



DONATE A DOLLAR

The Salvation Army's Christmas in July

DONATE A DOLLAR

The Salvation Army's DONATE A DOLLAR program allows your business and employees help improve the lives of needy families in your community quickly, easily, and with little time investment. All contributions go to local Salvation Army programs and services that provide help and hope to families affected by crisis, poverty, hunger, isolation, and troubled relationships.

YOUR EMPLOYEES

Your employees are the "keys to success" of the paper kettle program. Employees encourage customers to help the less fortunate by donating a dollar or more before paying for their purchases.

HOW IT WORKS

Most of your employees like to know how they are helping needy families through The Salvation Army, and we are happy to provide you with informational material to acquaint them with Salvation Army programs and services.

Before all purchases are totaled, the cashier or server asks the customer, "Would you like to donate a dollar or more to help your community through The Salvation Army?" When the customer agrees, the employee and customer exchange a minimum of one dollar per paper kettle. Next, the customer prints his/her name on the kettle and returns it to the employee for placement in the collection box.

Paper kettles are periodically collected and displayed throughout your business on walls, bulletin boards, windows, etc. The customer's receipt may serve as their proof of donation.

WHAT YOU DO

- Track contributions and report *DONATE A DOLLAR* totals
- Distribute *DONATE A DOLLAR* program materials to employees
- Your business or a business you partner with may elect to match funds collected on any particular day

WHAT WE PROVIDE

- Paper kettles
- Informational material for employees
- Signage for placement at your business' entries, aisles, tables, or registers upon request
- Buttons for employees if available
- Acknowledgement of your business' participation in any local public relations

PROMOTIONAL IDEAS

- Divide employees into fundraising teams that compete for prizes
- Promote *DONATE A DOLLAR* campaign on your social media networks
- Promote *DONATE A DOLLAR* in your employee newsletter

BENEFITS

- Provides a practical means for your business and employees to invest in your community
- Integrates easily with your normal business operations
- Provides a simple way for your employees to essentially volunteer while on-the-job

Money collected will be used for local programs and services carried out by The Salvation Army. Collections should be directed to the attention of Mel McMahon, Corporate Relations Coordinator, 3100 N. Meridian St., Indianapolis, IN 46208
(317) 224-1019 mel_mcmahon@usc.salvationarmy.org