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Red Kettle Campaign Highlights 2014

#RedKettleReason: The Salvation Army is extending beyond the kettles of its 124th National Red Kettle campaign and encouraging Americans to share their reasons for giving using #RedKettleReason.

- Donors who post using #RedKettleReason can view their posts and others on RedKettleReason.org and learn why the rest of America is giving.
- The site also features an interactive mosaic and a map of the conversations happening on Facebook, Twitter, Instagram and YouTube along with an easy way to donate directly to the Army.

Red Kettle Kickoff: The Salvation Army will kick off the annual Red Kettle Christmas campaign on Thanksgiving Day, November 27, during the Dallas Cowboys' matchup against the Philadelphia Eagles.

- This marks the 18th year of partnership between the Dallas Cowboys and The Salvation Army.
- Since the partnership began in 1997, The Salvation Army has raised more than \$1.8 billion in the Red Kettles to help serve those in need in 5,000 communities nationwide.
- Anyone can become a virtual bell ringer and raise money virtually for their local communities by creating an Online Red Kettle at onlineredkettle.org.
- Donors can text the word "KETTLE" to 80888 to make a \$10 donation to support the campaign.

Giving Tuesday: December 2 is known as Giving Tuesday, a day of charitable giving at the start of the holiday season. The Salvation Army will be participating in a variety of activities to encourage supporters to donate, including appearances on national and syndicated news and talk shows.

Rock the Red Kettle (RTRK): On December 6, The Salvation Army will host its fifth annual Rock the Red Kettle concert at L.A. LIVE in Los Angeles. The Rock the Red Kettle concert is a way for younger donors to learn about The Salvation Army.

- The concert begins at 5 p.m.
- Artists will be announced in November 2014.
- The concert will be streamed live online at RedKettleReason.org so fans can watch from around the country.

End-of-Year Giving: One-third of online donations occur during the last two days of the year. Donors can benefit when it comes to their taxes if they donate to a charity and receive the proper documentation before January 1.

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