



REAL ESTATE WEDNESDAY

Wednesday, Dec. 10

Every time a Salvation Army bell rings, hope grows stronger in our community. On **Real Estate Wednesday**, real estate professionals across the country have a unique opportunity to give back. Volunteering for just two hours can raise over \$150 - enough to feed a family of four for a week, or provide two nights of safe shelter.

You can become a key partner in our efforts on behalf of our most marginalized neighbors.

HOW DOES IT WORK?

We welcome brokers, agents, title companies, mortgage brokers, mortgage companies, insurance companies, or any firms associated with the home ownership industry, to participate in ringing the bells for The Salvation Army during the holiday season.

Your team or office will:

- “Adopt” a kettle for a day - Wednesday, Dec. 10.
- Staff the kettle from 10 a.m. until 4 p.m. that day - you can break this up into several 2-hour shifts, engaging your office, family and friends.

The Salvation Army will:

- Coordinate with you to reserve a location of your choice.
- Provide a branded sign on the kettle with your logo, as well as aprons and bells.
- Highlight your commitment to giving back to the St. Louis community via social media promotion.
- Generate media coverage and feature the winning real estate team across our digital platforms.

As an add-on, your team may elect to match the donations collected in your kettle that day.

Real Estate Wednesday presents an opportunity for your team to bond, work together for the common good, and embrace the spirit of the season. Most importantly, our combined efforts will provide funding for the many critical social services programs in our area. Funds raised during the Red Kettle Campaign are reinvested right here in the St. Louis community, and 90 cents of every dollar raised goes directly to services.

Contact Karla Radford to sign up.

karla.radford@usc.salvationarmy.org / 314.646.3193





SPREAD THE WORD. SHARE THE JOY!

Social media is a powerful tool to engage your team and let your network know how you're making a difference. Use it to build excitement, promote your ringing location, and inspire others to join in the fun. Here are some sample social media posts for your use:

Before your shift

Let your friends, clients and team know when and where to find you.

If you hear The Salvation Army bells ringing at [LOCATION] this Wednesday, that's us! Our team [COMPANY NAME] will be proudly supporting our community from [SHIFT TIME]. Stop by, say 'Hi', and help us fill the kettle. #DoingTheMostGood #RealEstateWednesday #GiveWithJoy

During your shift

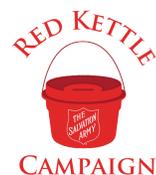
Capture the moment and show the impact your team is making in real time.

We're out at [LOCATION] today with Salvation Army bells in hand and holiday spirit in our hearts! Please stop by, donate and help us make a difference, right here in St. Louis! We will be here until [TIME]. #DoingTheMostGood #RealEstateWednesday #GiveWithJoy

After your shift

Share your gratitude, celebrate your impact and encourage others to get involved.

Thank you to everyone who rang and donated to The Salvation Army today. Together, we made an incredible impact on our community. We're excited to tally up the numbers, but even more excited to see the mark this makes on our most marginalized neighbors. #DoingTheMostGood #RealEstateWednesday #GiveWithJoy





TOP 10 KETTLE TIPS

SAY "GOODBYE"

"Merry Christmas" or "Happy Holidays" as they leave, especially to those who don't give.

GREET

everyone as they arrive, "Hi", "Merry Christmas", or "How are you."

SAY "THANK YOU"

or "God Bless" to everyone who gives, no matter how much.

SMILE

and make eye contact with everyone.

STAY

next to the kettle. Must be within arms reach of the stand.

NO ARGUING

or debating, refer all issues to the emergency contact provided to you.

MAKE SURE

the kettle is placed near the door where everyone walks, but not blocking the door.

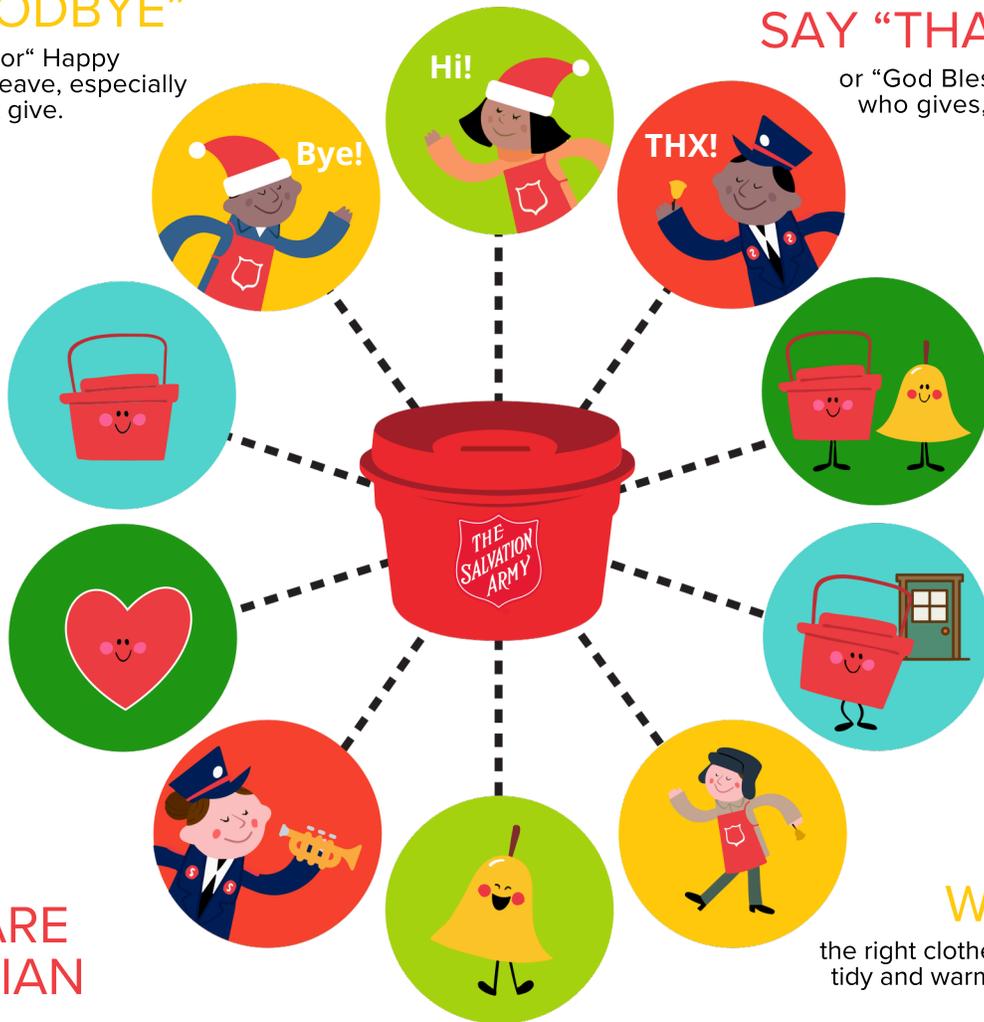
IF YOU ARE A MUSICIAN

sing or play Christmas carols, but if not, stick with the bell.

WEAR

the right clothes; clean, tidy and warm for cold days.

RING THE BELL



THANK YOU!

One of the most powerful things about the Red Kettle campaign is that all funds raised stay local, directly supporting programs and services in the community where they're given. Whether it's helping families recover from hardship, providing shelter during a crisis, or ensuring every child experiences the joy of Christmas, your efforts make a real difference. Real Estate Wednesdays are about more than volunteering—they're about community.