

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

Multi-Media Campaign – Corps To Corps Tour

Featuring THE SALVATION ARMY'S® New Unforgettable Air Force

DOCUMENTS **Video - LordsReallyBigIdea.Org**



THE SALVATION ARMY'S® New Unforgettable Air Force, a
Video Airship with full-color video screen.

All draft campaign documents were prepared by Ronnie Schmidt, CEO, The Marketing Consultants Group, LLC and are copyrighted for the as-yet-agreed-upon exclusive use of THE SALVATION ARMY®.

- 1. Campaign Overview** – This document provides an overview of the campaign as it relates to capturing the attention of every eye and every ear via a 1-year Corp to Corps Tour comprised of a new Video Airship (the new Unforgettable Air Force) new online portals, new ministry stage backdrop, viral capabilities of the Internet, free traditional media coverage, a full-length movie and on-ground support of THE SALVATION ARMY'S® officers, staff, sponsors, volunteers and general public.
- 2. How The Campaign Works** - This document describes how the campaign works, multiple revenue streams from the campaign and a list of the documents and special video link prepared for the campaign. (See Overview, Campaign Revenues, Documents)
- 3. Why An Aerial Campaign?** - Proof source of the effectiveness of aerial marketing campaigns.
- 4. Campaign Revenues** – Overview of the campaign and the many revenue streams, including sponsorships, in kind, volunteer and public relations opportunities this campaign will provide. (See Sponsorships, Collateral Materials Projects, VIP Sponsorship List, VIP Sponsorship Letter, Promotional Items)
- 5. Sponsorship Opportunities** – This document outlines online and offline national, regional and local sponsorship opportunities for the campaign. (See Collateral Materials Projects, VIP Sponsorship List, VIP Sponsorship Letter, Promotional Items)
- 6. VIP Sponsorship List** - This list is a suggested list of high net worth individuals targeted for a VIP Letter and perhaps a personal visit or phone call from National Commissioner, National Advisory Board Chairman, Territory or Divisional Commander. (See VIP Sponsorship Letter)
- 7. VIP Sponsorship Letter** - This draft solicitation letter is one targeted to high net worth individuals such as those listed on the Forbes Fortune 400 list (U.S.) and other

high net worth individuals and organizations who may or may not already support THE SALVATION ARMY® (See VIP Sponsorship List)

8. Promotional Items – Includes a listing of (1) giveaway promotional items used as a reminder of THE SALVATION ARMY® and this campaign, (2) special items given to VIPs as gifts and (3) promotional items sold to raise campaign funds in support of the campaign. (See Sponsorship Opportunities)

9. Preparation Timeline - This is a draft 3-month forward timeline that outlines major collateral projects that need completion before the actual launching of the campaign. (See Collateral Material Projects, Sponsorship Opportunities, Campaign Revenues, VIP Sponsorship Letter, VIP Sponsorship List)

10. Collateral Material Projects - This draft is a master list of all the collateral materials (videos, press releases, graphics, etc.) to be prepared by the marketing organization, advertising agency, and public relations agency selected for the marketing, solicitation, fundraising and public relations functions of the campaign. (See Preparations Timeline, Sponsorship Opportunities, Campaign Revenues, VIP Sponsorship Letter, VIP Sponsorship List, Video Lightship Graphics, Invitation Cards, Promotional Items, Campaign Revenues)

11. Video Airship Graphics – THE SALVATION ARMY'S® New Unforgettable Air Force Video Airship sample graphics.

12. On-Ground, In Air Ministry – This draft document lists proposed ideas that can be used by THE SALVATION ARMY for both on-ground and in-air ministry programs, telling others of serving in His name as the airship cruises on it's Corps to Corps Tour.

13. Media Platform – Online Portal – Ministry Stage Backdrop - This document describes how the airship can be used as a media platform, used on conjunction with other media as an online portal and serve as a ministry stage backdrop when it lands at each pre-planned Corps layover.

14. Is This The Most Effective Marketing Campaign? – This document directs you to the LordsReallyBigIdea.Org web site and video to see first-hand how multiple mediums and an aerial campaign will be employed to create the world's most effective marketing campaign ever devised.

15. 1-Year U.S. Tour – This document describes the 1-year Video Airship's flight plan including the top 10 U.S. markets with additional coverage of 15 of the top U.S. markets on it's Corps to Corps Tour.

16. Requests For Proposals – This document documents and lists all of the agency's responsibility for all of the collateral material's design, production and management for this Campaign.

17. Invitation To Follow Business Cards – This document shows business cards which can be handed out to follow the tour to the online portal and witness first hand all of the activities and events.

18. Documents – Listing of all of the documents associated with the campaign.

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear Multi-Media Campaign Corps To Corps Tour will be for the exclusive use of THE SALVATION ARMY® (SalvationArmy.org) as agreed to by THE SALVATION ARMY® (SalvationArmy.org) and Ronnie Schmidt.

No part of this document may be reproduced in any format, for any reason, without the express written consent of Ronnie Schmidt and THE SALVATION ARMY® (SalvationArmy.org).

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear Multi-Media Campaign Corps To Corps Tour, LordsReallyBigIdea.Org web site and Unforgettable Air Force are copyrighted by Ronnie Schmidt for agreed upon exclusive use of THE SALVATION ARMY®.

THE SALVATION ARMY® is a registered trademark of THE SALVATION ARMY®.

© 2017 by Ronnie Schmidt. All worldwide rights reserved for exclusive use of THE SALVATION ARMY®.