

# **THE LORD'S REALLY BIG IDEA Every Eye, Every Ear**

## ***Multi-Media Campaign - Corps To Corps Tour***

**Featuring FREE Media Coverage and THE SALVATION ARMY'S® Own  
NEW "Unforgettable Air Force", New Ministry Stage Backdrop, New  
Online Portal and New Full-Length Movie**

### **What It Is:**

**Free Media/Press Coverage.** Imagine a unique, new multi-media Campaign and Corps to Corps Tour with a staggering amount of FREE TV, radio, print, and Internet media/press coverage. Why will the FREE media amount be staggering?

**New "Unforgettable Air Force".** Because all the media/press will be covering this new Campaign's centerpiece, an attention-getting SALVATION ARMY® Video Airship with video screen, flying Corps to Corps on a 1-year Tour.

**New Ministry Stage Backdrop and Online Portal.** When the airship lands at each planned Corps stop, it's easily transformed into an attention-getting ministry stage backdrop. The new online portal is a new SALVATION ARMY® Web Site which follows the airship and broadcasts live and archived video.

**New Full-Length Movie.** At tour's end, a full-length movie will be produced from the tour's videos and featured in theaters and on DVD. The movie will share stories of the Campaign's Tour and THE SALVATION ARMY'S® "good news".



### **How It Will Benefit THE SALVATION ARMY®**

1. Provides THE SALVATION ARMY® with powerful new offline and online media platforms and new online media portals that:
  - (a) will get everyone's attention,
  - (b) will be capable of broadcasting 24/7, and
  - (c) will allow access to live or archived video filmed from the air or on the ground.
2. Empower THE SALVATION ARMY® financially with 7 revenue streams from:
  - (1) sponsorships,
  - (2) direct solicitations,
  - (3) consumer contributions,
  - (4) in-kind contributions,
  - (5) sales of promotional items,
  - (6) unlimited FREE media coverage,
  - (7) worldwide proceeds from the full-length movie and sales of the movie's DVDs.

**What to do next:** Watch the new short video at [LordsReallyBigIdea.Org](http://LordsReallyBigIdea.Org) now.

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