picked up the coats from each location. In the end, 27,817 coats were donated. TSA coordinated the distribution of the coats to anyone needing one. The media partner, FOX8 television, donated more than $40,000 in advertising for the campaign which included The Salvation Army's red shield. TSA's partnership with A Cleaner World has since grown. The dry cleaning franchise is now a permanent drop off location for the community to donate clothing and household items to TSA family stores.

Project Categories
Public Relations & Communications, Special Events, and Volunteers

Approximate Community Size
> 750,000

Partners
Media and Local Business
A Cleaner World donated the dry cleaning and mending on all the coats. 27,817 coats with the average cost of $5 each = $139,085. FOX8 television donated more than $40,000 in on-air advertising.

Expenses Comments
27,817 coats donated and distributed with an average cost of $10 per coat comes to $278,170.

Revenue Comments
Revenue Amount $278,170
Personnel Volunteers and Staff/Officers
Planning time 3-6 months

Photo

Major Paul Egan, Captain Tony Perez & Major Kent Davis outside of A Cleaner World on the morning of the Give a Kid a Coat campaign kick off.
Best Practices

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2105 West Main Street

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Leesburg, FL 34749
P: 352.365.0079
F: 352.365.0118

Territory
South

Division
Leesburg

Project Name
Lake County Motorcycle Toy Run
To collect toys and money for Christmas Assistance for children of Lake County.

Project Purpose
200 Motorcyclists meet on the first Saturday in December at the local Walmart to donate toys/bikes/cash to the Christmas Toy Program...The Leesburg Corps sets up the canteen and serves coffee, hot chocolate, juice, water and pastries to the bikers as they arrive. At 11:00 they all ride in unison around the county. It is quite the wonderful Christmas Fund Raiser...organized by our Board President, Gregg Case and Board Members, Keith Keeton and Jim Liard, the Walmart Store Manager.

Project Categories
Advisory Organizations Development (Board, Council, Auxiliary, Service Unit), Special Events, Volunteers, and Holidays

Approximate Community Size
> 750,000

Partners
Media and Local Business

Personnel
Volunteers

Planning time
3-6 months

Photo
Motorcyclists line up at annual Lake County Christmas Toy Run.