

**The Salvation Army Metro Phoenix
2021 Virtual Red Kettle Kickoff
Nov. 1-14, 2021
RedKettleKickoff.org**

Due to rising COVID concerns, The Salvation Army, in the utmost of precaution and in consultation with our hosting partner, have determined the need to shift the 2021 Red Kettle Kickoff to a virtual auction. The auction and mission videos will be available at RedKettleKickoff.org, with the online auction taking place Nov. 1-14, 2021.

The Salvation Army is so very grateful to its partners and supporters and looks forward to returning to an in-person event for the 2022 Red Kettle Kickoff, currently scheduled for Saturday, Nov. 12, 2022, at Para Club.

FAQs

What will the Virtual Red Kettle Kickoff look like?

The committee has decided to have an opened-ended, two-week online event in place of a specific online “meet-up” event. We will drive and ask supporters to visit RedKettleKickoff.org Nov. 1-14, 2021, to bid at the online auction. The site will include special welcome videos, impact videos, and in addition to the online auction items, the opportunity to “fund a cause” (special causes/projects).

What happens to existing sponsorships and table sales?

Salvation Army staff and board will need to contact committed donors to ensure their approval to pivot to new sponsorship levels. 100% of sponsorships will now be tax deductible.

New sponsorships levels will be available online for partners still wishing to sponsor the 2021 Red Kettle Kickoff.

If a sponsor does not want to participate at the same level or not at all, please contact staff to help determine best steps.

On what should the board and volunteers be focusing?

Recruiting and soliciting sponsorships and auction items. Goal will be to significantly expand the online auction offerings.

Sending invitations to participate in the online auction to learn about The Salvation Army’s impact at RedKettleKickoff.org.