



Welcome, and thank you.

We're grateful to have you and your team join us for Real Estate Wednesdays, where professionals across the real estate industry come together to make a meaningful impact in their communities during the holiday season.

Your support of The Salvation Army's Red Kettle campaign helps us provide life-changing services—hot meals, safe shelter, holiday gifts, and hope—for our neighbors in need. What began in 1891 with a single pot on the Oakland Ferry Landing has grown into a beloved tradition that meets needs in nearly every ZIP code across the country.

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. It's an opportunity to bring your office together for a shared cause, engage clients and partners in something meaningful, and show the compassion behind your company's success.

As you explore ways to involve your team, we're here to support you with tools, ideas, and encouragement every step of the way. Your leadership is key to spreading joy and uplifting lives this holiday season.

On behalf of The Salvation Army, thank you for your partnership and heart for service.

With appreciation,



Layla Villasensor | layla@laylavrealestate.com | 602-413-4886



REAL ESTATE WEDNESDAYS



BELL RINGERS NEEDED

MAKE A DIFFERENCE WITH EVERY RING.

Every time a Salvation Army bell rings, hope grows stronger in our community.

Through Real Estate Wednesdays, real estate professionals have a unique opportunity to give back this holiday season.

Volunteering for just two hours can raise over \$150 that can provide warm meals, safe shelter and other vital support for our neighbors in need.

Join us this holiday season to spread joy, compassion and the true spirit of Christmas, while having a festive and fun time connecting with your community.

REGISTERING IS EASY!

1

Scan the QR code or visit
RealEstateWednesdays.org

2

Click "Register to Ring"
and select
"I'm ringing with a
group."

3

Create a group
account to
manage your team.

4

Confirm your
shift(s) and receive
instructions with
further details
via email.

5

Share the sign-up
information with your
group members.



Sign up today.



FOR MORE INFORMATION, CONTACT US.

Layla Villaseñor
602-413-4886
layla@laylavrealestate.com



REGISTER TO
RING

GET YOUR TEAM EXCITED TO RING!

Real Estate Wednesdays are a chance to give back, build team spirit and have fun!

Create a theme

Make ringing festive and show off your holiday spirit. Whether you pull out your favorite ugly sweater, dress up like Santa's crew, or lean into your inner Grinch, you can create a fun and festive theme for every shift.



Friendly Competition

Challenge another office or department to a "most spirited ringers" contest or see who can raise the most money in one shift.

Give Incentives

Offer a fun gift card giveaway or a team lunch to those who sign up and volunteer.



Highlight your team

Take team photos at the kettles and post them with #RealEstateWednesdays and tag @SalArmyPhx on Instagram to spread the word and inspire others.



There are many ways to get your team excited. However your team comes together, these ideas can help you turn your time at the kettle into a powerful moment of giving and connecting.

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REAL ESTATE WEDNESDAYS

REGISTER TO
RING

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 caption ideas to use in your posts before, during and after your shift:

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 #RealEstateWednesdays

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. We will be here until [TIME]."

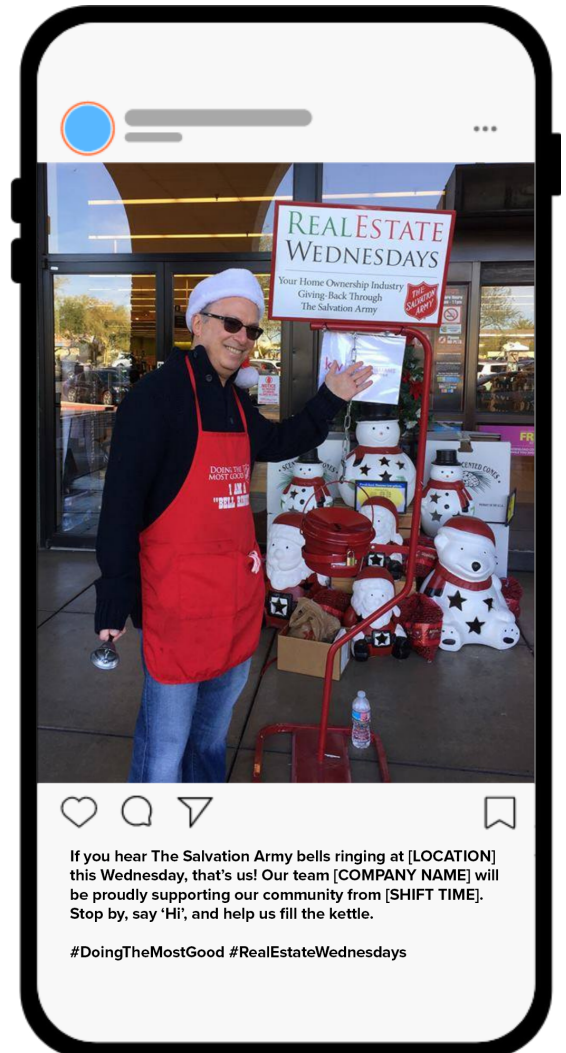
#DoingTheMostGood #RealEstateWednesdays

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 to our community."

#DoingTheMostGood #RealEstateWednesdays



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FREQUENTLY ASKED QUESTIONS

Q - I need instructions to pass along to my group members so they know how to schedule a shift using our Group Code?

Scheduling using a group code is easy! Let your group members know:

1. Go to "RealEstateWednesdays.org" and select "Register to Ring."
2. Select "I'm ringing with a group."
3. Enter your Group Code and select "Submit."
4. Choose a Shift from the list of available shifts for your group and then reserve their shift.

Q - I'm a group leader and my group members are scheduling to ring using our Group Code. How can I sign up a volunteer if they don't want to schedule themselves?

1. Go to "RealEstateWednesdays.org", select "Register to Ring" and log into your group account.
2. Click on "My Schedule."
3. Click "Manage Ringers" next to the shift you would like to sign up the volunteer.
4. Enter the volunteer's First and Last Name, Email Address and Phone Number. By entering your volunteer's email address, they will get a confirmation email letting them know you scheduled their bell ringing shift. They will also get a reminder email prior to their shift.
5. If you would like to add this volunteer to all shifts, click the "Add ringer to all shifts" checkbox.

Q - I'm the leader of a group and my members are scheduling using our Group Code. How can I see who has already scheduled?

You will get an email each time a group member signs up for a shift. If you want to see a list of everyone who has scheduled, you can:

1. Go to "RealEstateWednesdays.org", select "Register to Ring" and log into your group account.
2. Click on "My Schedule."

Q - What if I can't ring on the day my group has reserved? Can I ring on a different day and my group will still get credit for my ringing?

Yes! When scheduling:


1. Go to "RealEstateWednesdays.org" and select "Register to Ring."
2. Select "I'm ringing with a Group" and then select "Find a Group."
3. Enter your zip code so we can find groups in your area.
4. Enter your group name in the Search bar. If you can't find your group, try entering part of your group name to see a list of groups that match. For example, if you enter "girl scout" you see a list of girl scout troops to choose from.
5. Once you've selected your group, any shifts you schedule will be associated with your group, and they will get credit for your ringing.

FREQUENTLY ASKED QUESTIONS



Q - What if I can't fill all the shifts I've reserved for my group?

If you have reserved multiple shifts for your group and you are unable to fill all your shifts, contact The Salvation Army so they can fill any missing shifts with another ringer.



Q - My group wants to set up a competition with another group to see who can schedule the most ringing hours during the season. How should we set up our group?

Each group leader will need to set up their own group account.

1. Go to "RealEstateWednesdays.org" and select "Register to Ring."
2. Select "I'm ringing with a group."
3. Select "create a group."
4. When choosing "how you will be managing your group" select the option for "I am creating my group account, but members will schedule their own ringing times."

When your group members sign-up to ring, they will:

1. Go to "RealEstateWednesdays.org" and select "Register to Ring."
2. Select "I'm ringing with a group" and then select "find a group."
3. Enter their zip code so we can find groups in your area.
4. Once they have selected your group, any shifts they schedule will be associated with your group.

Let the competition begin! You can log in to your Register to Ring account, select "My Impact/History" to see the total hours scheduled for your group.



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If you'd like more information or have additional questions, please reach out to:

Layla Villasensor

layla@laylavrealestate.com | 602-413-4886





TOP 10 KETTLE TIPS

GREET

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

SAY “GOODBYE”

“Merry Christmas” or “Happy Holidays”
as they leave, especially to
those who don’t give.

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
length of the stand.

NO ARGUING

or debating, refer all
issues to the Corps officer.

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

