



THE SALVATION ARMY TEXAS DIVISION 2024

MOST IMPORTANT DAYS OF CHRISTMAS

This Red Kettle ringing season is 22 days long! Maximize your success by focusing on these 12 days of most impact! How? Mark your calendars, check out the ideas below & make plans for the special-focus ringing days.



**November 29
Black Friday**

Funnel volunteers to your 12 focused days within Register to Ring. Volunteers raise more funds than paid ringers!



**November 30
Saturday**

Ring in Christmas on a musical note! Schedule carolers, singing groups & musicians alongside your regular ringers.



**December 3
Giving Tuesday**

Make the most of this global movement. Promote #GivingTuesday



**December 6
Friday**

Flash back Friday. Pull a list of ringers from 2021 & forward who haven't rang in a while and invite them back.



**December 7
Saturday**

The Mayoral Challenge
In your community, this might be police vs fire department or parks & rec vs municipal court.



**December 13
Friday**

School groups: band cheerleaders, football team, honor society, chess club, PTA. Get a commitment before school is out.



**December 14
Saturday
National
Commander's
Red Kettle
Challenge**



**December 19
Thursday**

Focus on the family. Skip pizza & a movie—make tonight special with a new family fundraising tradition. Bring the kids!



**December 20
Friday**

Concentrate on civic groups who want to be seen in the community. Find a way to make it fun or competitive for the members.



**December 21
Saturday**

Last minute shopping is on! Ask your Advisory Board members (past & present), their families & companies to cover this busy day.



**December 23
Christmas Eve Eve**

Ask corporate partners to engage their staff for a day of giving or a holiday outing. Many employers pay their staff to volunteer.



**December 24
Christmas Eve**

Corps & church groups are loving folks who joyfully serve on this special night! Drop by a Christmas message or candy cane.



Register to Ring

- Admin site: Admin.RegistertoRing.com (Setup, Toolkit, FAQ)
- Volunteer site: RegiterToRing.com (promote everywhere)
- Support: RTRSupport@SummitMarketing.com
- Jennifer Lane



Resources for music at kettles

- DHQ Music Department - contact Matt Broome
- School bands and orchestras (Middle, High, College)
- Corps or other church groups
- Parks & Rec department music lessons
- Music schools & instructors



Giving Tuesday

- Promote on social media — schedule posts
- Engage local stakeholders
- Share testimonials
- Utilize NHQ resources & influencers



Flashback

- Pull a list of past ringers from who haven't rang in a while
- Look at annual event sponsors from your past 4 years
- Former advisory board members
- Volunteers from other events



Mayoral Challenge

- Approach Mayors early
- Engage local media
- Facebook LIVE, "smack talk"
- Consider police vs fire or DPS vs Sheriff
- Find ideas at SalvationArmyTexas.org/Texas/KettleCon



Engage school groups

- School district, Elementary, Junior, High, College
- School counselors, PTA
- Honor Society, DECA, chess club, pep club, reading
- Football, cheer, volleyball, archery, soccer, track
- Create friendly competitions



National Commander's Red Kettle Challenge

- Register for the National Commander's Red Kettle Challenge
- Contact your Walmart Use the tools on the NCRKC info sheet, Red Shield Toolkit
- Engage Advisory Board, supporters & local media
- WIN prizes in the TEX Divisional Commander's Red Kettle Challenge



Focus on the Family

- Post on social media for family events & activities, moms' groups
- List your event in local parenting magazines, post at Family Store
- Flyer cars at parking lots where families gather
- Ask your local pizza delivery co. to put a flyer on their boxes
- Host popcorn, hot chocolate & a movie for families after their shift
- Promote at dogs parks & parties - ringing locations where pets are allowed
- Engage Advisory Board and staff families



Civic & Social Groups

- Chamber of Commerce/Jaycees
- Rotary, Kiwanis, Toastmasters, Lions Club, Junior League
- Motorcycle clubs, veterans, gardening
- Girl/Boy Scouts, 4H
- Police/Fire, Public Works
- Media outlets (radio vs TV vs newspaper)



Advisory Boards

- Each member rings
- Challenge members to recruit 2 additional ringers
- Make a list of extended family members to ring — have a prize
- Ask their companies, churches, and recreational clubs to ring
- Ask their companies for a financial match or sponsorship



Corporate Partners

- Ask if they pay their employees for volunteering
- Encourage a group outing/holiday party
- Friendly internal competition among their departments
- Make a gift on behalf of employees' volunteer time, double the donation
- Sponsor a kettle(s)



Corps & Church Involvement

- Ask corps members to recruit their friends, family & co-workers
- Schedule church groups
- Ask to distribute flyers/business cards at the church
- Put up flyers at the churches
- Make a list of 10 churches to contact (remember the youth groups!)