EMPLOYEE ENGAGEMENT & GIVING OPPORTUNITIES

Ways to Get Involved

Engaging your employees in giving back is critical to what you do, and we would love to make it easy, fun, and impactful by providing turnkey options and exciting ways to get involved!

ANNUAL GIVING CAMPAIGN
Feature The Salvation Army during your annual giving campaign. We will provide promotional resources, impact information, volunteer opportunities, speakers for employee events (in-person or virtual) and will work with you to make the campaign a success.

ANNUAL IMPACT EVENTS & VOLUNTEERISM
With a presence in nearly every zip code in America, we can activate your employee base nearly anywhere. Group volunteer opportunities can include kit builds, beautification projects, reading to children, spending time with isolate seniors, serving meals to the hungry, providing job search support to the homeless and those recovering from addiction or hosting a donation drive.

DISASTER RELIEF
When disaster strikes The Salvation Army is there, and we don’t leave until people fully rebuild their lives. When your employees donate to a disaster relief effort through The Salvation Army, 100% of their donation goes to that disaster. Not back into a large general disaster fund.

CUSTOMIZED CAMPAIGNS
We can also work with you on a custom campaign around a key area of interest like homelessness alleviation, solving hunger, combating addiction, fighting poverty, or providing opportunities to youth in need.

MATCHING GIFTS
When you match your employees’ donations, you not only double the impact, but you also inspire people to give more through your demonstration of support.

THE SALVATION ARMY FAST FACTS

Online giving spikes in December and after large disasters. The Salvation Army is there when disaster strikes and we stay long after the cameras disappear. We are there to help rebuild lives. 100% of your employee’s donations to a disaster will go to that event—not back into a general disaster fund.

The Salvation Army’s iconic Red Kettle campaign signals the Christmas season and is a part of popular culture in America. Selecting The Salvation Army as your charity partner during this time period will increase adoption and will get people excited to give back during the holiday season.
Customizable Co-Branded Microsite

Make it easy for employees to give and track their generosity with a custom co-branded microsite.

**MICROSITE FEATURES**
- Branded with your company’s logo and messaging
- Donation reports
- Thermometer to show progress
- Fast easy way to set-up an online workplace giving campaign
- Unique URL to share with your employees and/or customers via email, social media or internal resource board

**HOW TO GET STARTED**
The site can be set-up within 5 business days and can be used throughout the year. We can also make changes to the image or campaign focus at any time.

We can set it up for you and only need a few things to get started:
- High-res logo
- Custom welcome message
- Financial campaign goal

**ACTIVATE YOUR PAGE DURING:**
- Times of disaster
- Your annual campaign
- The Christmas season
- Or any-time!

**Double the Impact!**
Show employees your dedication to the cause by matching all gifts made on the site during a designated activation period.

Get the word out!
The Salvation Army will provide promotional materials to help make your campaign a success without a heavy lift.

- Posters
- Email templates
- Social media text
- Co-branded Microsites
- Impact information

**SOCIAL MEDIA**

**EMAIL TEMPLATES**

**POSTERS**

**PARTNERING WITH THE SALVATION ARMY MEANS:**

- Turnkey, user-friendly materials to promote employee engagement opportunities.
- Stronger teams united by shared experiences making a difference in their communities.
- Employees who are excited to work for a company that has a demonstrated commitment to service & doing good.

For more information about the people served by The Salvation Army visit [www.salvationarmyusa.org](http://www.salvationarmyusa.org)