



SALVATIONARMYNORTH.ORG

BE A VOLUNTEER AT THIS KETTLE  
AND COLLECT GIFTS THAT  
CHANGE LIVES.  
SIGN UP AT 651-746-3519  
OR SALVATIONARMYNORTH.ORG



# ADOPT-A-DAY OF BELL RINGING FOR THE SALVATION ARMY

RESOURCE GUIDE



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# INTRODUCTION

This **Adopt-A-Day** Toolkit is designed to equip any Salvation Army corps or program site to offer the Adopt-A-Day of bellringing initiative as a strategy to enhance bell-ringing opportunities this holiday season.

In the following toolkit, you will find:

- Adopt-A-Day recruitment materials to engage local stakeholders
- A welcome packet to orient stakeholders after recruited
- Instructions and email templates for the Adopt-A-Day Ambassador (stakeholder designated point of contact) to complete daily coordination tasks
- Post-event resources to express appreciation and report outcomes.

It is our hope that this toolkit will serve as a “how to” manual that will guide any designated Salvation Army personnel to champion a successful adopt-a-day initiative, enhancing your corporate engagement this holiday season.

Merry Christmas!





# RECRUITMENT TOOLS



## SAMPLE NEWS RELEASE

### Contact:

**NAME**, The Salvation Army

Office: **PHONE**

Cell: **PHONE**

**EMAIL**

## The Salvation Army Seeks Volunteers Adopt-a-Day of Bell Ringing at Red Kettles in **City**

*November **date**– December **date**, **YEAR***

**DATE, YEAR**–**City, STATE**. -The Salvation Army needs volunteers to adopt-a-day of bell ringing from November **DATE** to December **DATE**, 2019 from 10:00 a.m. to 6:00 p.m. Mondays through Saturdays in **City**.

The 132nd annual Red Kettle Campaign is one of The Salvation Army's most crucial fundraising efforts raising much-needed funds to support a myriad services and programs throughout the year, including feeding the hungry, sheltering the homeless, and providing toys to disadvantaged youth and after school programs for children in need.

For more than 100 years, The Salvation Army's Red Kettles have been a symbol of good will during the holiday season. The Bell Ringing Program is a tradition which provides locals the opportunity to meet the public while spreading a holiday message of hope to the less fortunate.

By adopting-a-day, volunteers select the date and location in their area. From there, the volunteers will be responsible for covering the entire day, so they can breakout the shifts however they want. Individuals, families, groups of friends or co-workers, and church groups are welcome.

**Volunteers can sign up at **URL**.**

The community's financial support and kindness during the holidays enables The Salvation Army to assist more than \_\_\_\_\_ people in **City** throughout the year.

### About The Salvation Army:

The Salvation Army annually helps nearly 24 million Americans overcome poverty, addiction and economic hardships through a range of social services. By providing food for the hungry, clothing and shelter for the homeless, disaster and heat relief, senior activity and outreach, adult rehabilitation, and opportunities for underprivileged children, The Salvation Army is doing the most good at 7,600 centers of operation around the country. Approximately 82 cents of every dollar donated to The Salvation Army are used to support its social services. In the first-ever listing of "America's Favorite Charities" by the Chronicle of Philanthropy, The Salvation Army ranked as the country's largest privately-funded, direct-service nonprofit. For more information about Salvation Army activities in **CITY**, visit **LOCAL URL**.

###



# ADOPT-A-DAY OF BELL RINGING FLYER TEMPLATE

The Salvation Army Red Kettle Campaign Partnership Opportunity



LOVE BEYOND  
*CHRISTMAS*



## ADOPT-A-DAY OF BELLRINGING

RINGING THE BELL BRINGS CHANGE TO YOUR COMMUNITY

The Salvation Army's Red Kettles are a part of American popular culture and when our bells ring, they signal the approaching Christmas season.

**JOIN US! Adopt-a-kettle by volunteering to be a bell ringer as a group or an individual.**



### MAKE IT FUN!

SING CHRISTMAS  
CAROLS, PLAY AN  
INSTRUMENT, OR DRESS  
UP IN YOUR FAVORITE  
HOLIDAY FLARE!

For more information contact:



*THANK YOU* FOR YOUR SUPPORT OF THE SALVATION ARMY!





## PHONE SCRIPT TEMPLATE



Hello, My name is [name] and I'm calling from The Salvation Army. Could you connect me to your HR department/manager or whoever coordinates community outreach or employee activities?

Hi, My name is [name] from The Salvation Army and we are looking for groups/companies/orgs that would be interested in volunteering with us as a team this holiday season. We are looking for corporate teams to pick one day between Thanksgiving and Christmas to bellringing with us. It can be a great teambuilding experience for employees, and we can help promote your business at the same time. Can I tell you a little more about it- it will take less than 2 minutes!- or can I email you some info?

If email is preferred:

Great! What is your email address?

Thank you very much! I will send the information soon.

If they want more info on the phone:

Are you familiar with our red-kettle campaign, where you see bellringers collecting donations at in front of stores over the holidays? [Explain if needed, then proceed to below].

In a nutshell, to increase support and visibility for our red-kettle campaign, we invite corporate groups to ring for us as a team-building event, and do fun things while they ring, like dressing up in Christmas flare, singing carols, playing an instrument, or any other fun creative twist you come up with! We have event had bellringers [insert fun thing that has been done locally]. While your group rings, we would include your company logo on the kettle stand and you are certainly welcome to wear your company logo as well.

So, what we are asking is if you would be willing to Adopt-a-Day of bellringing at a location near you and schedule your team members to ring throughout the day. All of the donations that we raise at the Red Kettles during the holiday will stay in the local community and provide support all year long.

Can I email you some info?

If rejected:

Thank you so much for your time and consideration. Feel free to keep us in mind if it you happen to be looking for employee volunteerism opportunities in the future.



## EMAIL TEMPLATE



Dear \_\_\_\_\_,

With the holiday season quickly approaching, The Salvation Army is seeking local businesses to assist as Bell Ringers for Red Kettle Campaign. Our Red Kettle campaign starts at Thanksgiving and concludes at Christmas and we have retail partners all across America who generously allow us to ring bells outside the doors during the busy holiday season to raise funds for Salvation Army programs.

This year, we would like to invite [insert company name] to team up and choose one day during the holiday season to ring the bell for us. We encourage businesses to use this as a team-building experience and encourage to do fun things at the kettle like dressing up in Christmas flare, singing carols, playing an instrument, or any other fun creative twist you come up with! While you ring, we would include your company logo on the kettle stand and you are certainly welcome to wear your company logo (as you know, corporate social responsibility through volunteerism is a great way to enhance your company image as well!).

The donations raised will have a direct impact on the lives of individuals in our local community. They allow us to provide toys for kids, coats for the homeless, food for the hungry and countless social service programs year-round. Volunteers are ‘the army behind The Army’ that allow us to provide these services.

Would you consider partnering with us to provide this support to our community this year? We appreciate your consideration!

If you are interested or would like more information, I would love to talk to you. I can be reached at [insert contact info]. I look forward to hearing from you!

SAMPLE RECRUITMENT SOCIAL MEDIA CONTENT



ADOPT-A-DAY  
*Of Bell Ringing*



Post copy  
Now recruiting volunteers to adopt-a-day of bell ringing at your nearest Red Kettle location this holiday season. We're fighting for good – and we need your help. By ringing the bell, your group will help raise money to support crucial services in your community all year long. Contact [name@emailaddress.com](mailto:name@emailaddress.com) to learn more // Sign up at [URL](#).

Additional Images

ADOPT-A-DAY  
*Of Bell Ringing*



ADOPT-A-DAY  
*Of Bell Ringing*



ADOPT-A-DAY  
*Of Bell Ringing*



ADOPT-A-DAY  
*Of Bell Ringing*





# **PRE-CAMPAIGN TOOLS TO SHARE WITH PARTNER**

## **PARTNER WELCOME & THANK YOU EMAIL**

Dear [partner]:

We are so grateful for your support of The Salvation Army and for your interest participating in our Adopt-a-Day of Bell Ringing campaign.

The iconic Red Kettle initiative began in San Francisco in 1891 when a Salvation Army captain in San Francisco placed a large pot at the Oakland Ferry Landing hoping to raise enough funds to provide Christmas dinner to those in need. The tradition quickly caught on, eventually becoming part of popular culture, and allowing The Salvation Army to provide Christmas meals to the poor, shelter to the homeless, groceries for struggling families and toys for children who would otherwise go without.

One of the little known facts about the Red Kettle campaign is that all of the money raised at the kettles directly supports programs and centers and people in that community.

As you look for opportunities to involve your employees in volunteer activities to create connection, presence and awareness in their communities, adopting a day of bell ringing can offer a fun way to boost employee moral and enhance your corporate image while helping people in need right in their community.

We have designed this toolkit so that you have everything you need for a fun and memorable employee engagement activation this Christmas season.

**To take the first step in launching your campaign please reply to this email with the designated point of contact for your organization. This person will be assigned as the Adopt-a-Day Ambassador (please see position description attached).**

Thank you,

[Your name]



## WHO WE ARE

(ATTACH TO WELCOME EMAIL)

### Our Mission

The Salvation Army meets human needs in God's name without discrimination

### Key Programs

- Providing Shelter
- Relieving Hunger
- Meeting Basic Needs
- Breaking the Cycle of Poverty
- Engaging Seniors
- Rehabilitating Addiction
- Immediate Relief & Long-Term Rebuilding After Disaster
- Combatting Human Trafficking
- Serving Veterans
- Building Stronger Communities
- Connecting Children to Education and Opportunities to Discover their Potential
- Bringing Joy to Families During the Holidays



For more information about The Salvation Army visit [TheSalvationArmyUSA.org](https://www.TheSalvationArmyUSA.org)



## SERVICE AT A GLANCE



(ATTACH TO WELCOME EMAIL)



## What Makes us Unique



HISTORY &  
TRACK RECORD



GEOGRAPHIC REACH  
& INFRASTRUCTURE



BRAND  
AWARENESS &  
LOYALTY



PROGRAM  
VARIETY &  
SERVICE SCOPE



LOW OVERHEAD

# **ADOPT-A-DAY AMBASSADOR POSITION DESCRIPTION**

**(ATTACH TO WELCOME EMAIL AND ASK FOR RETURN SIGNATURE)**

**Position Title:** Adopt-a-Day Ambassador

**Reports to:** Corps Officer

**Purpose/Goal of Position:** To assist The Salvation Army in its annual bell ringing campaign by serving as a liaison between your organization and The Salvation Army to coordinate and schedule the Adopt-a-Day Program.

## **Qualifications/Skills/Certifications Needed:**

- Excellent attention to detail & ability to coordinate effectively
- Highly organized.
- Ability to communicate clearly and enthusiastically with group members.

## **Duties/Responsibilities:**

- Choose your Adopt-a-Day date(s) and site
- Set fundraising goals for the organization.
- Verify your date, location, and the start and end time on that day.
- Spread the word through your internal communications (talking points included) and schedule your group members to ring at your site throughout the day, ensuring that the kettle is never left unattended.
- Promote your Adopt-A-Day event on your social media pages (sample posts provided) and encourage your stakeholders to come out to donate at your location
- Send weekly emails to participants leading up to your event to keep the momentum going
- Send a reminder email to participants the week of the event (template included) to confirm their shifts, remind them what to wear, tips for being an awesome bellringer (included).
- Make sure you have cell phone numbers of all participants and that you have the number of your Salvation Army representative in case there are any issues. Serve as a ringer to fill in for any no-shows or gaps in your group's schedule.
- Submit the following to your Salvation Army representative to be posted on The Salvation Army's social media site: A group photo, 3 additional photos of your event, a paragraph description of what was accomplished, Total project budget covered by your company (if applicable), A quote about your experience, Total number of volunteers who served. Post the following info on your social media sites as well!
- Most importantly, have a great time!!

**Adopt-a-Day Name**\_\_\_\_\_

**Adopt-a-Day Signature**\_\_\_\_\_



# AMBASSADOR TOOLKIT

(PROVIDE TO AMBASSADOR ALONG WITH SIGNED POSITION DESCRIPTION)

## ADOPT-A-DAY AMBASSADOR CHECKLIST

Adopt-a-Day Ambassador Name:

Salvation Army Representative Name:

Salvation Army Representative Phone Number:

Location:

Start Time:

Date:

End Time:

### Checklist

- ☐ Choose your Adopt-a-Day date(s), location, and the start and end times.
- ☐ Set fundraising goals for the organization.
- ☐ Spread the word at organization meetings about Adopt-A-Day at meetings and through your internal communications (talking points provided).
- ☐ Send an **initial email** asking coworkers to participate in Adopt-A-Day. The following messaging can be included: *Team up with 2-4 coworkers and sign up to ring the bell for The Salvation Army on [insert date and location] Funds raised will help our community by feeding the hungry, sheltering the homeless, and providing programs for children in need. Consider dressing up, singing carols, playing an instrument, or create your own fun twist to draw attention to your kettle.*
- ☐ Schedule teams/groups to ring at your site throughout the day, ensuring that the kettle is never left unattended. The Salvation Army recommends 2-4 hour shifts.
- ☐ Promote your Adopt-A-Day event on your social media pages (sample posts provided) and encourage your stakeholders to come out to donate at your location
- ☐ Send **weekly emails** to participants leading up to your event to keep the momentum going. Repeat content from **initial email**, as well as updating the group who is signed up, their theme, and what shifts are still available.
- ☐ Send a **reminder email** to participants the week of the event to confirm the location, their shifts, attire and accessories, and attach ***Tips For Being An Awesome Bell Ringer*** (provided).
- ☐ Day of event, make sure you have cell phone numbers of all participants and that you have the number of your Salvation Army representative in case there are any issues. Serve as a ringer to fill in for any no-shows or gaps in your group's schedule.
- ☐ During/after event, submit the following to your Salvation Army representative to be posted on The Salvation Army's social media site: a group photo, 3 additional photos of your event, a paragraph description of what was accomplished, total project budget covered by your company (if applicable), a quote about your experience, total number of volunteers who served. *Post this info on your social media sites as well!*
- ☐ After event: send **follow up email** to participants. Remember to include shout-outs to individuals or teams who an amazing job, had the most flare, were the highest fundraisers, contributed the most hours.

## TALKING POINTS

- The Salvation Army's Red Kettle Campaign is the longest fundraising program of its kind. The century-old iconic tradition started in San Francisco and provides hope to less fortunate during holidays. The nationwide-tradition began in 1891 at the San Francisco Ferry Building.
- Donations to The Salvation Army Red Kettles at Christmas time support holiday meals and toys for individuals and families in need. Donations to the Red Kettles also support The Salvation Army provide a myriad of other critical services all year long.
- Programs supported include:
  - **Social services** where programs provide food, shelter, clothing and financial assistance;
  - **Casework and counseling**, with programs for health care and residential assistance and abuse counseling;
  - **Youth services**, with programs for music, athletics, arts and crafts, camping and family counseling;
  - **Senior centers**, focused on assisting the needs of older adults
  - **Holiday programs**, in which the distinctive Red Kettles are a centerpiece, to help families and individuals financially at year-end;
- As a national average, **82 cents of every dollar** The Salvation Army spends go directly to support community service programs – far exceeding the Better Business Bureau's guideline of 65 percent.
- All donations remain in the communities where they originate.





SAMPLE AMBASSADOR SOCIAL MEDIA CONTENT



ADOPT-A-DAY  
*Of Bell Ringing*



Ambassador Post copy  
[COMPANY] will be adopting-a-day of bell ringing at [LOCATION] R and we need your help. By signing up for a shift, you will help raise money to support crucial services in our community during the holidays and all year long. Contact [name@emailaddress.com](mailto:name@emailaddress.com) to learn more // Sign up at <URL>.

Additional Images

ADOPT-A-DAY  
*Of Bell Ringing*



ADOPT-A-DAY  
*Of Bell Ringing*



ADOPT-A-DAY  
*Of Bell Ringing*



ADOPT-A-DAY  
*Of Bell Ringing*



# TIPS FOR BEING AN AWESOME BELL RINGER!



## A DOZEN TIPS



1) Remember you don't need to ask anyone for money. Just by being there ringing the bell and being friendly, you are making it easy and fun for someone to do so if they want.

2) Smile and make eye contact and be sure to always say "Thank You"

3) Wear weather-appropriate clothes and comfy shoes, and be sure to wear your apron

4) Be kind and gracious to those who choose not to give

5) Always stand at your kettle and try not to use your phone (unless you are taking a photo to post on social media so everyone you know knows you are a hero that day!)

6) Have fun and remember you are doing something WONDERFUL for your community!

7) Don't smoke or eat at the kettle

8) Be sure if you are volunteering as a team or group, you are all staying engaged with people walking by

9) Wish people a "Merry Christmas"

10) Here are some key messages you will want to have handy:

Thank you for your donation to help people in need this Christmas and all year long!

Your donation will stay in this community to help our neighbors

If you'd like more information about The Salvation Army, please find us online

11) Try to limit your conversations to these topics and don't discuss Salvation Army policy or positions.

12) And most of all please know **The Salvation Army is SO grateful for your service!**

# POST CAMPAIGN STEWARDSHIP

## POST EVENT WRAP-UP INSTRUCTIONS

### THANK YOU LETTER FOR STAFF TO SEND TO AAD AMBASSADOR

Hello \_\_\_\_\_,

Thank you again for Adopting-a-Day of Bellringing with The Salvation Army! We tremendously appreciate your support and would love to share the great work that [insert company] is doing on The Salvation Army social media sites.

If you haven't done so already, kindly share the following items with us, so we can allow others to see your efforts in action?

- Group photo (and, if applicable, an explanation of your themes- dressing up, singing, etc.)
- Three additional event photos
- A paragraph description of what was accomplished
- Total project budget covered by your company (if applicable)
- A quote about your experience
- Total number of volunteers who served

You can follow our social media sites here:  
[insert FB, Instagram, etc]

We appreciate you and your assistance with supporting The Salvation Army's efforts to help those who are underserved in our community. Thank you for thinking of us and we hope to partner with you again in the future.

Merry Christmas and Happy New Year!

[insert signature]

## ADDITIONAL RECOMMENDED THANK YOU'S FROM THE SALVATION ARMY

- Provide break down of funds raised during their shifts
- Forward Salvation Army social media posts in which they are featured
- Send thank you card in the mail





**THANK YOU FOR  
YOUR PARTNERSHIP &  
SUPPORT!**

The Salvation Army USA Western Territory