



MONTHS OF CHRISTMAS

Christmas at The Salvation Army is a year-round event.
Use this checklist to stay on track.

Tasks by Month

Check the boxes as you complete tasks
Add, delete or rearrange as needed

JANUARY

- ☐ Visit store managers to thank them/their staff.
Take a gift, plaque, or notecard.
- ☐ Post-season analysis with advisory board
- ☐ Announce kettle results to media, social media,
Linked-In, etc.
- ☐ Review calendar for the rest of the year
- ☐ Inventory, organize and store kettle equipment
- ☐ Thank your media partners—think swag bag!
- ☐ Volunteer appreciation event at your location.
- ☐ Volunteer thanks on social media, including
corporate partners
- ☐

Notes

FEBRUARY

- ☐ Clean up Register to Ring volunteer
information
- ☐ Contact civic groups and organizations to get
on their schedules
- ☐ Thank civic groups and provide year-round
opportunities.
- ☐ Follow-up with Christmas volunteers for year-
round opportunities
- ☐
- ☐
- ☐
- ☐
- ☐

Notes

MARCH

- ☐ Create a social media plan to build your
audience throughout the season
- ☐ Follow your corporate partners and volunteers
on Linked-in and social.
- ☐ Send hand-written notes to volunteers or meet
them for coffee
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

Notes

APRIL	MAY	JUNE
<div><div><input type="checkbox"/></div><div>Form advisory board Christmas committee</div></div> <div><div><input type="checkbox"/></div><div>Secure venue for Christmas Kick Off</div></div> <div><div><input type="checkbox"/></div><div>Email your volunteers what’s happening around your corps</div></div> <div><div><input type="checkbox"/></div><div>Invite to NSAW event</div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div>	<div><div><input type="checkbox"/></div><div>Leverage National Salvation Army Week (NSAW)</div></div> <div><div><input type="checkbox"/></div><div>Invite volunteers, corporate partners, clubs and civic organizations to Behind the Red Shield or other events</div></div> <div><div><input type="checkbox"/></div><div>Dedicate 1 day of NSAW to thank and engage with Christmas volunteers</div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div>	<div><div><input type="checkbox"/></div><div>Meet with kettle committee to plan any events, sponsorships or new ideas</div></div> <div><div><input type="checkbox"/></div><div>Meet with mayors or civic organization for Mayoral challenge or similar</div></div> <div><div><input type="checkbox"/></div><div>Approach local media outlets with Christmas partnership opportunities</div></div> <div><div><input type="checkbox"/></div><div>Call your volunteers to thank them or check in</div></div> <div><div><input type="checkbox"/></div><div>Don’t forget corporate partners and organizations</div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div> <div><div><input type="checkbox"/></div><div></div></div>
Notes	Notes	Notes

JULY	AUGUST	SEPTEMBER
<div><div><input type="checkbox"/></div>Locate, clean and repair supplies (kettles, bells, stands)</div> <div><div><input type="checkbox"/></div>Order additional supplies</div> <div><div><input type="checkbox"/></div>Contact corporate partners to plan for the season</div> <div><div><input type="checkbox"/></div>Contact clubs and civic organizations</div> <div><div><input type="checkbox"/></div>Check in with Walmart</div> <div><div><input type="checkbox"/></div>Locate & replenish Angel Tree supplies</div> <div><div><input type="checkbox"/></div>Secure Angel Tree location</div> <div><div><input type="checkbox"/></div>Host a Christmas in July event</div> <div><div><input type="checkbox"/></div>Picnic, Popsicles event, block party, lemonade stand or ringing day</div> <div><div><input type="checkbox"/></div></div>	<div><div><input type="checkbox"/></div>Recruit/hire volunteer coordinator</div> <div><div><input type="checkbox"/></div>Contact church groups</div> <div><div><input type="checkbox"/></div>Print flyers/business cards, QR Codes</div> <div><div><input type="checkbox"/></div>Approach local car dealership for loaner vehicle(s)</div> <div><div><input type="checkbox"/></div>Begin planning for your 12 Days of Christmas focused ringing days</div> <div><div><input type="checkbox"/></div>Plan Christmas Kick Off event</div> <div><div><input type="checkbox"/></div>Set up Registry for Good for Angel Tree and other needs</div> <div><div><input type="checkbox"/></div>Mail volunteers a personalized thank you note, postcard or newsletter</div> <div><div><input type="checkbox"/></div></div> <div><div><input type="checkbox"/></div></div>	<div><div><input type="checkbox"/></div>Setup Register to Ring site</div> <div><div><input type="checkbox"/></div>Find your Red Kettle Champion - volunteer coordinator</div> <div><div><input type="checkbox"/></div>Advertise for volunteer and paid bell ringers</div> <div><div><input type="checkbox"/></div>Contact school groups</div> <div><div><input type="checkbox"/></div>Promote kettle sponsorships</div> <div><div><input type="checkbox"/></div>Design and print kettle sponsorship materials</div> <div><div><input type="checkbox"/></div>Order kettle sponsorship signage/frames</div> <div><div><input type="checkbox"/></div>Approach local (not national) kettle locations</div> <div><div><input type="checkbox"/></div>Pitch paper kettles to restaurants</div> <div><div><input type="checkbox"/></div>Email your volunteers photo of a family being helped</div>
Notes	Notes	Notes

OCTOBER	NOVEMBER	DECEMBER
<div><div><input type="checkbox"/></div><div>Meet managers at your kettle sites</div></div> <div><div><input type="checkbox"/></div><div>Meet with bank, arrange a counting crew</div></div> <div><div><input type="checkbox"/></div><div>Set up competitions with bands, civic groups, schools, city councils, churches...</div></div> <div><div><input type="checkbox"/></div><div>Pre-schedule social media posts</div></div> <div><div><input type="checkbox"/></div><div>Update Register to Ring locations</div></div> <div><div><input type="checkbox"/></div><div>Bell ringer orientation event</div></div> <div><div><input type="checkbox"/></div><div>Plan for <i>National Commander's Red Kettle Challenge</i></div></div> <div><div><input type="checkbox"/></div><div>Coordinate Christmas media kit information with DHQ Comms</div></div> <div><div><input type="checkbox"/></div><div>Recruit volunteer kettle runners and callers</div></div> <div><div><input type="checkbox"/></div><div>Continue social media posts, Linked-In</div></div> <div><div><input type="checkbox"/></div><div>Christmas Kick Off event</div></div> <div><div><input type="checkbox"/></div><div>Confirm ringers</div></div> <div><div><input type="checkbox"/></div><div>Contact group & corporate Angel Tree Sponsors</div></div>	<div><div><input type="checkbox"/></div><div>Continue social media posts</div></div> <div><div><input type="checkbox"/></div><div>Don't forget Linked-In</div></div> <div><div><input type="checkbox"/></div><div>Christmas Kick Off event</div></div> <div><div><input type="checkbox"/></div><div>Confirm ringers</div></div> <div><div><input type="checkbox"/></div><div>Angel Tree promotion</div></div> <div><div><input type="checkbox"/></div><div>Deliver kettle stands and supplies</div></div> <div><div><input type="checkbox"/></div><div>Bell ringer orientation (ongoing)</div></div> <div><div><input type="checkbox"/></div><div>Schedule interviews with media</div></div> <div><div><input type="checkbox"/></div><div>Follow up Christmas media kit releases</div></div> <div><div><input type="checkbox"/></div><div>Email ringer thank yous through Register to Ring as soon as possible after ringing (Invitation to ring again)</div></div> <div><div><input type="checkbox"/></div><div>Advertise need for volunteers with news articles about helping those in need</div></div>	<div><div><input type="checkbox"/></div><div>Continue social media posts</div></div> <div><div><input type="checkbox"/></div><div>Don't forget Linked-In</div></div> <div><div><input type="checkbox"/></div><div>Christmas Kick Off event</div></div> <div><div><input type="checkbox"/></div><div>Confirm ringers</div></div> <div><div><input type="checkbox"/></div><div>Angel Tree promotion</div></div> <div><div><input type="checkbox"/></div><div>Deliver kettle stands and supplies</div></div> <div><div><input type="checkbox"/></div><div>Schedule interviews with media</div></div> <div><div><input type="checkbox"/></div><div>Follow up Christmas media kit releases</div></div> <div><div><input type="checkbox"/></div><div>Take band/volunteers and kettles to Christmas Parades and tree lighting ceremonies</div></div> <div><div><input type="checkbox"/></div><div>Email ringer thank yous through Register to Ring</div></div> <div><div><input type="checkbox"/></div><div>Social media thank yous</div></div>
Notes	Notes	Notes



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Tasks by Category

Add, delete or rearrange as needed

ANGEL TREE	MEDIA	VOLUNTEERS	GENERAL
Visit store managers to thank them/their staff. Take a gift, plaque, or notecard.	Announce kettle results to media, social media, Linked-In, etc.	Volunteer appreciation event	Review calendar for the rest of the year
Post-season analysis with advisory board	Thank your media partners—think swag bag!	Volunteer thanks on social media, including corporate partners	Form advisory board Christmas committee
Locate, clean, repair and order supplies (kettles, bells, stands	Create a social media plan to build your audience throughout the season	Follow-up with Christmas volunteers for year-round opportunities	Secure venue for Christmas Kick Off
Contact corporate partners to plan for the season	Follow your corporate partners and volunteers on Linked-in and social.	Send hand-written notes to volunteers or meet them for coffee	Host a Christmas in July event - Picnic, Popsicles event, block party, lemonade stand or ringing day
Contact clubs, civic groups, churches, schools	Approach local media outlets with Christmas partnership opportunities	Call your volunteers to thank them or check in	Plan Christmas Kick Off event
Print flyers/business cards, QR Codes	Leverage National Salvation Army Week (NSAW)	Email your volunteers what's happening around your corps	
Set up Registry for Good for Angel Tree and other needs	Pre-schedule social media posts	Dedicate 1 day of NSAW to thank and engage with Christmas volunteers	
Secure Angel Tree location	Coordinate Christmas media kit information with DHQ Comms	Invite volunteers, corporate partners, clubs and civic organizations to Behind the Red Shield or other events	
	Schedule interviews with media	Email your volunteers photo of a family being helped	
	Advertise need for volunteers with news articles about helping those in need	Email ringer thank yous through Register to Ring as soon as possible after ringing (Invitation to ring again)	
	Follow up Christmas media kit releases		



Tasks by Category

KETTLES

[illegible]



MONTHS OF CHRISTMAS

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Task List

Add, delete or rearrange as needed

TASKS	
Visit store managers to thank them/their staff. Take a gift, plaque, or notecard.	Meet with kettle committee to plan any events, sponsorships or new ideas
Post-season analysis with advisory board	Meet with mayors or civic organization for Mayoral challenge or similar
Announce kettle results to media, social media, Linked-In, etc.	Approach local media outlets with Christmas partnership opportunities
Review calendar for the rest of the year	Call your volunteers to thank them or check in
Inventory, organize and store kettle equipment	Don't forget corporate partners and organizations
Thank your media partners—think swag bag!	Locate, clean and repair supplies (kettles, bells, stands)
Volunteer appreciation event at your location.	Order additional supplies
Volunteer thanks on social media, including corporate partners	Contact corporate partners to plan for the season
Clean up Register to Ring volunteer information	Contact clubs and civic organizations
Contact civic groups and organizations to get on their schedules	Check in with Walmart
Thank civic groups and provide year-round opportunities.	Locate & replenish Angel Tree supplies
Follow-up with Christmas volunteers for year-round opportunities	Secure Angel Tree location
Create a social media plan to build your audience throughout the season	Host a Christmas in July event
Follow your corporate partners and volunteers on Linked-in and social.	Picnic, Popsicles event, block party, lemonade stand or ringing day
Send hand-written notes to volunteers or meet them for coffee	Recruit/hire volunteer coordinator
Form advisory board Christmas committee	Contact church groups
Secure venue for Christmas Kick Off	Print flyers/business cards, QR Codes
Email your volunteers what's happening around your corps	Approach local car dealership for loaner vehicle(s)
Invite to NSAW event	Begin planning for your 12 Days of Christmas focused ringing days
Leverage National Salvation Army Week (NSAW)	Plan Christmas Kick Off event
Invite volunteers, corporate partners, clubs and civic organizations to Behind the Red Shield or other events	Set up Registry for Good for Angel Tree and other needs
Dedicate 1 day of NSAW to thank and engage with Christmas volunteers	Mail volunteers a personalized thank you note, postcard or newsletter

Setup Register to Ring site	Schedule interviews with media
Find your Red Kettle Champion - volunteer coordinator	Follow up Christmas media kit releases
Advertise for volunteer and paid bell ringers	Contact group & corporate Angel Tree Sponsors
Contact school groups	Continue social media posts
Promote kettle sponsorships	Don't forget Linked-In
Design and print kettle sponsorship materials	Christmas Kick Off event
Order kettle sponsorship signage/frames	Confirm ringers
Approach local (not national) kettle locations	Angel Tree promotion
Pitch paper kettles to restaurants	Deliver kettle stands and supplies
Email your volunteers photo of a family being helped	Bell ringer orientation (ongoing)
Meet managers at your kettle sites	Schedule interviews with media
Meet with bank, arrange a counting crew	Follow up Christmas media kit releases
Set up competitions with bands, civic groups, schools, city councils, churches...	Email ringer thank yous through Register to Ring as soon as possible after ringing (Invitation to ring again)
Pre-schedule social media posts	Advertise need for volunteers with news articles about helping those in need
Update Register to Ring locations	Continue social media posts
Bell ringer orientation event	Don't forget Linked-In
Plan for <i>National Commander's Red Kettle Challenge</i>	Christmas Kick Off event
Coordinate Christmas media kit information with DHQ Comms	Confirm ringers
Recruit volunteer kettle runners and callers	Angel Tree promotion
Continue social media posts, Linked-In	Deliver kettle stands and supplies
Christmas Kick Off event	Schedule interviews with media
Confirm ringers	Follow up Christmas media kit releases
Angel Tree promotion	Take band/volunteers and kettles to Christmas Parades and tree lighting ceremonies
Deliver kettle stands and supplies	Email ringer thank yous through Register to Ring
Bell ringer orientation (ongoing)	Social media thank yous