
The National Commander's RED KETTLE CHALLENGE

1 LOCATION | 4 HOURS | 2 MILLION DOLLARS

The Salvation Army National Commander, Commissioner Kenneth Hodder, has challenged Salvation Army officers, employees, community supporters and the like to raise more funds than him in a four-hour shift on Saturday, December 9th, with the goal to raise \$2 million nationally.

But everything is BIGGER in Texas...so our goal is to raise \$500,000 for individuals & families in the Lone Star state.

We need YOUR HELP - not just to beat our National Commander - but to meet the needs of individuals and families right here in our community.

Together, we can love people beyond their hunger, homelessness, despair and bring joy to families this Christmas.



Battle Plan 2023



Here's how you can help!

Saturday, December 9th

- ☐ Make a donation to the Red Kettle in-person or on-line.
 - ☐ If you normally make a gift in December, please make it during this time frame.
 - ☐ Ask your company if they might match or even double your contribution.
 - ☐ Join us in person to ring the bell!
 - ☐ Post the event and donation link on your social media.
 - ☐ Ask you friends, family, clubs or social groups to make a donation.
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❑ Include images with your posts

❑ Social media tags

@SalArmyTX @YourCorps @SalvationArmyUSA @Walmart @Walmart (local) @AdvisoryBoard Member @Mayor @Ringer @Sheriff @KettleSponsor @CorporateDonor @RegistertoRing

❑ Hashtags

#SalArmyTX #NCRKC #LoveBeyond #DoingtheMostGood #RegistertoRing #TheSalvationArmy #SalvationArmy #Christmas #Fundraising #Volunteer

Twitter: 2 Hashtags

Instagram: up to 10 Hashtags

Facebook: 2-3 Hashtags

YouTube: 3-5 Hashtags

Linked-in: 1-5 Hashtags

Pinterest: 3-5 Hashtags

TikTok: 3-5 Hashtags

(Source: blog.hootsuite.com)

❑ Red Shield ToolKit Resources are [HERE](#)

❑ Press Releases/Advisories - DHQ

❑ Ask your ringers/partners to post

❑ Remember Linked-in!

GET SOCIAL

Social media posts, press releases & additional national resources

Suggested social media posts

We're competing in the National Commander's Red Kettle Challenge to raise \$2 million dollars nationwide in 4 hours on Saturday, December 9th. Join us at the Walmart at **ADDRESS** between **TIME**, donate to our kettle, and help us ring out the competition, all while supporting those in need in our community #NCRedKettleChallenge

Help The Salvation Army raise \$2 million in four hours across the country! We'll be ringing from **TIME** at **LOCATION** as part of the National Commander's Red Kettle Challenge. Come by, give what you can, and join the fun!

We all know that **CITY** is the best place to live! You can help prove it by helping your Salvation Army win the National Commander's Red Kettle Challenge by raising as much \$\$\$ as possible in four hours on Saturday, December 9th at **LOCATION** between **TIME**. Come out, support OFFICER as he/she rings, and give what you can!

The Salvation Army's National Commander, Kenneth Hodder, has challenged everyone to raise \$2 million in just 4 hours on Saturday, December 9th. We're determined to raise the most money in Texas during at **LOCATION** between **TIME**. With your help, we can do it!

All money raised in our kettles stays local and serves individuals and families in need. On Saturday, December 9th we're ringing in the National Commander's Red Kettle Challenge, trying to raise \$2 million across the USA in just 4 hours. We'd love you to help us by donating at the kettle at **LOCATION** between **HOURS**, or giving online at **LINK**.

Everything is bigger in Texas, right? Let's prove it by helping us win the National Commander's Red Kettle Challenge to raise \$2 million nationwide in just 4 hours on Saturday, December 9th. Bragging rights and even prizes are on the line, and we know you can help us raise the most \$ in Texas. Every \$ will help those in need right here in **CITY**.

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HOW-TO

Best-practices and ideas to fill
your shift *and* your kettles!

Plan now for a successful event.

❑ Build out your 4-hour schedule with ringers:

- Officers (4 hours)
- Advisory Board (1 Hour)
- Media Partners (30 mins)
- Police Chief/Fire Chief (30 mins)
- Mayor (30 mins)
- Celebrity/Influencer (30 mins)

<Example

❑ Make it a PARTY!

- Music, DJ, TSA music department
- Canteen (Hot chocolate, candy canes, coffee)
- Food truck
- Captain Kettle/Shieldy or local mascots
- Local or celebrity influencers
- Balloons, firetruck, animals where allowed

❑ Donors

- Ask advisory board & other donors who normally donate in December to give during your shift
- Ask corporate sponsors/donors to consider a match or doubling their donation
- Get a kettle sponsor
- Work with your resource development staff

❑ Signage

- Post signs, banners telling donors what you're doing! Your goal, who it serves and ASK FOR THE GIFT!
- Print 2-sided business cards with a mint—one side with a QR code to donate, the other side to VOLUNTEER/Register to Ring.
- Call DHQ for art or order [HERE](#) (500 for \$45)

❑ Media

- Contact media partners early
 - Schedule Remote TV or radio broadcast
 - Don't forget newspaper or printed publications
 - Schedule social media posts prior & day of
 - Assign someone to go LIVE or post during the event
 - TAG all sponsors, locations & ringers for more sharing
 - Facebook Boost
 - Billboard
 - Email your Register to Ring donors and ask for them to come by/donate on this day
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- ☐ Contact your Walmart store now and choose your time frame.
- ☐ Coordinate placement/canteen
- ☐ Engage the manager & their team and thank them often
- ☐ Introduce The National Commander's Red Kettle Challenge (NCRKC) to your Advisory Board - prizes & incentives
- ☐ Begin talking up the challenge in the community: Rotary, meetings, corps meetings, luncheons, etc.
- ☐ Complete NCRKC Registration
- ☐ Contact to donors, corporate partners, stakeholders and ask for their support for NCRKC
- ☐ Write to local influencers, media personalities, Mayor, Police & Fire Chief, etc. Ask them to ring during event
- ☐ Book canteen, order refreshments
- ☐ Book Captain Kettle/Shieldy
- ☐ Begin promotion on social media—include video challenge from National Commander
- ☐ Write and schedule press release & advisories
- ☐ Schedule media/interviews pre & day-of
- ☐ Schedule social media boots & posts (pre-write)

PLANNING

Create your own checklists with contact information for easy planning and follow-through.

- ☐ Send media advisory – invite media to visit kettle
- ☐ Make plans for FB live
- ☐ Continue Facebook (FB) promotion
- ☐ Make final total announcement
- ☐ Thank everyone - Walmart, media, ringers, donors with notes, social media posts & letters!

DON'T FORGET TO ASK FOR THE GIFT!

No matter how well you promote your 4-hour shift or how many people show up, the challenge won't be a success unless we raise funds for folks in need.

Surprisingly, many salespeople can tell you all about their product, but they never actually ASK for the sale!

Make sure your REAL message is clear:

We need people and companies to put money in The Salvation Army Red Kettle so we can love families in Texas beyond their homelessness, hunger and helplessness. Every penny counts!