

# #HOPEbracelet

Thank you for your participation in the launch of the **#HOPEbracelet** during the 2018 Christmas Campaign. We are very excited to have you on board this year and we are very excited about this initiative. We have provided some useful information for you to use below.

**IMPORTANT: PLEASE DO NOT BEGIN TO DISTRIBUTE THE BRACELET UNTIL NOV. 12TH**

## What is the #HOPEbracelet?

The #HOPEbracelet is a Public Relations tool that we hope will accomplish many things:

- Start conversations about poverty in our communities ... and what can be done
- Be a visual reminder to everyone that the problem is real and happening in our communities
- Serve as a show-of-support to those struggling with poverty, homelessness and addictions and act as a very visual way to let them know people care and are paying attention
- Act as a voice for donors, volunteers, politicians and clients to say “I don’t want to see this happen to people in my community ... and I’ve done something about it – will you?”
- Generate significant media attention across the province about the work of the Army

## Who should receive the #HOPEbracelet?

- Donors and supporters  
*\*mainly through Kettles and events*
- Clients
- Staff
- Volunteers
- Politicians
- Local media

## How can you help?

- Wear the **#HOPEbracelet** from Nov 12<sup>th</sup> – Dec 24<sup>th</sup>
- Promote the **#HOPEbracelet** in your community
- Participate and promote the Social Media contest
- Be an active user on social media “share” and “like” our content
- Involve your local press and politicians
- Use the key messages provided

## Social Media Promotional Contest

A big part of the **#HOPEbracelet** is the social media contest we will run from Nov 12 –Dec 24<sup>th</sup>. We are asking people to take a photo, post it on any of their social media channels with the hashtag: **#HOPEbracelet**. People will automatically be entered to win one of three great prizes.

**When can YOU begin handing out the #HOPEbracelet?**

Your ministry unit can begin to hand out the bracelets on November 12<sup>th</sup>. Do not distribute bracelets prior to that date, the main strategy is to focus on these specific weeks to maximize the impact we receive in the media, and create trending hashtags (#HOPEbracelet) on social media.

**KEY MESSAGES: #HOPEbracelet**

1. Donate to The Salvation Army today and receive your #HOPEbracelet.
2. Wear your #HOPEbracelet today and let those who are struggling with poverty, homelessness and addictions know that you care.
3. Poverty isn't always easy to see. The #HOPEbracelet is about making the problem visible to all and letting others know that The Salvation Army - along with our supporters - are bringing it to light and doing something about it.

# FAQ

## Frequently Asked Questions

Q: Does the #HOPEbracelet cost anything?

A: The #HOPEbracelet is free.

Q: Is there a minimum donation to receive the #HOPEbracelet?

A: No minimum donation required to receive a #HOPEbracelet

Q: How many times can I enter the social media contest?

A: No limit to number of entries, the more pictures you post with the bracelet and use the hashtag **#HOPEbracelet** the more entries you will automatically receive.

Q: What should I put in the photo/post I put on social media?

A: Just a photo of you wearing your bracelet with the hashtag #HOPEbracelet to enter the contest. People can also add the reason why you wear the bracelet to help spread the message that poverty isn't always easy to see.

Q: Where were the bracelets made?

A: We get our bracelets from a company based in Toronto

Q: Why is The Salvation Army buying and giving out free bracelets with money people donated?

A: The **#HOPEbracelet** is part of our promotional strategy to help spread the message that poverty isn't always easy to see. With your help we can reach more people with this important message – in turn we can reach our goal to reduce the amount of people living in poverty.

*These bracelets are also very cheap for us to have produced and distributed.*

Q: Why bracelets?

A: They are a very visual way for people to show their support and let others know that they are doing something to help those struggling with poverty, homelessness, and addictions.