

THE POWER OF
ONE



1 Red Kettle + 1...
Your



Church or Company or School



DOING THE
MOST GOOD

Raise \$1000

December 1st - December 20th

It's this easy and this fun to have a Salvation Army Red Kettle at your company, school or church!

#1 Sign Up #2 Get your personal Red Kettle & Bell & Tip-sheet #3 Change a Life!



It's this IMPORTANT!

Why set a goal to raise \$1000?

1 Person -YOU, and Your Church, Your Company, or Your School = 1 Christmas and a Family's Life Changed

- You provide 2 months of food, emergency housing, and case management for a homeless Veteran
- You will share the joy of Christmas with families in poverty providing gifts, clothing & toys for (15) children
- You will provide for (500) hot, nutritious meals for the hungry in our community kitchen the Red Kettle Café

Please let us know today that you will be part of The Power of One Red Kettle!

**Once we receive your reply, we will contact you to arrange a pick up or drop-off of your kettle, a bell, a list of tips to assist you in raising funds with your red kettle and the benefits for partnering with The Salvation Army this Christmas season.*

Your Red Kettle shares a Christmas miracle as you help The Salvation Army Fight for Louisville by providing hope, stability, and success to those who need it most.



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The Power of One Red Kettle Campaign & Tip Sheet

Overview: The Salvation Army Red Kettles and bell-ringing are one of the most highly recognized symbols of charitable giving and goodwill during the Christmas season. A successful Red Kettle season raises funds that provide gifts, food and the joy of Christmas for thousands of families in our community. The funds also support local work year-round to provide food for the hungry, shelter for the homeless, disaster relief, and more!

Partnering with The Salvation Army during December is a tangible way to provide philanthropic visibility and goodwill for employees, customers, members, clients, vendors, students, stakeholders and the community. The Cone Non-Profit Power Brand 100 ranks The Salvation Army at the top of the list recognizing America's most valued, recognizable, and trusted brands.

Benefits for Participating:

- We will provide a *2018 Power of One Red Kettle Appreciation Plaque* to display in your business, church or school for all who participate in reaching the minimum. We will provide TOP HONORS for the leaders from each division- Company, Church, School
- Recognition on Social Media, in press releases, and opportunities for on-air mentions with the 2018 Red Kettle Media Partners (TV & RADIO)
- You can experience the fun of bell-ringing and a kettle from inside the warmth of your office, church, or school without standing outside in the winter cold
- Invitation to The Salvation Army Louisville Area Command Christmas THANK YOU Celebration in January

How Does it Work? Anytime from December 1st to December 20th your group will aspire to raise money through the *Power of 1 Red Kettle* at your location with your own Salvation Army Red Kettle and Bell that we provide. We ask participating partners to agree to try to raise a minimum goal of \$1000. Consider a fun reward for when you reach your Goal for the Kettle and let everyone know!

You can reach your goal and exceed your total in a number of ways:

1. Create and include Online Kettle donations. Visit the link <https://bit.ly/2OwMPI8> Name Your Group Kettle and you can easily and securely collect donations online toward your goal
2. Ask (10) Suppliers to donate \$100 to your Red Kettle -voila you have raised \$1000! Now keep going...
3. This Holiday Season, instead of sending out Fruit baskets, Cakes or Cookies, send your valued customers or key business contacts a Special Holiday Letter letting them know that this season you made a donation directly to The Salvation Army in their honor to give a child in poverty joy and hope, to provide a homeless family emergency shelter, to feed the hungry. Please let us know and we can provide you with Salvation Army Christmas images, logos and more to make this most meaningful
4. Can your business do a % of sales daily promotion? \$50 a day for 20 days will raise \$1000
5. Ring your Bell and have a kettle update in one location or from area to area, keep a VISUAL thermometer that is updated for all to see your progress to goal
6. Create a Christmas Basket Raffle, Silent Auction of Gift Items, Christmas Decorations, unwanted gifts sale...
7. Create a fun competition with groups, divisions or classes within your organization
8. Do you have a company that will match your Kettle for a day? A Week?
9. Pack a Lunch Day. Encourage everyone to make a lunch at home for a day and bring in a packed lunch. Ask them to donate what they would have paid for (1) day to your Red Kettle. Draw a prize for all who do so.
10. Gift Wrapping Station - Seek Volunteers who love wrapping gifts and then schedule them for an hour or two to wrap presents for a donation to help all those gift givers who are all thumbs!



DOING THE MOST GOODSM

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Power of One Red Kettle Reply Information

Yes! You can count us in. We will participate in The Salvation Army “Power of One Red Kettle”

**Once we receive your reply, we will contact you to arrange a pick up or drop-off of your kettle, a bell, and a list of tips and ideas to assist you in raising funds with your red kettle.*

Kettle Contact Name: _____

We are a participating (Circle One): **Company** **Church** **School**

Name of your organization: _____

Address: _____ **City State Zip** _____

Phone: _____ **Email:** _____

Please return this completed via Mail, Fax, or Email to:

**Power of One Red Kettle
The Salvation Army Louisville Area Command
911 South Brook Street
Louisville, KY 40203
Kelly.hutchinson@uss.salvationarmy.org
Phone 502-671-4918
Fax 502-671-4938**

