

MAYORAL RED KETTLE CHALLENGE



DOING THE
MOST GOOD®



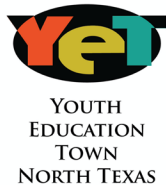
YOUTH
EDUCATION
TOWN
NORTH TEXAS

MAYORAL RED KETTLE CHALLENGE

The Mayoral Challenge was developed by the Salvation Army Arlington Mansfield Corps officers and Advisory Council in 2009. It is a friendly competition of mayors in raising most funds in their communities

The first year the challenge was between The Honorable Mayor Jeff Williams, City of Arlington and The Honorable Mayor David Cook, City of Mansfield

The total raised was \$11, 286



MAYORAL RED KETTLE CHALLENGE



With the passionate leadership of now State Representative David Cook, the Mayoral Red Kettle Challenge has continued to grow every year.

In 2021 The Honorable Mayor Michael Evans, Mansfield took the reins, with David continuing to support this challenge.

In 2022 9 Mayors participated in the Arlington/Mansfield challenge raised over \$193,000! Over 35% of the total raised during Red Kettle Season!

MAYORAL RED KETTLE CHALLENGE

IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



Text Arlington
to 71777 to
support
Mayor Ross



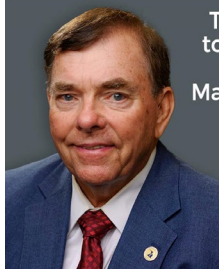
IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



Text Eules
to 71777 to
support
Mayor Martin



IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



Text Hurst
to 71777 to
support
Mayor Wilson



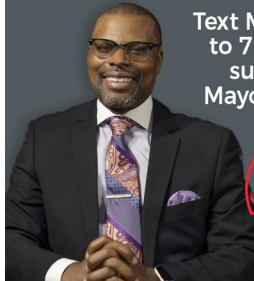
IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



Text Kennedale
to 71777 to
support
Mayor Joplin



IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



Text Mansfield
to 71777 to
support
Mayor Evans



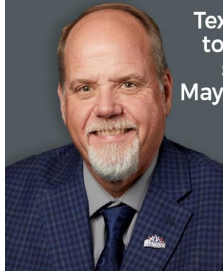
IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



Text NRH
to 71777 to
support
Mayor Trevino



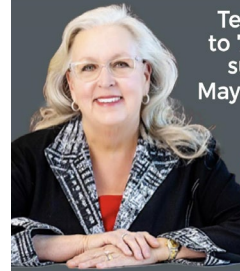
IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



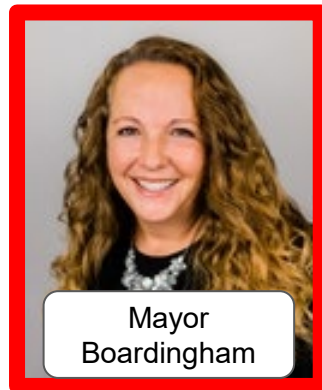
Text Pantego
to 71777 to
support
Mayor Brewster



IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



Text DWG
to 71777 to
support
Mayor Bianco



Mayor
Boardingham

In 2022, 9 Mayors within the Arlington Mansfield Corps area participated, including the Honorable Mayor Stephanie Boardingham, newcomer from Forest Hills!

MAYORAL RED KETTLE CHALLENGE

More Mayors from North Texas join the challenge every year. After 14 years in North Texas it is easier to name a city that **is not** participating in the Mayoral Challenge.

In 2022 this included 13 Mayors outside of the Arlington Mansfield area who collectively raised \$26,330.



Denton, TX – Mayor Gerard Hudspeth
Cross Roads, TX – Mayor T. Lynn Tompkins
Hickory Creek, TX – Mayor Lynn Clark

McKinney, TX – Mayor George Fuller
Princeton, TX – Mayor Brianna Chacon
Frisco, TX – Mayor Jeff Cheney
Prosper, TX – Mayor David Bristol

Lewisville, TX – Mayor TJ Gilmore
Bartonville, TX – Mayor Jaclyn Carrington
Flower Mound, TX – Mayor Derek France
Highland Village, TX – Mayor Daniel Jaworski

Plano Corps:
Plano, TX – Mayor John Muns
Lucas, TX – Mayor Jim Olk

MAYORAL RED KETTLE CHALLENGE

The Red Kettle Challenge is kicked off by a Red Kettle Challenge Mayoral Breakfast in early October

- All participating Mayors are invited
- Details surrounding the event are reviewed and award winners from the prior year are recognized:

-1st Place

-Progress Of The Year

-Per-Capita Award

-Rookie Of The Year

-MVP Award- given to a city official working behind the scenes coordinating the city's fundraising efforts



MAYORAL RED KETTLE CHALLENGE



MAYORAL RED KETTLE CHALLENGE



MAYORAL RED KETTLE CHALLENGE

TEXT TO GIVE OPTION

This option will be set up by The Salvation Army. Donors can text the name of your city to phone number 717777 to support you in the Mayoral Challenge. **Please forward your photo and city logo in jpeg format to konstantin.maslenikov@uss.salvationarmy.org**

COUNTERTOP KETTLE LOCATIONS

Select high-traffic businesses and contact the owner/manager for approval to place Countertop Kettles at their registers.

Please forward your list (business name/address) to konstantin.maslenikov@uss.salvationarmy.org by November, 5th. The Salvation Army staff can deliver the Countertop Kettles directly to you or to the businesses who would like to host them. We will need the name of the owner/manager.

The Countertop Kettles will be delivered as early as November 5th and picked up after the Mayoral Challenge from those businesses or from your office.

If you know anyone having a company Christmas party please let us know and we can deliver a Countertop Kettle so they can pass the Kettle.



Like us on Facebook. We will be promoting the Mayoral Red Kettle Challenge on our page @tsantxyet

MAYORAL RED KETTLE CHALLENGE WEBSITE

Red Kettle Challenge is an online platform for digital fundraising. It is user friendly, very intuitive and can be a great tool that will help raise funds and engage people who choose to stay home during the COVID pandemic.

Please forward your photo and city logo in jpeg format to konstantin.maslenikov@uss.salvationarmy.org



Share this link in your emails, newsletters, and other communication touchpoints.

2021 MAYORAL CHALLENGE RESULTS



- 1st - Honorable Mayor Michael A. Evans, Mansfield - \$101,039.64
- 2nd - Honorable Mayor Laurie Bianco, Dalworthington Gardens - \$23,440.57
- 3rd - Honorable Mayor Jim Ross, Arlington - \$3,838.91

The Progress of the Year Award - Honorable Mayor Linda Martin, Euless - 80% increase from 2020

Per Capita Award - Honorable Mayor Laurie Bianco

The Rookie of the Year Award - Honorable Mayor Michael Evans

Total funds raised during the Mayoral Challenge 2021: \$137,349.35



MICHAEL A. EVANS



LAURIE BIANCO



JIM ROSS



LINDA MARTIN

MAYORAL RED KETTLE CHALLENGE

RED KETTLE SPONSORSHIP SIGNAGE

Sponsoring a Red Kettle sign at a Bell Ringer location is a great way to have local business' logos on display at high-traffic locations all Christmas season. See the Red Kettle Sponsorship Sheet for details. Sponsorship cost for one location is \$1,500.

ON-SITE BELL RINGING LOCATIONS

Select sites in your community where you want to bell ring. Recruit civic groups, school groups, businesses, etc. to ring at those locations. The shifts last from 10 a.m. - 7 p.m. If we traditionally ring at those locations (Walmart, Kroger, Sam's Club, Hobby Lobby, etc.) then you do not need to seek permission from the store manager and that location will be reserved for you by us upon your claim. On the day of the Mayoral Challenge, Mayors get the first choice of locations! If we don't traditionally ring at the location, you need to contact the store manager directly to request approval to ring at their location.

Please forward your list (store name or location name/ address) to konstantin.maslenikov@uss.salvationarmy.org by Friday, November, 15th.

Any questions, please contact:

Lt. Konstantin Maslenikov, Corps Officer
konstantin.maslenikov@uss.salvationarmy.org
(410) 422-7117



14TH ANNUAL

MAYORAL RED KETTLE CHALLENGE



SATURDAY
DECEMBER 10, 2022
10 A.M. - 7 P.M.

2021 TOTAL RAISED
\$137,349.35

SERVICES PROVIDED:
4,185 meals

Shelter for 81 families
Shelter for 57 individuals during inclement weather

Summer day camp for 70 kids
1,631 hours of music classes for kids

MAYORAL RED KETTLE CHALLENGE

Countertop kettles are provided to the Mayors to solicit donations in their area prior to the event.

Local Businesses

Christmas Parties

City Events



MAYORAL RED KETTLE CHALLENGE

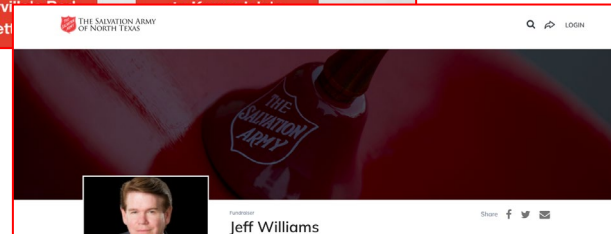
Marketing:

A Virtual Mayoral Red Kettle Challenge website supports and collects donations for each mayor. Social media drives consumers to the site to make a donation to their favorite Mayor!

The Salvation Army Mayoral Kettle Challenge!

Which Mayor will raise the most for their city?
Make a donation to the Red Kettle from now until December 12th!

Arlington Mayor Jeff Williams	Mansfield Mayor David Cook	Colleyville Mayor Richard Newton	Kennedale Mayor Brian Johnson
			
Make a Donation to Arlington's Red Kettle	Make a Donation to Mansfield's Red Kettle	Make a Donation to Colleyville's Red Kettle	Make a Donation to Kennedale's Red Kettle



MAYORAL RED KETTLE CHALLENGE

Marketing:

A Virtual Mayoral Red Kettle Challenge website supports and collects donations for each mayor. Social media drives consumers to the site to make a donation to their favorite Mayor!

The screenshot shows the team page for the Arlington and Mansfield Area Corps. At the top is the Salvation Army of North Texas logo and a search bar. Below is a large red banner with a cartoon illustration of a woman in a red hat and apron holding a laptop. The main content area features a photo of Captain Lt. Konstantin Maslenikov and a woman, with the text "Arlington and Mansfield Area Corps" and "Help The Salvation Army Love Beyond Christmas". At the bottom, there are buttons for "LEADERS" and "MEMBERS 11".

The screenshot shows the donation page. It features a "You're making a difference" message and a "Choose a one-time amount" section with buttons for \$500, \$100, \$50, \$25, and "USD" with a dropdown for "Other". There is also a checkbox for "Dedicate my donation to honor or in memory of someone" and a field for "What you like to credit this donation to or specific fundraiser (optional)". At the bottom, there is a "Thank you for your support! We have reached our goal of \$400,000" message and a small illustration of the woman in the red hat.

The screenshot shows the "Most Raised" leaderboard. It features a search bar and a "MOST RAISED" dropdown. The leaderboard lists 11 mayors and their fundraising totals:

Mayor	Amount Raised
Mayor Laurie Bianco	\$14,237 Raised
Mayor Michael A. Evans Sr.	\$6,834 Raised
Mayor Jim Ross	\$2,938 Raised
Mayor Russ Brewster	\$1,805 Raised
Mayor Linda Martin	\$1,361 Raised
Oscar Trevino	\$381 Raised
Mayor Stephanie Boardingham	\$212 Raised
Lt. Konstantin Maslenikov	\$102 Raised
The Advisory Council of the Arlington and Mansfield Area Salvation Army	\$102 Raised
Mayor Henry Wilson	\$100 Raised
Mayor Jan Joplin	\$76 Raised

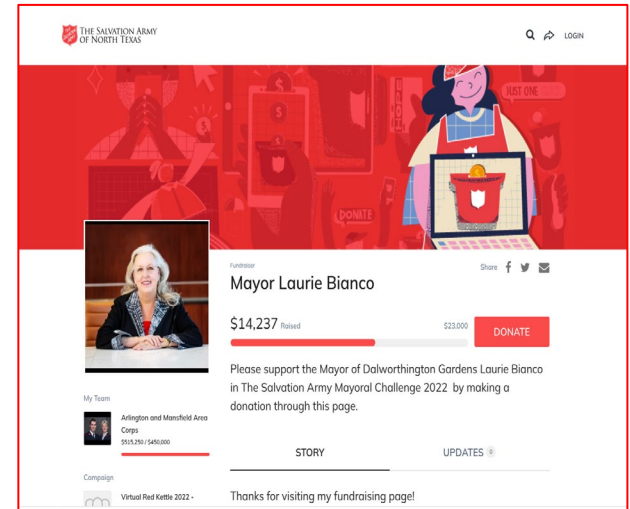
MAYORAL RED KETTLE CHALLENGE

Marketing:

A QR code is developed for each Mayor that can be included in email, text and other communications linking to the virtual site. A “text to give” feature was also implemented in 2022.

Facebook boosted posts and ads are utilized to build awareness for the challenge and drive consumers to the virtual site

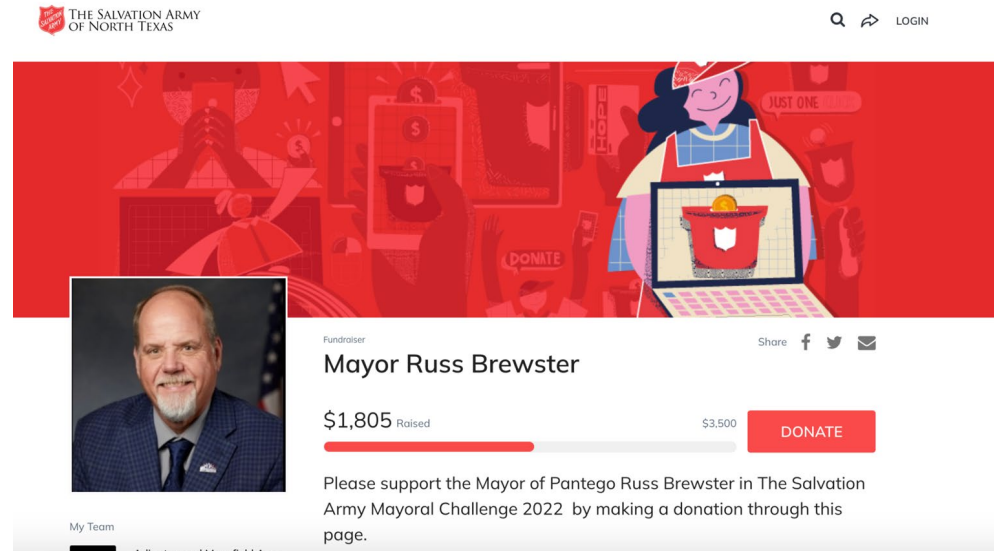
Mayors are encouraged to utilize personal and city social media avenues to drive consumers to their link on the site



MAYORAL RED KETTLE CHALLENGE

Each Mayor can provide the link directly to their donation page in Facebook, email, etc

<https://give.salvationarmytexas.org/fundraiser/4256671> ----->

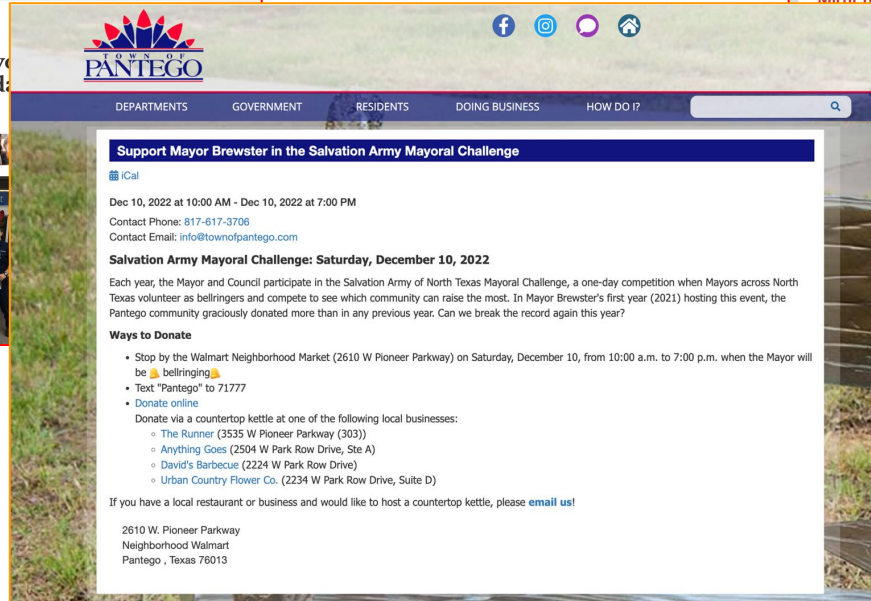
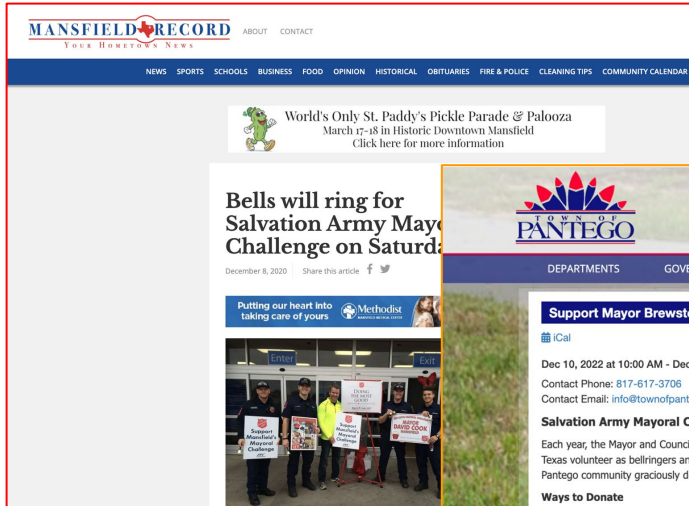


The screenshot shows a Facebook fundraiser page for Mayor Russ Brewster. At the top, the Salvation Army of North Texas logo is visible on the left, and search, share, and login icons are on the right. The main banner features a red background with a cartoon illustration of a woman in a red hat and apron holding a laptop that displays a red kettle. The text 'JUST ONE' is visible in the background. Below the banner, there is a profile picture of Mayor Russ Brewster, a man with a beard in a blue suit. To the right of the photo, the text 'Fundraiser' is above the name 'Mayor Russ Brewster'. Below the name, it says '\$1,805 Raised' next to a red progress bar, with '\$3,500' at the end of the bar. A red 'DONATE' button is to the right. Below the progress bar, a message reads: 'Please support the Mayor of Pantego Russ Brewster in The Salvation Army Mayoral Challenge 2022 by making a donation through this page.' At the bottom left, there is a section for 'My Team' with a black bar and the text 'Adrianne and Manfred Are'.

MAYORAL RED KETTLE CHALLENGE

Marketing:

Many take advantage of city newsletters & websites and reach out for media attention



MAYORAL RED KETTLE CHALLENGE

The challenge day is always fun & full of “attention getting” surprises! Social media posts from different locations are posted on Facebook throughout the day.

Local Celebrities & Characters

Police & Fire Fighters

High School Sports Teams

Boy Scouts

Music and Bands

Advisory Council



MAYORAL RED KETTLE CHALLENGE

Facebook boosted posts from across the area on the challenge day. 88 clicks to the donation website!



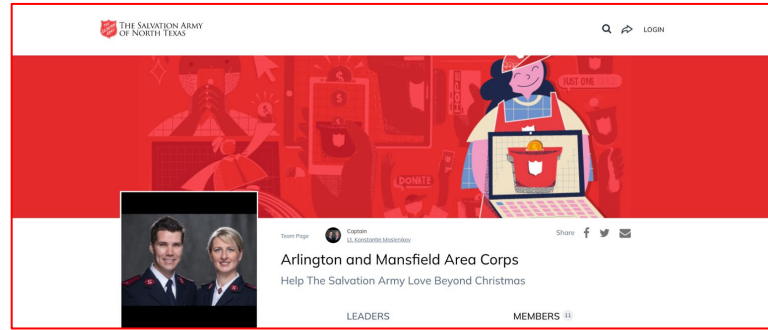
December 10, 2022 · 🌐

Jim Ross out ringing the bell for the Salvation Army for the Mayoral Challenge!

Click here to support:

<https://give.salvationarmytexas.org/team/44207>

Mayors across our area are once again joining forces to see who can raise the most money during the 2022 Red Kettle Mayoral Challenge. Help your favorite Mayor win the challenge and help those in need right here in our community. Your generous support will help during the Christmas Season and far beyond!



MAYORAL RED KETTLE CHALLENGE

Facebook Advertising:

Well in advance of your event **you must get Facebook approved for political advertising** as the word “Mayor” will alert political advertising.

Go to [Facebook.com/ID](https://facebook.com/ID)



Step 1) Confirm your identity with Facebook.

1. Set up two-factor authentication. ...
2. Provide a copy of your US-based, government-issued ID. ...
3. Provide the last four digits of your SSN.
4. Provide your mailing address. ...
5. Once you request a verification card, the waiting period begins.

MAYORAL RED KETTLE CHALLENGE

2022 Winners

1st Place: The Honorable Mayor Michael Evans
Mansfield: \$125,230.33 raised

Progress of the Year: The Honorable Mayor Oscar
Trevino
North Richland Hills \$3,994.17 raised

Per-Capita Award: The Honorable Mayor Laurie
Bianco
Dalworthington Gardens \$21,318.16

Rookie Of The Year: The Honorable Mayor Stephanie
Broadingham Forest Hills \$1,209.19



IT'S THE 2022 RED KETTLE
MAYORAL CHALLENGE!



MAYORAL RED KETTLE CHALLENGE

First Place Award Winner....13 of 14 years running!

THE CITY OF MANSFIELD

TEXAS STATE REPRESENTATIVE, DAVID COOK
and
THE HONORABLE MAYOR MICHAEL EVANS

MAYORAL RED KETTLE CHALLENGE

You don't have to be a big city to make
a big difference!

2022 PER CAPITA AWARD WINNER

THE HONORABLE
MAYOR LAURIE BIANCO
DALWORTHINGTON GARDENS

Population: 2,372
Raised in 2022 \$21,318.16



MAYORAL RED KETTLE CHALLENGE



MAYORAL RED KETTLE CHALLENGE

Why do I love the Salvation Army?

The Salvation Army truly does the “MOST” good in all communities.

You spread the word of our Savior, Jesus, through your words and actions.

This organization uses its financial resources to give back to those in need rather than padding the pockets of the administration.

Your efforts in fundraising, like the Mayor’s Red Kettle Challenge, have the money sent directly back into the community where the donations were given.



MAYORAL RED KETTLE CHALLENGE

How do you even begin this process?

Identify your goals and your target audience

Schools—student council, high school students that need volunteer hours, elementary choir, high school clubs, etc.

Civic organizations—Rotary, Lions Club, Shriners, Boy and Girl Scouts, Moms of Kids with Disabilities, etc.

Church groups—small groups/Sunday school classes, school groups, church administration

Businesses—any and all, especially those that are owned by your residents



MAYORAL RED KETTLE CHALLENGE

How do you even begin this process?

City Staff and DPS—involve both paid workers and city volunteers

Business that conduct business with your city—banks, garbage collection, oil and gas partners

Identify the tools you will use for marketing your campaign

Social Media—Facebook, City website,

City pages on social media, your personal page, etc.

Newsletter



MAYORAL RED KETTLE CHALLENGE

Tools for raising money

Go to the businesses in your community and ask for permission to place a kettle topper near their cash register or bar, if they are a restaurant. Seek to build a relationship with the owner. This is a great practice regardless of the purpose.

Have a QR code available for anyone who wishes to use this option. Place it on the card that identifies your mayor.



MAYORAL RED KETTLE CHALLENGE

Tools for raising money

Go and speak to schools, civic groups, churches, or any other gathering for 5 minutes about your event and ask for support.

Ask your local Salvation Army if they have a list of donors from the past. Make a phone call asking for their support and help for this event.

*****KEEP A GROWING LIST OF SUPPORTERS AND THEIR CONTACT INFORMATION**



MAYORAL RED KETTLE CHALLENGE

How and when do I even begin:

One month before:

Identify the dates and location where you would like to ring the bell and place the table topper kettles at their locations (liquor stores, grocery stores, malls, Walmart, restaurants, etc)

Develop a list with locations and times to distribute to potential ringers.

Begin advertising on all platforms.



MAYORAL RED KETTLE CHALLENGE

How and when do I even begin:

One day before:

Collect your materials for ringing the bells on the designated date.

Have the people who will be helping the mayors to have the kettles and stands at the location on the morning of.

Ring those bells! Check on your ringers throughout the day.

Collect the materials and kettles at the end of the day.

Count the money and thank God for the provisions He made in making this possible.



MAYORAL RED KETTLE CHALLENGE

How can I make this a fun event?

Make it a friendly competition. Have the mayors challenge each other.

Have the mayors make a fun video to share on social media.

Put pictures on Facebook and mention the participants by name in the post.

Suggest that schools allow students to bring \$1 to donate for a “free dress” day at school.



MAYORAL RED KETTLE CHALLENGE

How can I make this a fun event?

Have the mayor offer a pizza party to the group who raises the most money for the Mayor's Red Kettle Challenge or a ride on the fire truck or an escort to school by the police for the individual who raises the most money.



MAYORAL RED KETTLE CHALLENGE



MAYORAL RED KETTLE CHALLENGE



MAYORAL RED KETTLE CHALLENGE



MAYORAL RED KETTLE CHALLENGE



Thank
you!!



MAYORAL RED KETTLE CHALLENGE

Q & A