



## RED SHIELD APPEAL



# Volunteer to Doorknock

The iconic Doorknocking fundraising activity remains a core part of The Salvation Army's annual Red Shield Appeal, bringing together communities to support those in need.

Every May, volunteers go door-to-door, collecting donations to fund vital social services for vulnerable individuals and families. The appeal has become a symbol of hope, with thousands of people participating to create lasting change.

## Why your team should get involved

The Salvation Army's Doorknock presents a unique opportunity for groups to make a significant impact while promoting team building and community engagement.

Your involvement ensures that more lives are positively impacted. Teams can sign up to take part in the Doorknock fundraising activity, with flexible options.

Here's how your participation will help:

- 1. Making a Real Difference:** The funds raised during the appeal go directly to supporting The Salvation Army's vital and life changing programs, including emergency relief, homelessness services, addiction recovery programs, and family support services.
- 2. Team Building and Engagement:** Participating in the Doorknock activity provides an excellent chance for teams to work together in a meaningful and impactful way. It strengthens bonds, fosters a sense of unity, and promotes positive company culture.
- 3. Community Engagement:** Groups that take part in the Doorknocking activity gain recognition as active members in their communities, boosting their brand awareness and confidence to internal teams and external networks.

# How it works



## What?

The doorknocking activity involves volunteers going door-to-door, collecting donations on behalf of the Salvos to fund vital social services for vulnerable individuals and families doing it tough.



## How?

Individuals or Teams are allocated specific streets (down to house numbers) to doorknock.

With comprehensive support from The Salvation Army, including fundraising kits and guidance, teams can easily engage with their local communities and raise essential funds.



## When?

Volunteers can choose to doorknock any time that suits them between 9am-5pm – 7 days of the week, from Monday 19 May - Sunday 1 June 2025.

Most people choose to spend two hours doorknocking, but you can do more or less depending on your availability.



## Where?

**Only residential houses can be door knocked** (no businesses or apartment blocks). Nominate suburbs and streets most convenient to you, and our friendly Salvos representative can confirm these for you.



## Who?

Any team member who, with the support of their employer, is able and willing to commit 2-4 hours of their time to go door-to-door in neighborhood streets to collect donations, can participate.

## 5 Simple Steps



1. Sign up and register to doorknock



2. Receive call from Salvos rep to confirm streets for collections and mailing address for kits



3. Receive your fundraising kit with detailed instructions



4. Complete your doorknocking activity in your confirmed streets at your convenience within the date and time range



5. Remit all collected funds back to The Salvation Army as per instructions in the kit

## Thank you for your support!

For any queries please reach out to your Salvos representative or email us at:

✉ [communityfundraising@salvationarmy.org.au](mailto:communityfundraising@salvationarmy.org.au)

Learn more  
and register

SCAN QR CODE

