



Kettle-Con



Christmas Kickoff



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Christmas Kickoff

- 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



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Christmas Kickoff

- 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



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Christmas Kickoff

- 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



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Consider program needs:
Microphone, chairs, tree,
kettle, banners, etc.

Christmas Kickoff

- 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



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Christmas Kickoff

- Be creative!
- Think media lead photo



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