

# Territorial Christmas Kettle Guidelines 2013



Giving  
Hope  
Today

## **Purpose:**

The Salvation Army Christmas Kettle Campaign is one of Canada's largest and most recognizable annual charitable events. In addition to the critical fundraising impact of the Campaign, the Christmas kettles boost the Army's visibility and awareness. In fact, there are more than 2,000 kettle locations across Canada that support a wide range of Salvation Army programs.

For many Canadians, the Christmas kettles are their only point of contact with The Salvation Army all year. According to public opinion polling, more than half of all Salvation Army donors list "giving to a Christmas kettle" as their primary method of giving to The Salvation Army.

Furthermore, the Army relies on the co-operation of numerous retail partners to ensure the ongoing success of this campaign. Continued goodwill from these retail partners is critical.

For all of these reasons, it is crucial that the Christmas Kettle Campaign be effectively and consistently managed across the country. These guidelines outline expectations and procedures for the management of kettles and the behaviour of kettle workers (sometimes referred to as 'bell ringers'). Please note that it is the responsibility of each supervisor (or kettle co-ordinator) to ensure that these guidelines are implemented and followed.

## **History of the Christmas Kettle:**

In 1891, Captain Joseph McFee wanted to help vulnerable people in San Francisco, especially during the Christmas season, but he had no funds to do so. He remembered, during his earlier days as a sailor in Liverpool, England, seeing a large iron kettle where passengers of boats that docked tossed coins in to help the poor. Captain McFee suspended a similar pot from a tripod at the Oakland Ferry Landing and encouraged the public to "Keep the Pot Boiling." He collected enough money to host a Christmas dinner for the poor.

Canada's first kettle was used in St. John's, Newfoundland, in 1906. Today, the familiar kettles and kettle workers (or 'bell ringers') are seen in more than 2,000 locations nationwide. For more than 100 years the annual Christmas Kettle Campaign has been a great way for people to help others in need in their local community through the work of The Salvation Army!

### **Kettle Branding Guidelines:**

- The Salvation Army in Canada and Bermuda believes it is critical to achieve consistency in its branding across all channels of communication. The kettles are our most recognizable fundraising tool and it is expected that everything possible will be done at all levels of the organization to protect this brand and ensure that the level of trust and respect that has developed over the last 130 years is maintained.
- The kettles are only to be used during The Salvation Army Christmas Kettle Campaign. Any use outside of this time period would be considered exceptional and requires the approval of Divisional Headquarters.
- Only territorially-approved Salvation Army kettle stands can be used.
- The kettle stand must be in good condition with no visible chips or damage. No bags, coats or other items should be placed around the kettle stand. If working indoors, kettle workers (bell ringers) should fold their coat into a small, neat bundle and place it neatly somewhere in the vicinity of the kettle stand.
- Signage may be attached to kettle stands, but only using the territorially-approved Kettle Stand Sign Inserts, available through Supplies and Purchasing: [store.salvationarmy.ca](https://store.salvationarmy.ca) A variety of approved signs that can be used with these frames are also available at Supplies and Purchasing.
- Any additional Salvation Army signage used around or in the vicinity of a Christmas kettle must be approved by the Divisional Secretary for Public Relations and Development.
- Any handouts must be approved in advance by the Divisional Secretary for Public Relations and Development. They should include information about the Army and the specific services that will benefit from the funds received.
- All signage and/or handouts must adhere to the territorially-approved Salvation Army Identity Standards (Operating Policy 1904).
- Kettle workers may be referred to as 'bell ringers'.

### **Kettle Worker (Bell Ringer) Expectations:**

Each year, The Salvation Army is grateful for the support of thousands of kettle workers (bell ringers). We welcome workers from all cultures, faiths and lifestyles. Typically, a single kettle shift lasts between two and four hours, and may be at an indoor or outdoor location.

The following are expectations of appropriate behaviour, appearance and dress while working at a kettle.

***Above all, kettle workers (bell ringers), whether volunteer or paid, should consider themselves representatives of The Salvation Army in Canada.***

**With respect to demeanour/behaviour while on duty, kettle workers (bell ringers) are expected to:**

- Be friendly, respectful and polite to all donors and passersby.
- Smile, make eye contact, and try to make a connection with as many potential donors as possible.
- Be punctual and committed to working during each assigned shift.
- Not eat, read, smoke or use mobile phones while overseeing a kettle.
- If possible, stand while on duty.
- Avoid obstructing the flow of traffic at any kettle location.
- Comply with requests from store managers and owners – for example, moving locations, not ringing the bell, etc. The Salvation Army relies on the support of retail partners to ensure the continued success of the Christmas Kettle Campaign. At no point should a kettle worker (bell ringer) challenge a retail partner's directions about the location or activity at the kettles. If issues arise, the kettle worker (bell ringer) should immediately contact their supervisor.
- Refrain from speaking to media without receiving prior approval from their supervisor or administrator. If approached by a reporter, respond with, *"I'm sorry. I'm not the best person to respond to your questions. I'll be sure to let the appropriate person know when I'm done with my shift,"* or similar.
- Never leave a kettle unattended – for any length of time.
- Ring the provided kettle bell while on duty, unless specifically requested to stop by retail partners or others in authority.

**With respect to appearance and dress, kettle workers (bell ringers) are expected to:**

- Be clean, presentable and dressed in a manner consistent with Salvation Army values and standards.
- If a uniformed Salvationist, wear the uniform according to established standards.
- If not a uniformed Salvationist, wear the vest or other apparel provided by their supervisor for the duration of their shift.
- Maintain appropriate and professional hairstyles.
- Be prepared for adverse weather conditions if working outdoors.
- Refer any questions about appropriate dress to a supervisor.

**With respect to dealing with donors, kettle workers (bell ringers) are expected to:**

- Use common sense about conducting appropriate conversations or engaging with donors and passersby. Working at a kettle is not an opportunity to air personal opinions or grievances. It is important to remember that kettle workers (bell ringers) are representing The Salvation Army.
- After someone makes a donation, respond only with *“Thank you”* and/or *“God Bless”* and/or *“Merry Christmas.”* Kettle workers (bell ringers) may politely offer donors any handouts that have been previously approved for distribution. However, kettle workers (bell ringers) should not be aggressive and should respect the wishes of donors with regard to accepting handouts.
- If a donor asks how their money will be used, respond with the following suggested response: *“All money raised in the kettles will be used for social service programs in the local community,”* or similar.
- If a donor requests a receipt, kindly state that receipts are not available at the kettle but will be mailed to the donor. The kettle worker (bell ringer) should provide the donor with a slip of paper and ask them to write down their name, address and amount donated. If the donation is cash, the kettle worker (bell ringer) should confirm the amount on the slip of paper. The slip of paper should then be placed in the kettle.
- Be familiar with the area where their kettle is located so that they can answer some common questions that donors or passersby may have.
- If a passerby is belligerent or has negative comments about The Salvation Army, do not engage in discussion or debate. A suggested response is, *“I’m sorry you feel that way and I’ll pass along your complaint. Merry Christmas.”* or similar.
- Be familiar with some of the social service work of The Salvation Army in their community (e.g. locations, key stats, etc.) in order to respond to common questions.
- Be familiar with territorial or local fundraising initiatives such as Text to Donate or online giving in order to respond to questions from the public.

### **Kettle Safety/Security:**

The Salvation Army takes the safety and security of its kettle workers (bell ringers) and donations seriously. Therefore, numerous steps are taken to ensure overall security of the program:

- Each kettle should be securely fastened to the heavy iron stand with a padlock and chain.
- Only open the kettle when safely back on Army property and in the presence of two unrelated individuals designated for that purpose. It is critical that at least two unrelated people control and participate in the opening of all kettles, counting and recording of funds donated. This is for the protection of the individuals involved, as well as monetary security.
- Whenever possible, kettle workers (bell ringers) should transport, pick-up and drop-off kettles in pairs to ensure the safety and security of themselves and the kettles.
- Store money collected from all kettles in a safe until it can be deposited. Deposit funds on the next business day.
- Consider using armoured car service for safe delivery of kettles' cash to your bank. The Army has a contract with G4S which offers very competitive pricing in urban locations.
- Advise your local bank branch that you will be depositing kettles funds and provide a rough estimate of the amount to be deposited.
- While a kettle worker (bell ringer) is on duty, it is their responsibility to oversee donations, meaning they should never leave the kettle unattended. If a worker needs to excuse themselves, they must co-ordinate with their supervisor to ensure that an appropriate person is attending the kettle in their absence.
- Kettle workers (bell ringers) are to refrain from handling cash or other donations in the kettles. If specifically requested to deposit cash into the kettle, workers are to do so immediately in the presence of the donor.
- If a kettle worker (bell ringer) is approached by someone intending to steal money or otherwise accosted, they should seek a safe location and call for help

### **Kettle Co-ordinator Expectations:**

Ultimately, it is the responsibility of the individual kettle co-ordinator to ensure that the guidelines described above are followed. Kettle co-ordinators are required to:

- Provide orientation for kettle workers (bell ringers). The session should include policies and practices for excellent representation and a successful campaign.
- Ensure that all kettle workers (bell ringers) are aware of the expected standards of conduct.
- Ensure that all kettles are properly branded.
- Advise kettle workers (bell ringers) about the time and location of their shift. It is a good idea to contact them the day before to confirm availability.

- Provide kettle workers (bell ringers) with general information about the social service work of The Salvation Army, including a web address where they can refer donors to learn more.
- Provide kettle workers (bell ringers) with contact information should they require assistance from the kettle co-ordinator or administrator during their shift.
- Instruct kettle workers (bell ringers) on all kettle security procedures, including what to do in the event of a robbery or other situation where their personal safety may be threatened.
- Ensure that all relevant safety and security procedures are followed, including that all kettle money is counted by more than one person.
- Provide logistical details such as where to park, washroom and break rules (who relieves them at the kettles) and pick-up/drop-off procedures.
- Provide any apparel, handouts or other items and advise kettle workers (bell ringers) of expectations for use.
- Randomly visit kettle locations to ensure that all guidelines are being followed.
- Maintain strong relationships with retail managers.
- Work closely with the Divisional Secretary for Public Relations and Development or designated spokesperson regarding media enquiries.
- Always remember to thank kettle workers (bell ringers) for their service to The Salvation Army.
- Ensure that all kettle workers are familiar with territorial or local fundraising initiatives such as Text to Donate or online giving so they can respond to questions from the public.