



Parade of Kettles



What is Parade of Kettles?

Parade of Kettles is a fun and interactive way for local businesses and individuals to help raise money for the annual Red Kettle Campaign.

Groups and individuals decorate their team kettle and raise funds in their office amongst their co-workers, visitors or customers. Each team has to raise their money, while others prefer to hear the change drop into the kettle. Some even travel with their kettle to events or client meetings. The kettle that gets the most votes (monies) will be crowned Parade of Kettles Champion for a year, but regardless of the method or who wins, all proceeds go to programs of The Salvation Army San Antonio Area Command that benefit local families in need.



How?

Groups and individuals decorate their team kettle and raise funds in their office amongst their co-workers, visitors, customers.

Take kettle to meetings and public appearances.

Raise funds through an online link that can be shared on social media, mentioned on TV, radio, etc.

The kettle that gets the most votes (monies) will be crowned Parade of Kettles Champion for a year, but regardless of the method or who wins, all proceeds go to programs of The Salvation Army San Antonio Area Command that benefit local families in need.



News 4

\$15,203 raised (608%)

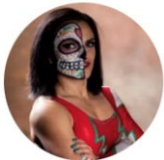
1 member



Mike Taylor Show

\$7,678 raised (307%)

2 members



Thunder Rosa

\$3,209 raised (128%)

1 member



The Billy Madison Show

\$2,508 raised (100%)

1 member



FOX 29

\$2,275 raised (91%)

1 member

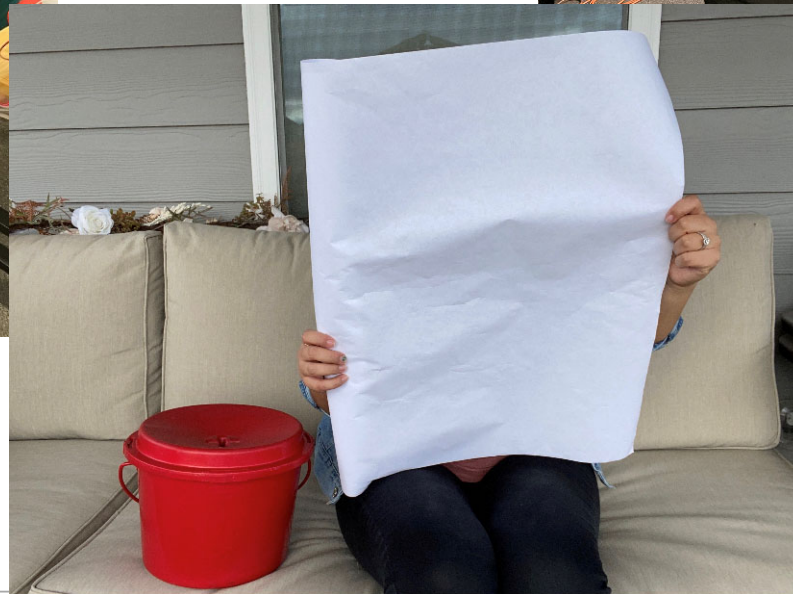




Best practices for public appearances

All participants are invited to appear together on Saturday afternoons in December. (Some years, we've even had done a weekend in November). Venues have included The Shops at La Cantera and Trader's Village. Pick an area in your market with heavy foot traffic.

Schedule and promote 1-on-1 battles (2 hours long) between two of the kettles. We normally do these in front of a Walmart. Coordinate this with kettle supervisor to avoid double coverage with regularly scheduled bell ringers.





Alejandra Rodriguez @ProducerAle · 2s ...
Happy Thanksgiving 🍂 instead of contributing to family drama today, how about you contribute to the @News4SA Red Kettle 🍂
Donate 📺 bit.ly/3nx0S10
[@DavidChancellor](#) [@GregPollak](#)
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Other stuff that's worked for San Antonio

If it's a local celebrity or TV personality, ask them to create some kind of incentive for reaching their goal. If I raise "x" amount of dollars by Christmas Eve, I will....

Companies can challenge another company, do an employee match. Large companies can ask each employee to donate \$1 or \$5. It adds up!

For the public appearances, when a team captain for a kettle or someone is unavailable, you can invite someone (doesn't have to be the same company) to ring the bell on their behalf. This has been a great way to introduce someone to Parade of Kettles, who might decide to have their own kettle the following year.



Other stuff that's worked for San Antonio (cont.)

Have fun! Be creative! When bell ringers sing, act crazy (but keep it appropriate for TSA). Team up with someone in costume and ask for a donation when people ask for selfies with that character. For example: Star Wars characters.

Attending these events with your guest bell ringers is a great way to network and build relationships. Think networking on the golf course. Same concept!





The bottom line

- * Raises funds to supplement The Red Kettle Campaign**
- * Generate awareness and free publicity. Keep track of those media mentions as much as possible and add a publicity value if possible.**