

## Kettle-Con









- Kickoff is a media event
  - Approach local media outlets to be Christmas partner
  - Identify separate Angel Tree and Red Kettle partners
  - Send media release and advisory
- Combined "Christmas Kickoff" to highlight all programs
- Who should be there?
  - All media outlets
  - Officers & Staff
  - Advisory Board
  - Volunteers
  - Corporate Partners
  - Chamber of Commerce







- When?
  - Early November check community calendar
  - Partner with community tree lighting
  - First day of kettles/angel tree
  - Promote/Save the Date media & social media
- Location?
  - Mall
  - Corporate supporter Walmart, United, etc.
  - Bank lobby
  - City square/tree lighting
  - Salvation Army Corps lunch/dinner event



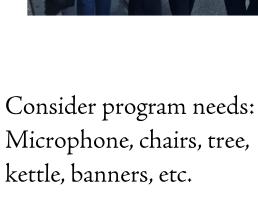




- Consider the visual
  - Board, staff, volunteers branded shirts
  - Angel Tree with tags
  - Red Kettle and bell ringer
  - Salvation Army Food Boxes
  - Captain Kettle/Shieldy
  - Salvation Army band











- Short event plan timeline
  - Welcome & Introductions Board Chair or Officer
  - Officer Christmas campaign vision, needs, ways to help
  - Angel Tree info Officer
  - How to help? Register to Ring, Virtual Red Kettle,
  - National Commander's Red Kettle Challenge Board member
  - Locations? kettles, Angel Tree
  - Pick the first Angel Tree child Mayor, Partner Representative, etc.
  - Give the first \$ to the kettle
  - Partner present oversize check Christmas sponsor
  - Ribbon Cutting Chamber
  - Thanks







- Be creative!
- Think media lead photo









Doing the most good

