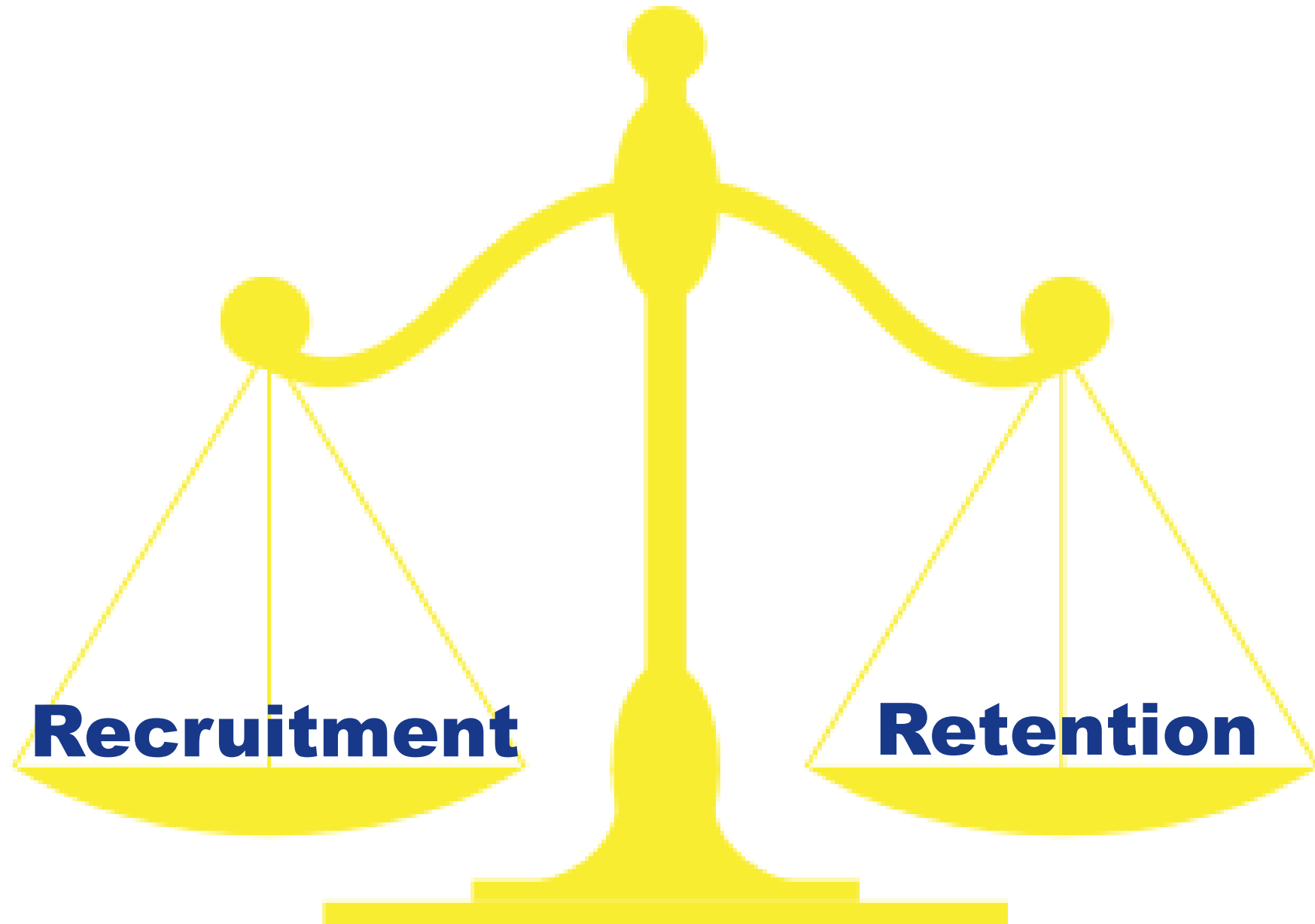




**The year-over-year
retention of
volunteer ringers
is around **30%****

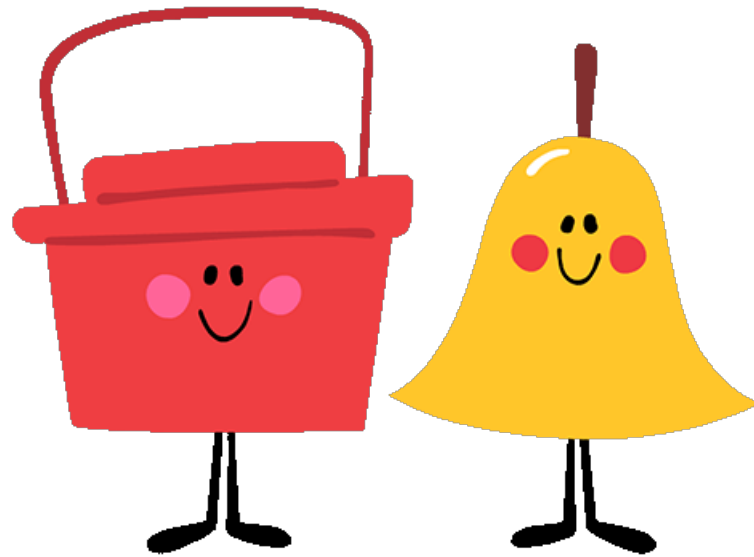


Recruitment

Retention

wish YOU..
were HERE..





#RelationshipGoals

**ARE YOU
SHOWING YOUR
VOLUNTEERS
LOVE?**

1



2



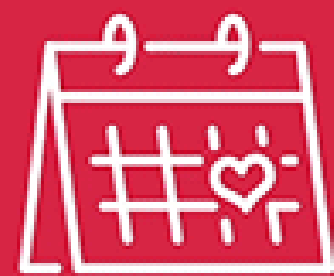
3



4



5



STRATEGY



Sample Volunteer Communications Calendar

Individual

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
EMAIL	Because you rang email Welcome series	Newsletter		Volunteer Month Appreciation			Newsletter		Register to Ring™ is open	We need your help	There's still time	Locations still available Thanks for your help
EVENTS				Invite							Invite	
DIRECT MAIL	Thank you Certificate or note	Welcome Newsletter			Other Volunteer Opportunities		Newsletter		Now Open Postcard		DM Insert	
SOCIAL	Success Story	We love volunteers	Other Volunteer Opportunities	Volunteer Month Appreciation	Other Volunteer Opportunities	Camp Tours	Other Volunteer Opportunities	Success Story	Register to Ring is open	We need your help	There's still time	Locations still available Thanks for your help
WEBSITE	Success Story	We love volunteers	Other Volunteer Opportunities	Volunteer Month Appreciation	Other Volunteer Opportunities	Camp Tours	Other Volunteer Opportunities	Success Story	Register to Ring is open	We need your help	There's still time	Locations still available Thanks for your help



CONTACT US



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Register to Ring™ Manual

Welcome to the Register to Ring™ Toolbox

Your command central for your kettles season.

Are you looking to learn how to run the most effective Red Kettle Campaign possible? From insights on volunteer recruitment to templates for press releases, this is the place to learn and grow to reach your goals.

Do you have questions about how to use the Register to Ring platform?

Whether you prefer learning through FAQs, training videos or Quick Reference Guides, the answers you seek are here.

[Check it out!](#)

