

Best Practices

Contact information	Captain Tony Perez tony_perez@uss.salvationarmy.org 301 West Green Drive P.O. Box 300 High Point, NC 27260 P: 336-905-3177 F: 336-884-8060
Territory	South
Division	North and South Carolina
Project Name	Hammin' It Up
Project Purpose	"Hammin' It Up" collects canned hams or \$10 donations each year for the families that sign up for Christmas
Project Description	"Hammin' It Up" is held on the first Tuesday of December. Captain Tony Perez stands on the rooftop of the Bicycle Toy and Hobby Sales building, starting at 6 a.m. He collects canned hams or a \$10 donation from the public and doesn't descend until enough donations are met to accommodate all of the families being assisted with Christmas. Salvation Army employees are on the ground receiving the donations. Fox8/WGHP shoots live shots during their morning show.
Project Category	Special Events
Approximate Community Size	75,000 and < 750,000
Partners	Other non-profits and Local Business
Revenue Comments	Last year, The Salvation Army collected enough hams and monetary donations for 767 families.
Personnel	Staff/Officers
Planning time	1-2 months

Best Practices

Contact information	Chris Haas chris_haas@usw.salvationarmy.org 1765 W. Golf Course Road Coeur d'Alene, ID 83815 P: 208-763-0620 F: 208-763-0620
Territory	West
Division	Northwest
Project Name	The Connection Serve Night
Project Purpose	The purpose of our Serve Nights is to invite our middle school and high school students of the Kroc Center CDA to be the hands and feet of Jesus, not just a youth group member.
Project Description	<p>The Connection Serve Night happens the last Wednesday of every month. Instead of meeting and having Bible study every week for youth group, our students have a deep passion to serve their city. From that heart beat, we decided to set up a serve night for our middle school and high school students at the Kroc CDA. We meet at 6:00 p.m. and have food ready for our students and leaders to eat. We gather for a description of the night and prayer, then head out.</p> <p>We have done everything from playing BINGO at an assisted living home, feed dorm students at North Idaho College, handed cocoa, coffee and cookies out to people who use our public transit, and shoveled snow on winter days here in North Idaho. It's an incredible way for our students to give back.</p>
Project Categories	Volunteers, Youth, and Other
Approximate Community Size	< 75,000
Partners	Churches, Other non-profits, Local Business, and Schools
Expenses Comments	Most expenses only occur when we are providing goods or materials.
Expenses Amount	0-\$50
Revenue Amount	0
Personnel	Volunteers, Staff/Officers, and Other
Planning time	Ongoing

Best Practices

Contact Information:

Major C. Joseph Murray
cjoseph.murray@usw.salvationarmy.org
93 Stony Circle
Santa Rosa, CA 95401
P: 707-542-0981
F: 707-542-5904

Territory:

West

Division:

Del Oro

Corps:

Santa Rosa

Project Name:

St. Patrick's Day Green Kettles

Project Purpose:

This springtime fundraiser is a one to two day event using green kettles and volunteers also wearing green, ringing bells at sites that celebrate St. Patrick's Day.

Project Description:

The Green Kettle Campaign satisfies those volunteers who didn't get quite enough bell ringing at Christmas. It also appeals to those who like being outside in spring weather. We identified approximately 20 sites, grocery stores and restaurants and obtained permission to set up our stands for this one day, St. Patrick's Day. Some volunteers ring all day and others work in shifts; 11:00 – 2:00, 2:00 – 4:00 and 4:00 – 7:00. We have local "celebrity" bell ringers at several sites and most volunteers dress in the spirit of the occasion. The newspapers and radio stations have given us free publicity, mostly because of the novelty of the event. We have been holding this event for several years now and usually raise between \$3,000 and \$5,000 in a single day. We hope to break that record in the coming year.

Project Category:

Fundraising, Public Relations & Communications, Special Events, Volunteers and Holidays

Approximate Community Size:

170,685

Partners:

Media and Local Business

Expenses Comments:

Primary expenses: salaries for to plan event and work on the day of the event; St. Patrick's Day posters for the kettle stands (with TSA logo).

Revenue Comments:

Novel and fun fundraising event.

Revenue Amount:

\$3,000 - \$5,000

Personnel:

Staff/Officers/Advisory Board Members

Planning Time:

4 – 6 Weeks

Best Practices

Contact information

Major Jim Baker
james_baker@usw.salvationarmy.org
832 6th St.
P. O. Box 886
Bremerton, WA 98337
P: 360 373-5550
F: 360 373-2134

Territory Division Project Name

West
Northwest
Sally's Camp
A temporary shelter for homeless families

Project Purpose

Project Description

We have created a temporary tent city inside a building for homeless families. It is limited to 6 months by the city and was created on short notice to shelter homeless families during the winter. We decided to set up tents inside the building so each family would have privacy and defined space. It is a 24/7 shelter so families with young children have a place to stay during the day.

Project Category Approximate Community Size

Volunteers
< 75,000

Partners

Other non-profits

Expenses Comments

50% of our expenses are for salaries. Another large percent is for utilities. We also installed a surveillance system.

Expenses Amount

\$100,000

Revenue Comments

We got \$5,000 from the Bremerton Housing Authority, \$5,000 from United Way and the rest from private donations (individuals, service clubs, churches, etc.)

Revenue Amount

\$100,000

Personnel

Volunteers and Staff/Officers

Planning time

3-6 months

Photo



Best Practices

Contact information	Kimberly Kyriakidis George kimberly_george@uss.salvationarmy.org 822 McCallie Avenue Chattanooga , TN 37403 P: 423.308.7715 F: 423.267.1668
Territory	South
Division	Kentucky and Tennessee
Project Name	The Chattanooga Salvation Army School of Culinary Arts The Chattanooga Salvation Army's School of Culinary Arts is a twelve-week job training/internship program teaching homeless and low income persons basic skills of meal preparation for entry into food services.
Project Purpose	<p>The Chattanooga Salvation Army's School of Culinary Arts is a life-changing twelve-week job training/internship program that teaches homeless and low income persons the basic skills of meal preparation for entry into the food services industry.</p> <p>The students learn food and kitchen safety and sanitation, proper use of equipment including basic knife skills, cooking theory and techniques, serving methods, kitchen operations and even environmentally friendly gardening. The final two weeks of the course is an internship in a local restaurant.</p>
Project Description	<p>Through their lessons the students begin to impart their own style and creativity to their dishes allowing them to move from simply making food to taking the first step toward a culinary career. One-hundred percent of the graduates found food service jobs and stability in housing.</p> <p>Chef Terry Epps, the school's Founder/Instructor, says, "Our mission is teaching culinary skills, promoting self-respect, building self-sufficiency and strengthening the individual and the family."</p>
Project Categories	Fundraising, Volunteers, and Other
Approximate Community Size	> 750,000
Partners	Local Business and Schools
Expenses Comments	2010 Budget Revised
Expenses Amount	\$79,898
Revenue Comments	2010 Budget Revised

Revenue Amount	\$79,898
Personnel	Volunteers and Staff/Officers
Planning time	Ongoing

Best Practices

contact information	Seth Taylor, Public Relations & Volunteer Coordinator seth.taylor@uss.salvationarmy.org 2001 Assembly St., Suite 204 P.O. Drawer 2786 Columbia, SC 29202 Columbia, SC 29201 P: 803-309-3244 F: 203-516-9818
Territory	South
Division	North and South Carolina
Project Name	Stuff-A-Bus
Project Purpose	Provide unwrapped gifts and non-perishable food items to families in need at Christmas
Project Description	<p>The Salvation Army partners with the Central Midlands Regional Transit Authority (CMRTA) and local media (WLTX-TV and Clear Channel Radio stations) to fill four city buses on two consecutive Fridays in December. The Stuff-A-Bus events are held at Walmart parking lots from 5:00 AM until 7:30 PM each day. Salvation Army staff, officers and volunteers work alongside partners at the bus, greeting the public, speaking to media, counting donated items and organizing donated items on and outside the bus. Media partners cover the event all day. Businesses such as Chick-fil-a and McDonald's have shown support by bringing food to staff and volunteers at the bus. Chick-fil-a and area law enforcement agencies have donated large quantities of food and gifts. Families and individuals from the community bring donations to the bus. The Salvation Army distributes donations at its Christmas warehouse to families in need.</p>
Project Categories	Public Relations & Communications, Special Events, and Volunteers
Approximate Community Size	> 750,000
Partners	Media and Local Business
Revenue Comments	Grand total for Stuff-A-Bus 2010: 5,854 gifts collected, 7,247 pounds of food collected, 107 bikes collected
Personnel	Volunteers and Staff/Officers
Planning time	1-2 months

Best Practices

Contact information	Laurie Suprano laurie_suprano@uss.salvationarmy.org 1400 Church Street PO Box 500 Conway, SC 29527 P: 843-488-2769 F: 843-488-2769
Territory	South
Division	North and South Carolina
Project Name	Family Stores E-Newsletter
Project Purpose	The purpose of the project is to generate donations and customers for the Family Stores in Horry County, SC!
Project Description	Comment cards at each store have a place for customer/donor email addresses. The E-Newsletter is sent to all of these addresses each month. In the newsletter is a special coupon to use at one of our five stores and special sales that will be running for that particular month. We have had this in place for 3 months and are already seeing an upswing in sales and donations. We would be happy to forward a copy of the E-Newsletter for you to see to the email address of your choice.
Project Categories	Fundraising and Other
Approximate Community Size	75,000 and < 750,000
Partners	N/A
Personnel	N/A and Other
Planning time	Minimal

Photo



Best Practices

Contact information	Philip Burn philip_burn@uss.salvationarmy.org 6500 Harry Hines Blvd Dallas, TX 75235 P: 214-956-6243 F: 214-956-6243
Territory	South
Division	Texas
Project Name	Christmas Media Kit & Blitz Christmas Media Kits - Christmas media releases, Public Service Announcements, Thanksgiving & Christmas Event Calendar, template CD - prepared and hand delivered to local media outlets by Divisional PR Staff/Corps Officers/Advisory Board Members
Project Purpose	
Project Description	Divisional PR Staff prepare Christmas Media Kits, including several media releases, Public Service Announcements, an Events Calendar and a CD including logos, photographs and electronic copies of all releases. Each release is edited to include specific local Salvation Army contact information, statistics and Corps Officer name. Media releases include information about the Angel Tree Program, Red Kettle Campaign, Corporate Christmas Partnerships, Cashless Kettles and Online Red Kettle. 10, 25 and 30 second Public Service Announcements are provided for both the Angel Tree Program and the Red Kettle Campaign. For the first time in 2010 the Media Kit included an Events Calendar to notify the media of key events such as the Kettle Kick Off, Angel Tree Distribution, Thanksgiving and Christmas meals etc. Divisional PR staff along with Corps Officers/Advisory Board Members hand deliver the Media Kits to local media outlets.
Project Categories	Public Relations & Communications and Holidays
Approximate Community Size	< 75,000
Partners	N/A
Personnel	N/A
Planning time	1-2 months

Best Practices

Contact information	Philip Burn philip_burn@uss.salvationarmy.org 6500 Harry Hines Blvd Dallas, TX 75235 P: 214-956-6243 F: 214-956-6243
Territory	South
Division	Texas
Project Name	Resource Templates
Project Purpose	Divisional PR staff provide templates for Annual Meeting collateral material, Annual Meeting Report, Newsletters and Brochures.
Project Description	Divisional PR staff prepare templates for various reports, promotional materials, newsletters and brochures as a resource for Corps Officers. Templates are created in Microsoft Word to ensure that all materials are easy to work with. Corps Officers and staff can add specific information, statistics and photographs to templates ranging from detailed Annual Reports to simple tri-fold "Did You Know" brochures. Two Annual Report templates are provided; one to print "in-house" and the other to be professionally printed. In addition to reports, newsletters and brochures, templates for "Save the Date" and "Thank you" cards are also available.
Project Categories	Public Relations & Communications and Special Events
Approximate Community Size	< 75,000
Partners	N/A
Personnel	N/A
Planning time	3-6 months

Best Practices

Contact information	Carlene Byron carlene_byron@uss.salvationarmy.org 909 Liberty St. P.O. Box 1330 Durham, NC 27702 P: 919-889-9098 F: 919-688-3437
Territory	South
Division	North and South Carolina
Project Name	Building the Booth Society
Project Purpose	To grow the Booth Society into a solid base of major donors. In four years, it has exceeded \$200,000 annually: more than 25% of all giving by 3,400 donors.
Project Description	<p>Busy Corps officers need effective donor-growth strategies that don't demand a lot of time. In four years, our Booth Society has been grown from 6 to 24 members by offering special thanks to our generous friends and providing high-prestige invitations to enter the Booth Society.</p> <p>We send:</p> <ul style="list-style-type: none">* A hand-written thank you at least once annually to all \$500-plus donors.* A thank you letter from the board chair for all \$100-plus gifts.* Biennial thank you and certificate to all 20-year-plus donors. <p>We have created:</p> <ul style="list-style-type: none">* Booth "lifetime giving" circles for prospects who are not yet Booth-level annual givers but have attained \$25,000 lifetime total. They are invited to the Booth Dinner (which has become an anticipated annual event) and receive a crystal paperweight. Many join the subsequent year.* Special Booth "classes" (Centennial year, Second Century) that offer special reasons for to join now.
Project Categories	Fundraising and Volunteers
Approximate Community Size	75,000 and < 750,000
Expenses Comments	The Advisory Board vice-chairman hosts the Booth Dinner annually. With approximately 36 guests each year now, I would estimate his costs at approximately \$3,600 for the dinner. We make it quite clear that the costs are borne by the host, not taken from giving. The amount above is the approximate cost to the Army annually for invitations; framing certificates and any other

gifts; for printing and mailing approximately 300 thank-yous to \$500-plus donors; for producing and mailing approximately 1,000 additional thank-you letters from the board chair to \$100 plus donors; and for the biennial thank-you certificate mailing to 20-year donors.

Expenses Amount

\$1,500

Revenue Comments

The 24 members of our Booth Society gave more than \$200,000 this year: more than 25% of all giving by our 3,400 donors. Growing this donor group has had a significant impact on our overall giving.

Revenue Amount

\$200,000

**Personnel
Planning time**

Volunteers and Staff/Officers
Ongoing

Photo



Whenever possible, we correspond using locally produced Salvation Army note cards, and enclose pictures, news stories, or children's art that relate to the donor's interests.

Best Practices

Contact information	Major Tony Barrington lawrence_barrington@uss.salvationarmy.org 2105 West Main Street P.O. Box 491265 Leesburg , FL 34749 P: 352.365.0079 F: 352.365.0118
Territory	South
Division	Leesburg
Project Name	Lake County Motorcycle Toy Run To collect toys and money for Christmas Assistance for children of Lake County.
Project Purpose	
Project Description	200 Motorcyclists meet on the first Saturday in December at the local Walmart to donate toys/bikes/cash to the Christmas Toy Program...The Leesburg Corps sets up the canteen and serves coffee, hot chocolate, juice, water and pastries to the bikers as they arrive. At 11:00 they all ride in unison around the county It is quite the wonderful Christmas Fund Raiser...organized by our Board President, Gregg Case and Board Members, Keith Keeton and Jim Liard, the Walmart Store Manager.
Project Categories	Advisory Organizations Development (Board, Council, Auxiliary, Service Unit), Special Events, Volunteers, and Holidays
Approximate Community Size	> 750,000
Partners	Media and Local Business
Personnel	Volunteers
Planning time	3-6 months

Photo



Motorcyclists line up at annual Lake County Christmas Toy Run.

Best Practices

Contact information	Major Keath Biggers keath_Biggers@uss.salvationarmy.org 911 South Brook Street P.O. Box 1149 Louisville, KY 40201 P: 502-671-4900 F: 502-671-4938
Territory	South
Division	Kentucky and Tennessee
Project Name	Kroger Food Angel Tree
Project Purpose	Raise money to provide at least one \$25.00 gift card for food for every family on The Salvation Army Angel Tree program in Louisville. Last year that was almost 6,000 families.
Project Description	<p>Kroger stores have "Food Angel Trees" for the duration of The Salvation Army Angel Tree program. (17 days) On the trees are bar coded angels, each represents one family being served through the Angel Tree gift program. Shoppers select angels and take them to the check out area. They pay \$25 at the cash register. The donation is recorded on their receipt. The Salvation Army provides food gift cards for every family, purchasing the cards from Kroger at an 8% discount. Any amount raised over and above the gift card purchase is designated for food in our programs throughout the year.</p> <p>The results of Kroger's efforts have raised hundreds of thousands of dollars for The Salvation Army consistently for more than a dozen years. Kroger also includes The Salvation Army Angel Tree in its advertising schedule (valued at several hundred thousand dollars), including daily TV commercials, 3 full pages of advertising in The Courier-Journal, and inclusion on circulars. Kroger staff also volunteers their time at the Angel Tree distribution.</p>
Project Categories	Fundraising, Public Relations & Communications, Special Events, Volunteers, and Holidays
Approximate Community Size	> 750,000
Partners	Media and Local Business
Expenses Comments	Kroger covers all expenses for the Food Angel Tree Program
Expenses Amount	0
Revenue Comments	Amount raised 2010
Revenue Amount	\$286,105
Personnel	Volunteers

Planning time

Ongoing

Best Practices

Contact information	Major Keath Biggers keath_Biggers@uss.salvationarmy.org 911 South Brook Street P.O. Box 1149 Louisville, KY 40201 P: 502-671-4900 F: 502-671-4938
Territory	South
Division	Kentucky and Tennessee
Project Name	Angel-a-thon
Project Purpose	Raise money to provide gifts for the "forgotten angels" who were not selected from the Angel Tree program. A time of thank you to community partners who supported the Angel Tree program in Louisville.
Project Description	<p>Our Angel Tree media partner, WAVE 3 TV, created the Angel-a-thon to help The Salvation Army to cover the cost of providing clothing for the children who were not selected from the Angel Tree or whose gifts were not returned. It has also become a time to say thank you "on air" to corporations and individuals who contributed to the program. Representatives come on the program to tell what they have been done and how much it meant to them.</p> <p>WAVE 3 dedicates as much time as possible through the day to this telethon type program. When the hour is not dedicated to the telethon, cut ins during commercial breaks keep the action alive. Volunteers are scheduled to answer the phones, staff keeps a running tally of the pledges and immediately follows up with reminders to those who pledged and sends thank you letters to those who paid by credit card, entering data while on the set.</p>
Project Categories	Fundraising, Public Relations & Communications, Special Events, Volunteers, Holidays, and Other
Approximate Community Size	> 750,000
Partners	Media
Expenses Comments	Credit card processing fees, stationary, postage, food for the event.
Expenses Amount	\$3,000
Revenue Amount	\$100,000

Photo



Louisville Advisory Board member Irv Stumler and his wife Pat staff the phones at WAVE-3 TV's Angel-a-thon to help provide clothing for "forgotten angels" on The Salvation Army Angel Tree.

Best Practices

Contact information	Major Keath Biggers keath_Biggers@uss.salvationarmy.org 911 South Brook Street P.O. Box 1149 Louisville, KY 40201 P: 502-671-4900 F: 502-671-4938
Territory	South
Division	Kentucky and Tennessee
Project Name	Toys for Tots Partnership Partnership provides toys for children on The Salvation Army Angel Tree Program.
Project Purpose	
Project Description	<p>Louisville's Marine Corps League joins with The Salvation Army each year to provide the toys for children on The Salvation Army Angel Tree program. While some shoppers provide toys with clothing gifts, some do not. This partnership allows The Salvation Army to make sure every child receives at least three toys.</p> <p>The Toys for Tots volunteers actually move into The Salvation Army facility. This allows them to collect toys year-round.</p> <p>Toys for Tots staff are on site and help with Angel Tree organization and distribution.</p>
Project Categories	Public Relations & Communications, Volunteers, and Holidays
Approximate Community Size	> 750,000
Partners	Other non-profits
Personnel	Volunteers
Planning time	Ongoing

Best Practices

Contact information	Geoff Norman geoff-norman@uss.salvationarmy.org 911 South Brook Street P.O. Box 1149 Louisville, KY 40201 P: 502-671-4908 F: 502-671-4938
Territory	South
Division	Kentucky and Tennessee
Project Name	It Just Takes One - Annual Giving Campaign
Project Purpose	The purpose of the “It just takes one” giving campaign is to raise funds to help support The Salvation Army Boys & Girls Clubs of Louisville. These funds directly support the operations of all four clubs.
Project Description	<p>The most effective way to raise money is through the person visit “face to face” ask. Your chances of getting what you want increase greatly when you are able to make a personal appeal. There is some risk of being told no, but if you do not ask, it will not happen. A personal visit not only conveys the information most effectively, but also demonstrates respect for the prospect properly recognizing their value and dignity. Quite often when you receive a letter, the individual will make a token gift well below their capability, because a letter alone says, “our cause is not that important.” You need a well developed plan and a personal approach that will set the pace for the level and success your campaign will receive. You will need not only the staff to buy-in, but most importantly you need your Council/Board to be invested in terms of time, effort and support.</p>
Project Category	Fundraising
Approximate Community Size	> 750,000
Partners	N/A
Expenses Amount	\$500.00
Revenue Amount	\$60,000.00
Planning time	Ongoing

Best Practices

Contact information	Major Keath Biggers keath_Biggers@uss.salvationarmy.org 911 South Brook Street P.O. Box 1149 Louisville, KY 40201 P: 502-671-4900 F: 502-671-4938
Territory	South
Division	Kentucky and Tennessee
Project Name	Culinary Training Program
Project Purpose	To help people, who have few marketable skills, learn about the kitchen and cooking. The project prepares people living in poverty to find jobs in the food service industry.
Project Description	<p>In the Culinary Training Program (CTP) The Salvation Army Center of Hope chef shares his skills by training those enrolled in the CTP. The CTP is a 6-week course. Topics covered in the program include: safety and sanitation; basic knife skills; ordering and storage; soups, salads, appetizers, side dishes and meat cuts, sauces, entrees, beverages; goal and skills assessment; and job search.</p> <p>A partner, Sullivan University, has supported the CTP in many ways through the years. providing guest chef instructors and supplies. Sullivan University recognizes most of the participants of this program may never be able to further their education without a helping hand and have made a full scholarship to the university available to one former participant. The person was selected after submitting a written rationale why he should be selected to receive a full scholarship to Sullivan University.</p>
Project Categories	Special Events and Volunteers
Approximate Community Size	> 750,000
Partners	Schools
Expenses Comments	Cost to train thirty students through the year. Food, cooking supplies, knives, textbooks, uniforms, chef salary, equipment and misc.
Expenses Amount	\$36,626
Revenue Comments	Community supported through donations and special event proceeds.
Revenue Amount	\$36,626
Personnel	Volunteers and Staff/Officers
Planning time	Ongoing

Best Practices

Contact information	Jose Macias, Jr. jose_macias@uss.salvationarmy.org 521 W. Elmira San Antonio, TX 78212 P: 210-352-2000 F: 210-352-2005
Territory	South
Division	San Antonio
Project Name	Parade of Kettles
Project Purpose	This program is designed to engage community and civic leaders in supporting and promoting the need for raising funds to support the mission of The Salvation Army in their community.
Project Description	<p>The Parade of Kettle Campaign strategy is simple.</p> <ol style="list-style-type: none">1. Raise Awareness2. Raise Funds. <p>The goal: Who could raise the most money to win the Parade of Kettle contest?</p> <p>Social media was heavily relied upon as well as e-communications throughout the participant's network. For instance, the Mayor of San Antonio distributed over 10,000 e-news letters to the community to support his kettle. Another participant sent an e-blast to over 18,000 customers. One participant went door to door passing out slips of paper encouraging them to visit the website to support their Kettle entry.</p> <p>The rationale for this method was to increase the culture of on-line giving as well as reach a younger donor demographic (both of which have historically challenged The Salvation Army). Additionally, the program:</p> <ol style="list-style-type: none">1. Built strategic Partnerships with Community Leaders.2. Created additional media opportunities to support the over arching Red Kettle Program.
Project Categories	Fundraising, Public Relations & Communications, and Holidays
Approximate Community Size	> 750,000
Partners	Other non-profits and Local Business
Expenses Comments	\$1,000 Web Development - \$450 - Opening Reception - \$439 - Award Reception
Expenses Amount	\$1,889

Revenue Comments

There were 11 Parade of Kettle Participants - that collectively raised \$21,968. We have also determined the In-Kind publicity value "Ad- equivalency" was at \$11,178.

Revenue Amount

\$21,968

Personnel

Staff/Officers

Planning time

3-6 months

Photo



2010 Parade of Kettle Participants after the unveiling Ceremony held at the Emily Morgan Hotel.

Best Practices

Contact information	Cindy Bell cinday_bell@uss.salvationarmy.org 633 N. Braodway Tyler, TX 75702 P: (903) 592-4361 F: (903) 592-6624
Territory	South
Division	Texas
Project Name	Kettles - 100% Volunteers & Cashless Kettles Goal to staff 30 kettle locations with 100% volunteers
Project Purpose	Provide 18 cashless kettles in Tyler
Project Description	<p>The Tyler, Texas Corps made a commitment to provide a 100% volunteer drive Red Kettle Campaign in their county. Volunteers not only bring additional revenue, but also save in overhead costs. It was estimated that with 30 kettle locations they could save \$50,000 in salaries and stand to gain about a 30% increase per kettle over 2009. More than 10,000 volunteers responded to the call for assistance.</p> <p>Tyler utilized 18 cashless kettles for the first time in 2010. The cashless kettles received lots of interest from donors, volunteers and media proved to be a great addition to the kettle program. The units paid for themselves and after all expenses made more than \$5,000. Earnings from the cashless kettles in the first year, equated to one full day of Bell Ringing at all of the Corps' locations.</p>
Project Categories	Volunteers and Holidays
Approximate Community Size	75,000 and < 750,000
Personnel	Volunteers and Staff/Officers
Planning time	3-6 months

Best Practices

Contact information	Sarah Jewett Clarke sarah.clarke@uss.salvationarmy.org 130-A Stratford Court P.O. Box 1205 Winston Salem , NC 27103 P: (336) 245-2080 F: (336) 723-9155 sarah.clarke@
Territory	South
Division	North and South
Project Name	Academy of Music & Arts The Winston-Salem Academy of Music & Arts exists to make quality music & arts education accessible to all
Project Purpose	children, regardless of their socioeconomic status.
Project Description	<p>The Salvation Army Winston-Salem Summer Music Conservatory began in 2003 with 15 students. It was expanded in 2006 to a year-round Academy of Music & Arts with after-school classes three nights per week and was admitted as a member of the Arts Council the following year. The summer day camp serves 60 children through courses in music theory & appreciation, visual arts, brass band, guitar, piano, violin and drums. Each summer the students produce a 30-minute mini-musical and the day camp culminates in a 3-day concert tour. Best Practice elements: (1) Takes an established Salvation Army approach to music education and implements it on the local level; (2) Serves as an entry point for community kids to access Corps programs; (3) Provides opportunity for community partnerships such as the Symphony, Arts Council, and church music groups; and (4) Is an approach that can be duplicated in other commands.</p>
Project Categories	Volunteers and Other
Approximate Community Size	75,000 and < 750,000
Partners	Other non-profits
Expenses Comments	75% of expense is staff salary and benefits: 40% of 2 full-time SA employees (split with Corps programs); 3 PT employees during school year; 6 full-time (40-hour) and 1 part-time (10 hour) employees during summer day camp. Other expenses include vehicle operating costs, supplies and equipment.
Expenses Amount	\$ 101,322
Revenue Comments	Current revenue includes funding proposals to 2 local

foundations totaling \$45,000, program service fees of \$25,000 and \$6,000 in designated individual donations. Applying for recurring operating support from Arts Council beginning in 2011/2012. Instruments were purchased through grant funding in previous years. Endowment started.

Revenue Amount
Personnel
Planning time

\$ 76,000
Staff/Officers
Ongoing

Photo



Photos are of 2009 and 2010 participants. File names specify year and photo credit: Melissa Haneline Photography or Jennifer Kim.

Best Practices

Contact information	Ellen Bliven ellen_bliven@uss.salvationarmy.org 130-A Stratford Court Winston-Salem, NC 27103 P: (336) 245-2081 F: (336) 723-9155
Territory	South
Division	North and South Carolina
Project Name	Stuff the Stocking
Project Purpose	To engage the community in stuffing stockings with toys for families receiving Christmas assistance from The Salvation Army in the Piedmont Triad area of North Carolina which includes 7 Corps and one Area Command (3 Corps).
Project Description	<p>The Salvation Army teamed up with a local company, Sonoco Corrflex, to design a display to be used for the "Stuff the Stocking" campaign. The display was a fireplace with a mantle that hung stockings and included the logos of all the campaign partners. Sonoco Corrflex designed, produced and then sent volunteers to assemble the fireplace displays - all for free. TSA also worked with 19 local Chick-fil-A restaurants and 12 Mattress Firm locations to place the displays in their retail locations across the Piedmont Triad area. The community then picked up the stockings, filled them, and returned them. In all, more than 8,200 stockings were filled to help families receiving Christmas assistance from TSA. The media partner, WFMY television, donated more than \$82,000 in advertising for the event which included The Salvation Army's red shield.</p>
Project Categories	Public Relations & Communications, Volunteers, and Holidays
Approximate Community Size	> 750,000
Partners	Media and Local Business
Expenses Comments	Sonoco Corrflex designed, produced and assembled the displays for free (\$10,000 value). The local CBS affiliate donated more than \$82,000 in promotional spots for the campaign.
Expenses Amount	0
Revenue Comments	More than 8,200 stockings were filled by the community at an average of \$15 per stocking = \$123,000
Revenue Amount	\$123,000
Personnel	Volunteers and Staff/Officers
Planning time	3-6 months

Photo



Major Paul Egan in front of stocking fireplace display with WFMY News Reporter Philip Jones at the kickoff of the "Stuff the Stocking" campaign.

Best Practices

Contact information	Ellen Bliven ellen_bliven@uss.salvationarmy.org 130-A Stratford Court Winston-Salem, NC 27103 P: (336) 245-2081 F: (336) 723-9155
Territory	South
Division	North and South Carolina
Project Name	Sealy FOX8 Holiday Concerts
Project Purpose	To raise money, awareness and collect food for The Salvation Army in Piedmont Triad area of North Carolina which includes 7 Corps and one Area Command (3 Corps). This concert series is free to the public with their canned food donation.
Project Description	<p>The Sealy FOX8 Holiday Concerts is a free concert series that takes place over two nights in December to benefit TSA. They feature the Greensboro Symphony at the Greensboro Coliseum and Winston-Salem Symphony at the Winston-Salem Coliseum. The holiday concerts are free to the public with a canned food donation to benefit TSA. Last year more than 20,000 people attended the two performances and donated 730,874 cans of food. During the concert, TSA is able to share how it is "Doing the Most Good" and make an appeal for donations, after which volunteers assist in the passing of buckets down each row. In less than 3 minutes, TSA collected \$13,063.08. The concerts are more than a way to collect cans of food and money - the increased awareness of what TSA is doing in the community is enormous. The media partner, FOX8 television, donates more than \$500,000 in advertising for the event which includes The Salvation Army's red shield.</p>
Project Categories	Fundraising, Public Relations & Communications, Doing the Most Good Branding Promise, Special Events, Volunteers, and Holidays
Approximate Community Size	> 750,000
Partners	Media and Local Business
Expenses Comments	The cost of the two concerts is underwritten by Sealy, Inc. More than \$500,000 in publicity is donated by the local FOX television affiliate.
Expenses Amount	0
Revenue Comments	\$13,063.08 was collected in cash at the concerts and 730,874 cans of food were donated with an average in-kind value of \$.75 each for a total of \$561,218.58.

Revenue Amount
Personnel
Planning time

\$561,218.58
Volunteers and Staff/Officers
6-12 months

Photo



Winston-Salem Symphony Conductor Matt Troy at the 2010
Sealy FOX8 Holiday Concert

Best Practices

Contact information	Ellen Bliven ellen_bliven@uss.salvationarmy.org 130-A Stratford Court Winston-Salem, NC 27103 P: (336) 245-2081 F: (336) 723-9155
Territory	South
Division	North and South Carolina
Project Name	Sealy FOX8 Holiday Concerts
Project Purpose	To raise money, awareness and collect food for The Salvation Army in Piedmont Triad area of North Carolina which includes 7 Corps and one Area Command (3 Corps). This concert series is free to the public with their canned food donation.
Project Description	<p>The Sealy FOX8 Holiday Concerts is a free concert series that takes place over two nights in December to benefit TSA. They feature the Greensboro Symphony at the Greensboro Coliseum and Winston-Salem Symphony at the Winston-Salem Coliseum. The holiday concerts are free to the public with a canned food donation to benefit TSA. Last year more than 20,000 people attended the two performances and donated 730,874 cans of food. During the concert, TSA is able to share how it is "Doing the Most Good" and make an appeal for donations, after which volunteers assist in the passing of buckets down each row. In less than 3 minutes, TSA collected \$13,063.08. The concerts are more than a way to collect cans of food and money - the increased awareness of what TSA is doing in the community is enormous. The media partner, FOX8 television, donates more than \$500,000 in advertising for the event which includes The Salvation Army's red shield.</p>
Project Categories	Fundraising, Public Relations & Communications, Doing the Most Good Branding Promise, Special Events, Volunteers, and Holidays
Approximate Community Size	> 750,000
Partners	Media and Local Business
Expenses Comments	The cost of the two concerts is underwritten by Sealy, Inc. More than \$500,000 in publicity is donated by the local FOX television affiliate.
Expenses Amount	0
Revenue Comments	\$13,063.08 was collected in cash at the concerts and 730,874 cans of food were donated with an average in-kind value of \$.75 each for a total of \$561,218.58.

Revenue Amount
Personnel
Planning time

\$561,218.58
Volunteers and Staff/Officers
6-12 months

Photo



Winston-Salem Symphony Conductor Matt Troy at the 2010
Sealy FOX8 Holiday Concert

Best Practices

Contact information	Ellen Bliven ellen_bliven@uss.salvationarmy.org 130-A Stratford Court Winston-Salem, NC 27103 P: (336) 245-2081 F: (336) 723-9155
Territory	South
Division	North and South Carolina
Project Name	Give a Kid a Coat
Project Purpose	To collect new and used coats to give out to anyone who may need one, free of charge. The Salvation Army in the Piedmont Traid area of North Carolina, which includes 7 Corps and one Area Command (3 Corps), teamed up with a local dry cleaners to clean and mend the coats for free.
Project Description	The Salvation Army partnered with local dry cleaning franchise, A Cleaner World, for the Give a Kid a Coat campaign to collect new and used coats. The campaign kicked off in the end of October as colder weather started to set in, and ran for 6 weeks. Community members were encouraged to drop off a coat at any of the 24 A Cleaner World locations. The dry cleaners then cleaned and mended the coats, free of charge. TSA picked up the coats from each location. In the end, 27,817 coats were donated. TSA coordinated the distribution of the coats to anyone needing one. The media partner, FOX8 television, donated more than \$40,000 in advertising for the campaign which included The Salvation Army's red shield. TSA's partnership with A Cleaner World has since grown. The dry cleaning franchise is now a permanent drop off location for the community to donate clothing and household items to TSA family stores.
Project Categories	Public Relations & Communications, Special Events, and Volunteers
Approximate Community Size	> 750,000
Partners	Media and Local Business
Expenses Comments	A Cleaner World donated the dry cleaning and mending on all the coats. 27,817 coats with the average cost of \$5 each = \$139,085. FOX8 television donated more than \$40,000 in on-air advertising.
Revenue Comments	27,817 coats donated and distributed with an average cost of \$10 per coat comes to \$278,170.
Revenue Amount	\$278,170
Personnel	Volunteers and Staff/Officers

Planning time

3-6 months

Photo



Major Paul Egan, Captain Tony Perez & Major Kent Davis
outside of A Cleaner World on the morning of the Give a Kid a
Coat campaign kick off.

Best Practices

Contact information	Major Tony Barrington lawrence_barrington@uss.salvationarmy.org 2105 West Main Street P.O. Box 491265 Leesburg , FL 34749 P: 352.365.0079 F: 352.365.0118
Territory	South
Division	Leesburg
Project Name	Lake County Motorcycle Toy Run To collect toys and money for Christmas Assistance for children of Lake County.
Project Purpose	
Project Description	200 Motorcyclists meet on the first Saturday in December at the local Walmart to donate toys/bikes/cash to the Christmas Toy Program...The Leesburg Corps sets up the canteen and serves coffee, hot chocolate, juice, water and pastries to the bikers as they arrive. At 11:00 they all ride in unison around the county It is quite the wonderful Christmas Fund Raiser...organized by our Board President, Gregg Case and Board Members, Keith Keeton and Jim Liard, the Walmart Store Manager.
Project Categories	Advisory Organizations Development (Board, Council, Auxiliary, Service Unit), Special Events, Volunteers, and Holidays
Approximate Community Size	> 750,000
Partners	Media and Local Business
Personnel	Volunteers
Planning time	3-6 months

Photo



Motorcyclists line up at annual Lake County Christmas Toy Run.