



MOST IMPORTANT DAYS OF CHRISTMAS

This Red Kettle season is 23 days long! Maximize your success by going all-in on these high-impact days. Mark your calendars, check out the ideas below and make plans for BIG results.



November 28

Black Friday

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



November 29

Saturday

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



December 2

Giving Tuesday

Make the most of this global movement. Promote #GivingTuesday www.givingtuesday.org



December 5

Friday

Flash back Friday. Pull a list of lapsed ringers from 2022-2024 & invite them back.



December 6

Saturday

The Mayoral Challenge In your community, this might be police vs fire department or Parks & Rec vs Municipal Court.



December 12

Friday

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



December 13

Saturday

National Commander's Red Kettle Challenge Find resources on the Red Shield Toolkit



December 19

Friday

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



December 20

Saturday

School groups: band cheerleaders, football team, honor society, chess club, PTA. Ask before school is out!



December 22

Monday

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



December 23

Tuesday

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



December 24

Christmas Eve

Corps & church groups joyfully serve on this special night! Drop by & thank your volunteers with a candy cane or Christmas wish.