



**RealEstate**  
*Wednesdays*

## FAQS for GAAR REALTORS® and Affiliates

**Q. How does our firm sign up to participate in Real Estate Wednesdays?**

To participate, click on “**Volunteer**” on the menu bar and complete the fillable form. If you are unable to volunteer, please call Eva Medcroft at GAAR, 505-724-3461 or email her at [eva@gaar.com](mailto:eva@gaar.com).

**Q. What days and dates in December do we ring?**

Real Estate Wednesdays participating firms commit to ring from 11AM to 7PM on Wednesdays, December 2, 9, 16, and 23, 2015. (see [captain guidelines](#))

**Q. Do I have to ring for 8 hours?**

No. Normally, scheduling works best in 2 hour shifts. (see [captain guidelines](#))

**Q. How can we select a location?**

Determine a convenient location by cross-streets and zip code and the number of kettles (doors) your group can ring on Wednesdays in December. If you have a preference of a store or stores, please email that information to <mailto:eva@gaar.com>.

This information will be provided to The Salvation Army coordinator who will coordinate the scheduling of the location with The Salvation Army corps and your firm. If the store request is included in your application, The Salvation Army will do its best to accommodate the request. (see [captain guidelines](#))

**Q. What are the duties of a “captain”?**

The “captain” is the primary contact and coordinator with The Salvation Army and is responsible for overseeing the recruitment and scheduling of the firm’s individual bell-ringing volunteers. (see [captain guidelines](#))

**Q. When will we find out how much money we have raised for The Salvation Army?**

Results will be emailed to the captains of each firm within 48 to 72 hours after the event. Captains have the responsibility to communicate the results to their individual bell-ringing volunteers. (see [captain guidelines](#))

**Q. What clothing will our volunteers wear?**

Volunteers should wear clothing representative of their profession. Shirts, blouses and pins with company names and logos are encouraged. The Salvation Army will also provide aprons and volunteer pins. Your firm will have logo recognition in signage on the kettle stand. (see [bell-ringing guidelines](#))

**Q. Is it okay to have family and friends ring?**

This would be a decision made by your firm as a major benefit of participation is the exposure of your firm to the community. The Salvation Army, however, welcomes all volunteers.

**Q. What will they find when our volunteers arrive at the store to ring?**

Your first volunteers will find the kettles, stands, aprons, bells, etc. at either the assigned door(s), inside of the assigned door(s), or at the customer service counter of the store(s). Many times the stand will be at the door and the bells, aprons, kettles, etc. will be at the customer service counter. Occasionally, the driver will arrive as the volunteers arrive to ring. Please allow 15-20 minutes to allow for heavy traffic. **The cell phone number of The Salvation Army contact will be on the stands or kettles.** (see [bell-ringing](#) and [captain guidelines](#))

**Q. At the end of the final shift, how do we deliver the kettles to The Salvation Army?**

The Army will pick up the kettles by 7PM on the 4 Wednesdays. Again, please allow 15-20 minutes in case of heavy traffic. In some cases, the kettles will be picked up prior to 7PM to accommodate a scheduled route. (see [bell-ringing](#) and [captain guidelines](#))

**Q. What selling points can we use in recruiting volunteers?**

The Salvation Army truly helps those in need in our community. 100% of the funds raised during the red kettle campaign stay in the local community where they are donated to support local social service programs.

The gratification of being a part of all the good that the The Salvation Army does and to be a part of the greater cause for good cannot be measured.

Participation elevates the public image and perception of our real estate industry as a cooperative and caring group.

Participation in Real Estate Wednesdays will help us to connect and reconnect with our clients and the community we serve. ([see captain guidelines](#))

**Q. How do we approach store shoppers?**

A smiling, enthusiastic volunteer always produces more revenue and better relationships with store clientele. Please refrain from soliciting or asking for donations, but always thank the donor for their contribution, no matter the amount. Do not make people feel guilty for not giving. ([see bell-ringing guidelines](#))

**Q. What do I do if I receive a call or text message during my shift?**

Please no texting or talking on the phone during your shift. Also, please no smoking while ringing the bells. ([see bell-ringing guidelines](#))

**Q. Will there be signage for our firm?**

The Salvation Army will provide a sign with the name and logo of your firm attached to the kettle stands. You are welcome to display a small sign as long as it is not too large or overwhelming. Also, event signage will be provided. ([see captain guidelines](#))

**Q. Will there be recognition for volunteer activity of our firm?**

A certificate of appreciation will be provided to your firm after the bell-ringing season. Certificates will be available for individual bell-ringers upon request if the names are provided. ([see captain guidelines](#))

**Q. Why is ringing the bells important for the firm and the volunteer?**

This is a wonderful community relationship opportunity for your firm and for the individual volunteer. It is a great way for the employees of the firm to bond and to establish a new holiday tradition.