

# **MOST IMPORTANT DAYS OF CHRISTMAS**

Red Kettle 2022 is 29 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 these special-focus ringing days!

THE SALVATION ARMY TEXAS DIVISION 2022



# November 25 Black Friday

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



# November 26 Saturday

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



# November 29 Giving Tuesday

Make the most of this

global movement.
Promote
#GivingTuesday



### December 2 Saturday

Flash back...pull a list of ringers or donors from 2018 who haven't rang in a while and invite them back.



# December 3 Saturday The Mayoral Challenge

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



# December 9 Friday National Commander's

Red Kettle Challenge

See the Red Kettle Challenge Info Page \$1.5 M Goal



# December 10 Saturday

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



# December 16 Friday

Focus on the family.

Instead of pizza & a movie— make tonight special with a new family fundraising tradition.

Bring the kids!



# December 17 Saturday

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 22 Thursday

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



# December 23 Friday

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 or Monica Chiquito @DHQ



#### 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



#### Mayoral Challenge

- Approach Mayors early
- Engage local media
- Facebook LIVE, "smack talk"
- Consider police vs fire or DPS vs Sheriff
- $\bullet \ Find \ ideas \ at \ Salvation Army Texas.org/Texas/Kettle Con$



# Engage school groups

- $\bullet$  School district, Elementary, Junior, High, College
- School counselors, PTA
- Honor Society, DECA, chess club, pep club, reading
- $\bullet$  Football, cheer, volley ball, archery, soccer, track
- Create friendly competitions
- Consider these groups for other volunteer opportunities (Angel Tree)



# National Commander's Red Kettle Challenge

- Register for the National Commander's Red Kettle Challenge
- Contact your Walmart for Friday, December 9th
- 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

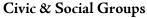


#### Flashback

- Pull a list of ringers from 2018/2019 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

# 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



- 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!)



