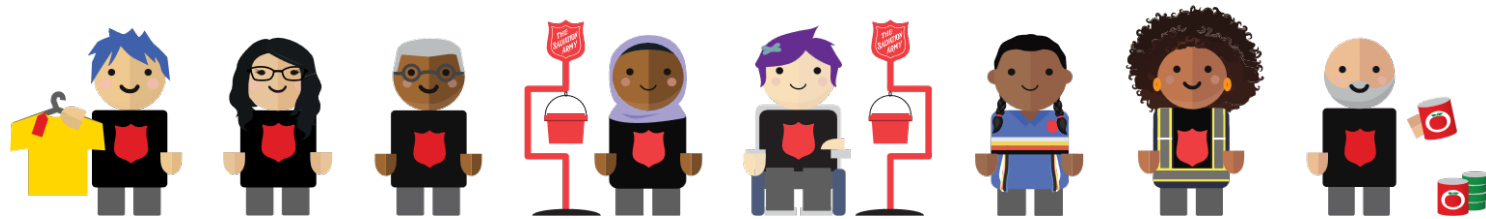


The Salvation Army Portal

*Toolkit for Ministry Units using **Salesforce** for Volunteer Management*



April 2026

Resources to Support a Volunteer Campaign

Think of this information as your volunteer campaign in a box!

As you prepare for your Kettle Campaign, here are some ideas and resources to help you **spread the word about The Salvation Army Portal**, designed to make it easy for volunteers to register and sign up for shifts.

Contents:

- [Ministry unit website content suggestions](#) to link to The Salvation Army Portal and volunteer application
- [Email template](#) to send a message to volunteers
- [Poster templates](#) to promote volunteer opportunities
- [Handout template](#) to guide users to The Salvation Army Portal and volunteer application
- [How to host a volunteer sign-up event](#)
- [More information](#)

Update Your Ministry Unit Website

Add a link to the salvationarmy.ca volunteer application form, following the instructions below to create a URL connected to your ministry unit. As soon as a volunteer submits their application, their information will be automatically updated in Salesforce.

- **Note:** Be sure to remove any previous links to Better Impact, where applicable.

The first step is to **create custom URLs (website address) for the volunteer application forms**, to automatically connect volunteers to your ministry unit.

- Follow the instructions in the **Creating a Custom URL and QR Code Quick Reference Guide** to get your custom URL and QR code.
 - You can find the guide on the Salesforce Training Hub under [Resources and Guides](#)>Volunteer Role & Shift Set-up.
- Link to the general volunteer application year-round and to the Kettle volunteer application form during Kettle season.
- A **custom URL is not required for Group Applications**. Use the group application form at <https://salvationarmy.ca/group-application/>

Add a banner, or special announcement on your website to let your volunteers know that there is a new, easy to use volunteer portal.

Suggested website language to use for Kettle volunteer application:

Join us in Making a Difference This Holiday Season!

The Salvation Army's annual Christmas Kettle Campaign relies on public donations to assist millions of people living in poverty. Without the help of volunteers, we can't raise these essential funds. By becoming a Salvation Army Christmas Kettle Volunteer, you can help vulnerable Canadians.

Join our community today!

Apply to become a volunteer today!

Apply Now! (Insert link to custom URL, as instructed above.)

Suggested website language to use for general volunteer application:

Join us in Making a Difference!

Volunteer with The Salvation Army and make a difference in your community.

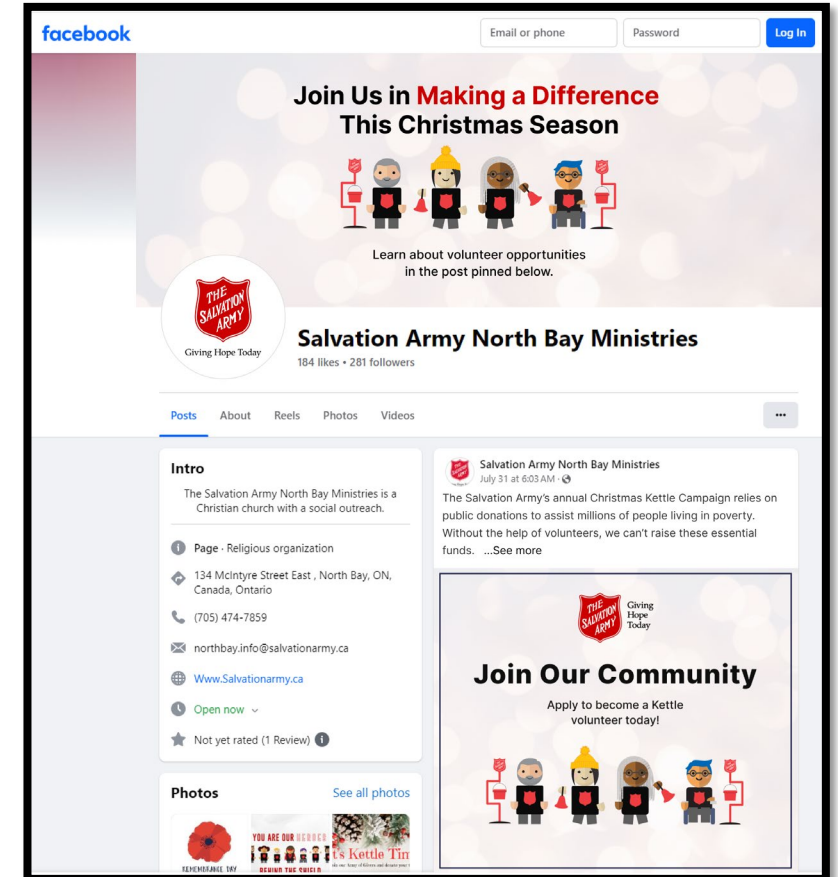
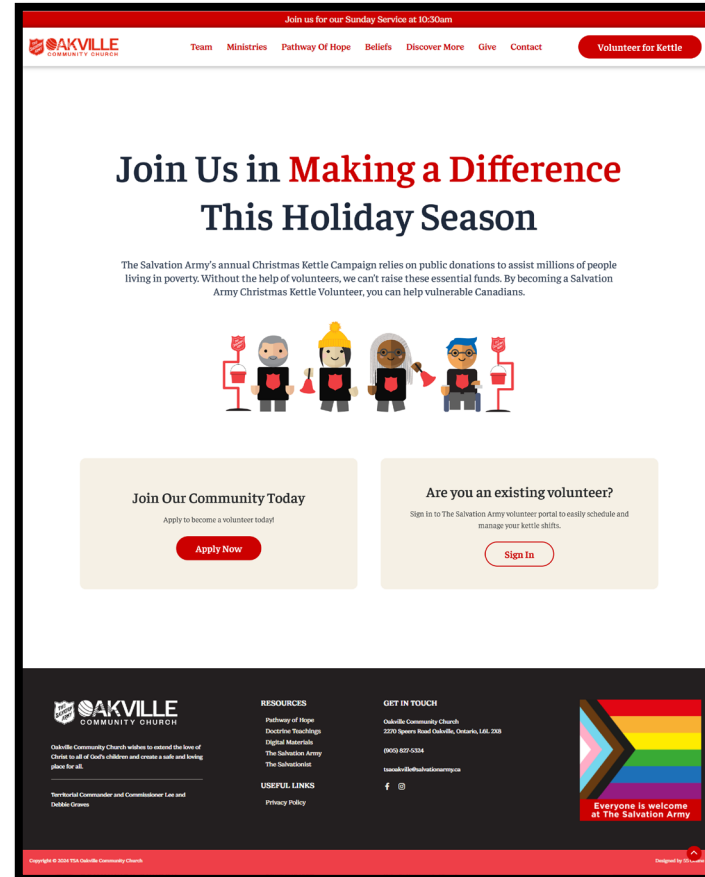
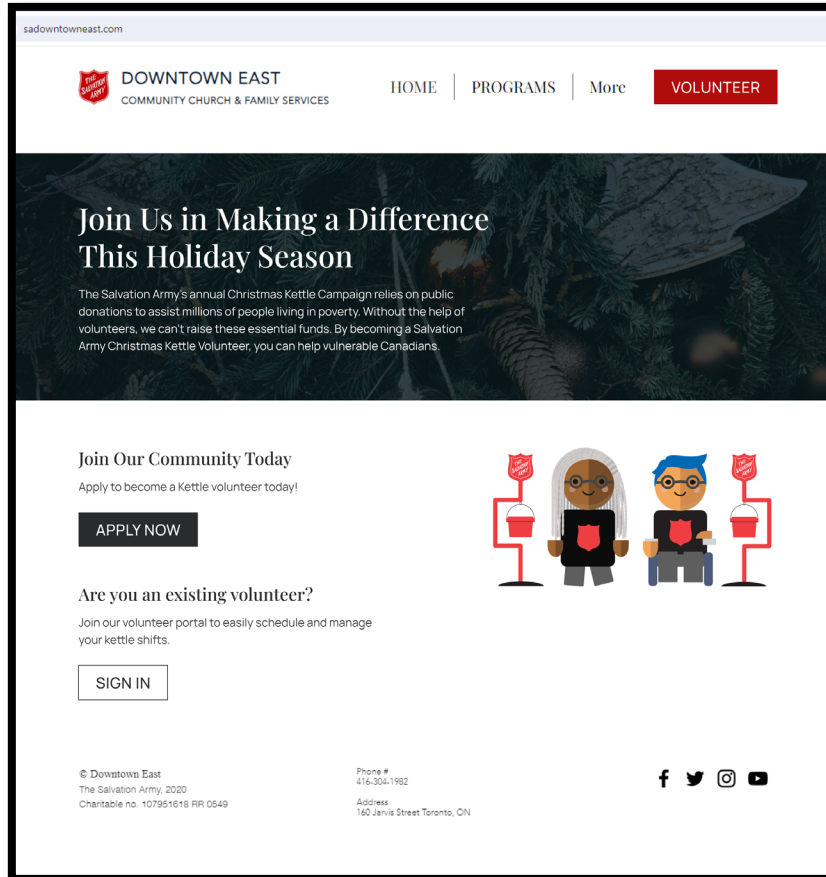
Volunteer opportunities could include sorting items, stocking shelves, packing food hampers, assisting in meal preparation and kitchen tasks, organizing community events or contributing to office administration.

Be the driving force behind TSA's life-changing work!

Apply Now! (Insert link to custom URL, as instructed above.)

Sample Websites

Examples of how pilot ministry units added the volunteer portal to their websites.



Email Volunteers to Share The Salvation Army Portal

Use this template to notify your volunteers where they can register and sign up for shifts.

- Before sending this message, make sure you have updated your website with the customized volunteer application link, and entered roles and potential shifts in Salesforce, for the volunteers to sign up for.*
- Note that the red register button contains a hyperlink to The Salvation Army Portal – <https://portal.salvationarmy.ca/s/login/>.*

From: Ministry Unit Manager of Volunteers

To: Existing or Prospective Volunteers

Subject: Introducing The Salvation Army Portal

Hello [First Name],

We are pleased to introduce a new portal for volunteers at The Salvation Army.

The Salvation Army Portal is designed to make your journey with us more convenient with plenty of self-serve features where you can explore volunteer opportunities and sign up for shifts that suit your schedule.

New User? Click the button below to sign up:

Register or Sign In to The Salvation Army Volunteer Portal

Returning User? Simply log in using your existing sign in information.

Bookmark this link for easy access: [The Salvation Army Portal](https://portal.salvationarmy.ca/s/login/)

Happy Exploring! If you have any questions or need help, don't hesitate to reach out.

Let's make a difference together!

Put up Posters to Direct Potential Volunteers to Apply

Use these customizable templates to create posters for your ministry unit and community.

Kettle Campaign Poster

[Link to editable template](#)



Add Ministry Unit Name
Or Change Logo to Ministry Unit Logo

Join Us in Making a Difference This Christmas Season

The Salvation Army's annual Christmas Kettle Campaign relies on public donations to assist millions of people living in poverty. Without the help of volunteers, we can't raise these essential funds. By becoming a Salvation Army Christmas Kettle Volunteer, you can help vulnerable Canadians.



Join our community today
Apply to become a Kettle volunteer today!
Insert QR Code for your Ministry Unit Volunteer Application Form

Are you an existing volunteer?
Sign in to The Salvation Army portal to easily schedule and manage your kettle shifts.


General Campaign Poster

[Link to editable template](#)



Add Ministry Unit Name
Or Change Logo to Ministry Unit Logo

Join Us in Making a Difference

Volunteer with The Salvation Army and make a difference in your community. Volunteer opportunities could include sorting items, stocking shelves, packing food hampers, assisting in meal preparation and kitchen tasks, organizing community events or contributing to office administration.

Be the driving force behind TSA's life-changing work!



Join our community today
Apply to become a volunteer today!
Insert QR Code for your Ministry Unit Volunteer Application Form

Are you an existing volunteer?
Sign in to The Salvation Army portal to easily schedule and manage your volunteer shifts.


Print Handouts for Volunteers to Reference Later

Use this customizable template to create a handout for people to take home.

The Salvation Army Portal Handout

[Link to editable template](#)



Giving
Hope
Today

Add Ministry Unit Name
Or Change Logo to Ministry Unit Logo

Introducing The Salvation Army Portal!
Designed to make your journey with us more convenient with self-serve features where you can explore volunteer opportunities and sign up for shifts that suit your schedule.

New User?

- Go to <https://portal.salvationarmy.ca/s/login/> or scan the QR code below to sign up.

Returning User?

- Simply log in using your existing sign in information.

If you have any questions or need help, don't hesitate to reach out to
(Insert Ministry Unit Contact Name)

Let's make a difference together!

Join our community today
Apply to become a volunteer today!

Insert QR Code for your Ministry Unit Volunteer Application Form

Sign in to The Salvation Army Portal
Easily schedule and manage your volunteer shifts.



Host a Volunteer Sign-up Event

Get your congregation or community excited at a volunteer appreciation event or after a Sunday service.

Before the Event

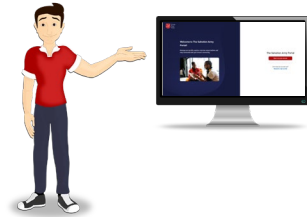


- ☐ Create shift schedules in Salesforce so people can register on the portal right at the event and begin to schedule their shifts.



- ☐ Tell your volunteers and congregants about the event and that you have some exciting information to share about this year's campaign.

During the Event



- ☐ Give a live demonstration of The Salvation Army Portal or play [The Salvation Army Portal demo video](#).



- ☐ Print off a handout with instructions on how to log into the portal, for attendees to take away.



- ☐ Share information about volunteer shifts and kettle locations available in your community.



- ☐ Serve snacks and beverages.



- ☐ Have a computer or tablets available so people can sign up on the spot.



- ☐ Distribute a giveaway, such as a [key-chain](#) with a sticker on it that displays the QR code for your ministry unit or The Salvation Army Portal.

After the Event



- ☐ Check Salesforce to see which attendees signed up for shifts.



- ☐ Send a note to those who didn't sign up to see if they need assistance.

Let volunteers know that when signing up for The Salvation Army Portal, they should use their own individual email address, and not a shared family email. This will help keep schedules, hours and training organized for each individual.

For More Information

- Watch these videos to learn more:
 - [2024 Kettle Campaign Pilot](#)
 - [Salesforce Overview for Volunteer and Congregant Engagement](#)
 - [The Salvation Army Volunteer Portal demo](#)
- Visit the **Volunteer Services website** at <https://salvationist.ca/volunteer-services/> for resources and information to help you engage volunteers in your programs.
- Visit the **Kettle Campaign website** at <https://salvationist.ca/kettles/> (password Christmas) to find many more resources on how to have an engaging Kettle campaign.
- Reach out to the **Volunteer Services Department** at volunteer.services@salvationarmy.ca, if you have any questions or need more information.

