September 20, 2019

[Name

Company

Address

City, Province

Postal Code

Dear <Name>,

The Salvation Army is dedicated to serving those living in poverty and struggling daily to make ends meet. We do this in partnership with local retailers and companies who understand the importance of giving back to the community in which they do business. I am writing today to request your help this holiday season in securing space outside your <store, business> to set up one of our iconic Christmas Kettles from <date> to <date>.

Each year in <city> we send out our dedicated Bell Ringers to man Christmas Kettles in store fronts, office towers and on street corners. The Christmas Kettle Campaign is one of our most recognizable annual fundraising initiatives and the funds raised are critical to ensuring we can keep our services running all year round. Last year in <city> we raised <$amount> thanks to the generosity of the public and businesses like yours.

Participation in the Christmas Kettle Campaign as a Kettle location is so easy but the impact on the lives of people in need is immeasurable. Once you grant us permission to use your <store front, office tower, mall,> we will do the rest! In return we can provide the following:

* A certificate acknowledging your participation in the campaign and a report of the funds raised at your location;
* A sign affixed to the Kettle stand highlighting your support of the campaign including your company logo;
* Your company name posted on the Christmas Kettle Partner page of the Salvation Army Ontario Central East divisional website;
* Invitation to our local volunteer appreciation dinner following the conclusion of our Christmas Kettle Campaign.

I hope you will take some time to consider my request and I am happy to discuss this opportunity with you further and answer any questions you may have.

The subtle ringing of the bells is a reminder to passers-by to give to those in need this holiday season. Be a part of this on-going tradition and become an official Kettle location for the 2018 Christmas Kettle Campaign.

Sincerely,

Signee <Signee’s contact information>Enclosure