



ECHELON

MOBILIZING THE NEXT GENERATION



KETTLE



TAKEOVER

December 14, 2019

Interested Chapters register to participate by August 31, 2019.

#EchelonKettleTakeover

#FightForGood

#HelpThemWin



For more information contact Echelon@usn.salvationarmy.org

Dear Local Echelon Chapter Representative,

On behalf of the National Echelon Leadership Council, we warmly invite you to participate in the first annual Echelon Kettle Takeover. The following registration guide will provide you with general information about this initiative and how your chapter can participate.

The Echelon Kettle Takeover will take place on December 14, 2019. This is an effort to organize a coordinated Echelon initiative related to kettle participation during the upcoming Christmas season. Participating chapters will be asked to promote this initiative on social media and share the results of their local participation (dollars raised, hours volunteered, etc.). Though we are encouraging a sense of friendly competition amongst participating chapters, we recognize the underlying goal of this project is to promote local Echelon activity to support the mission of TSA in their community. Additionally, we hope that the Echelon Kettle Takeover will help to:

-  1. Raise awareness of TSA Kettle Program and related messaging
-  2. Encourage volunteer participation by Echelon chapters on a national scale
-  3. Enhance social media presence of Echelon
-  4. Strengthen national chapter engagement and network
-  5. Use this unique opportunity to solicit local corporate sponsorships
-  6. Encourage chapters to recruit volunteers that could become Echelon members

Through Echelon volunteers, each chapter has the opportunity to generate significant impact while incurring nominal expenses. We encourage Echelon chapters and TSA commands to work together to determine the best way for the local Echelon chapter to retain all or a portion of the funds they raise during this event in order to fund future fundraising and service projects.

If you have any questions about the Echelon Kettle Takeover, please contact Echelon@usn.salvationarmy.org



Guidelines for Participation

Each chapter will register for the competition using the registration form located on the national Echelon website (www.salvationarmyechelon.org). This registration form should be completed by August 31, 2019. Each chapter will need to designate a Kettle Takeover representative on their registration form. This individual will be the contact person for all things related to Echelon Kettle Takeover. They will receive updates and resources from NHQ as well as be the contact related to the local chapter's reporting for their Kettle Takeover participation.

After registering as a participant, chapters are expected to participate in the Echelon Kettle Takeover in the following ways:

-  1. Volunteer Recruitment and Reporting
-  2. Social Media Engagement
-  3. Corporate Sponsorship

Volunteer Recruitment and Reporting

Registered chapters will organize and mobilize local volunteers to sign up for bell ringing time slots throughout the day on December 14, 2019. Each chapter will work with their local TSA command to determine the best way to count money raised during the times when Echelon volunteers are manning the kettle. This amount will then be reported by the chapter to the National Echelon Manager via the chapter's google document used for quarterly reporting. An updated version of this document with a special Echelon Kettle Takeover reporting section will be sent to chapter representatives in advance of this event.

Social Media Engagement

A principle goal of the competition is to mobilize social media engagement. To accomplish this, each Echelon participating chapter is expected to participate in creative and active social media engagement. NHQ will provide a social media package including graphics and sample content to participating chapters in advance of this event. Ideas will also be shared with chapters to help facilitate the creation of unique content leading up to and during the event.

Corporate Sponsorship

Each participating chapter is also encouraged to solicit a corporate sponsor. This being a national campaign, there is a unique opportunity to solicit larger companies in your local area that may benefit from a national audience. Sponsors will be recognized on the national Echelon website and national Echelon social media accounts. A corporate sponsor will agree to match the bell ringing contributions raised by the local Echelon chapter. Please see an example letter of agreement included in this guide. This is included as a helpful resource; use is not required.

Recognition

The reported collections will be compiled and posted to the Echelon website. Winners will be announced in the following categories:

1. Highest overall dollars raised
2. Highest dollars raised per capita
3. Most volunteer hours served

The winning chapters in these categories will receive a nonmonetary prize from the ELC.

Other chapters will also be recognized for creative and engaging social media promotion and kettle entertainment.



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Dear ACME Incorporated,

We are delighted that you will be participating as a match sponsor for the Echelon Kettle Takeover on December 14, 2019. During this event, INSERT ECHELON CHAPTER NAME will take part in The Salvation Army's annual Red Kettle initiative to raise funds to help those most in need in our community.

Your participation as a Match Sponsor will benefit ACME Inc. in the following ways:

1. Your logo will be included on the national Echelon website leading up to and during this event
2. Our local chapter will include you in social media posts and you will be featured in national Echelon social media accounts related to Echelon Kettle Takeover
3. You and your team members will be invited to participate in helping us ring the bell on December 14th! During this time, you are welcome to wear company logos and post to social media.

We greatly appreciate your participation as a match sponsor and can assure you that your pledge to match dollar for dollar the revenue raised from our local chapter bell ringing on December 14th will assist local Salvation Army efforts in doing the most good in our community.

Sincerely,

John Doe, Local Echelon President and
Lt. Colonel Jane Doe, Divisional Commander