



BECAUSE OF YOU
HOPE MARCHES ON

THE SALVATION ARMY RED KETTLE CHALLENGE



2021 Virtual Red Kettle Challenge

Captain's Handbook

The Salvation Army & The Red Kettle Challenge

For over 108 years, The Salvation Army has been serving in Miami and has continued to provide vital health and human service for Miami-Dade County and Monroe County. Services are offered 365 days a year to help individuals and families in crisis. With five locations throughout Miami-Dade County, our social service programs focus on The Salvation Army mission, to meet human needs in His name without discrimination.

How we meet local needs:

- ❖ Emergency financial assistance
- ❖ Food distribution and community meals
- ❖ Emergency disaster response and services
- ❖ Shelter and rent/mortgage assistance
- ❖ Transitional housing for AIDS patients
- ❖ Youth educational programs
- ❖ Senior services
- ❖ Veteran support
- ❖ Financial literacy education
- ❖ Culinary training

What is the Red Kettle Challenge?

Individuals, companies, schools and churches to accept the challenge of creating a team to virtually or with the classic red kettle and bucket, raise \$1000.

Funds from the Red Kettle Challenge go directly to helping individuals and families experiencing homelessness or those on the verge of homelessness by providing nourishment, shelter, compassion, and care through the holiday season and beyond.

Challenge Accepted! October 12 - December 31

So now that you are feeling motivated to take the challenge follow these steps to get started:

1. **Engage your leadership**
 - a. Having your leaders understand and support the process and the importance of the challenge is vital. We are happy to come speak with them or have them attend a Zoom/Teams meeting so they can see exactly how and where the Red Kettle Challenge funds will be used in changing lives.
2. **Recruit a Captain/Co-Captain**
 - a. This may be you, or you may share the role with a co-captain. Kettle Captains serve as a point of contact for The Salvation Army staff, make plans unique to their organization, engage others to help meet the goal and make sure to have fun and celebrate success along the way to filling their kettle!
3. **Create your plan:**
 - a. You have accepted a challenge to raise at least \$1000 and we have lots of tips and tricks to help you! Take advantage of resources online and even make a virtual red kettle. There you can send out emails, share on social media, and invite donations to your kettle. Your online and offline at location donations can help you reach your goal faster!

Red Kettle Challenge Accepted

With your virtual red kettle, there are lots of ways to raise \$1000. It may be a point of sale opportunity, a competition among departments, a corporate thank you campaign, or an individual donation.

However you participate, make it fun and know what a difference you are making

Getting Social With It

Red Kettle Challengers can meet their goal by fundraising in person and online with their virtual red kettle. You can set up your online fundraising page [here](#).

Once you have your Red Kettle Challenge online page set up, you can easily share the link through email & social media. Social media and personalized emails are an incredibly successful way to reach family and friends to support you in reaching your goal by donating. Follow the QR code below to see some templates of text you can use to appeal to your supporters.

Fun & Fast Ways to Fill Your Kettle

Publicize well!

Strong leadership sets the pace. Ask your organizational leaders and Red Kettle Captains to send a memo or e-mail emphasizing the importance of supporting the Red Kettle Challenge in our community.

Celebrate your progress to GOAL

Share weekly updates, use a paper thermometer or regular announcements

Paper Red Kettle Campaign

We can provide you with up to 200 Red Kettles you can sell for a donation of \$5 and people put their name or in Honor of on the Kettle and hang on the wall. Sell 200 to \$1000.

Percentage of Sales

Consider for the Month of December a promotion or activity that would raise at least \$1000 in 30 days
– Could be % of sales or a flat donation for some item purchased

Client & Customer Appreciation Gift Donations

Instead of spending money to mail clients and customers a fruit basket, holiday cakes, or other commercial gift items- send a warm letter letting them know a donation was made to The Salvation Army in their honor. This extends a caring hand to families who are homeless or at risk of homelessness and in need during the holidays and throughout the year.

[Follow the QR code to sign up for the Red Kettle Challenge](#)



Challenge Accepted | Red Kettle Registration

Please scan the following registration and email to Kristen Reeves at Kristen.Reeves@uss.salvationarmy.org or register online at www.give.salvationarmyflorida.org/redkettlechallenge2021.

Once we receive your registration we will contact you to arrange a pickup or drop-off of your kettle (if you want one).

CAPTAIN: _____

Shirt Size

CO-CAPTAIN: _____

If you do not know if you will have a Co-Captain, just put TBD

Shirt Size

TEAM NAME: _____

This name will be used for setting up your unique online fundraising page

Company/Association

School

Church

Individual/Family

Which division will your team compete in? Circle one.

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE/EMAIL: _____

➤ Will you use Paper Red Kettles to raise funds? _____ (100 ct per) limit of 2 per team



Or scan the QR code to sign up online

Questions or concerns, please reach out to Kristen Reeves at Kristen.Reeves@uss.salvationarmy.org or 786-618-0217.



Looking for more ways to spread the holiday cheer? Volunteer to be a Red Bellringer!

With over 90 kettle locations, hundreds of volunteers are needed across the community to share an hour or two as a volunteer bell ringer.

Register at: www.registertoring.org



THANK YOU FOR YOUR SUPPORT OF THE SALVATION ARMY!

