

**OFFICE OF THE NATIONAL ADVISORY BOARD CHAIRMAN
THE SALVATION ARMY®**

Mr. Warren Buffet (SAMPLE SOLICITATION LETTER – TARGET - FORBES 400)
Berkshire Hathaway

**THE MOST EFFECTIVE ORGANIZATION IN THE U.S.?
*And Why This Organization Is Important To You And Millions Of Others***

Dear Warren Buffet,

Peter Drucker, one of the most well-respected management experts on the planet said,
“**THE SALVATION ARMY®** is by far **THE MOST EFFECTIVE ORGANIZATION IN THE U.S.** No one comes close to it with respect to clarity of mission, ability to innovate, measurable results, dedication and putting money to maximum use.”

Last year in the U.S. alone, over 30 million folks were assisted in some way by THE SALVATION ARMY®.

To raise much-needed funds, here’s what we’re planning and what’s in it for you.

**THE LORD’S REALLY BIG IDEA Every Eye, Every Ear
Multimedia Campaign – Corps To Corps Tour
VIDEO - LordsReallyBigIdea.Org**

Featuring THE SALVATION ARMY’S® New “Unforgettable Air Force” -



Imagine this huge Video Airship with full color video screen broadcasting video, getting free media exposure, cruising from Corps to Corps on a multimedia year-long tour.

By becoming a sponsor of this campaign, you will have our gratitude, our recognition, our appreciation, our good will, and most importantly, you will have a good feeling, knowing that you made a difference helping millions of lives through THE SALVATION ARMY®.

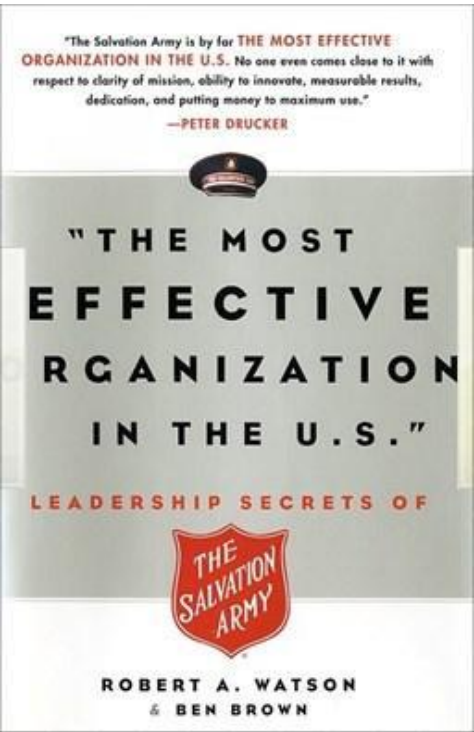
So, please tell your assistant to take my call when I call your office.

Best personal regards,

NATIONAL ADVISORY BOARD CHAIRMAN, THE SALVATION ARMY

PS Everyone is excited about THE SALVATION ARMY’S® new nationwide multimedia campaign which will raise over \$100,000,000. **Can we count on your help?** Because Need Knows No Season and you will feel good making a difference in millions of lives.

Former National Commissioner Robert A. Watson’s
Leadership Secrets Of THE SALVATION ARMY®



THE SALVATION ARMY’s®
Year End Corporate Report Card

CENTERS OF OPERATION		GROUP MEETING ATTENDANCE	
Corps	1,241	Outdoor Meetings	353,124
Outposts and Service Centers	189	Sunday School	2,387,389
Rehabilitation Centers	163	Sunday Meetings	5,338,383
Family Stores	1,375	Weekday Public Meetings	2,224,481
Community Centers, Boys/Girls Club	350	Soldier Development	618,397
Child Day Care Centers	120	Group Activities	9,205,940
Adult Day Care Centers	14	Music Organizations	1,026,899
Senior Citizen Centers	266	Other	6,179,162
Group Homes/Temp Housing	568	TOTAL Group Meeting Attendance	27,333,775
Permanent Residences	74		
Medical Facilities	33	PEOPLE SERVED	
Service Units	3,051	Basic Social Services	16,511,716
Camps	45	Holiday Assistance	4,246,340
Divisions	40	Summer & Day Camps	180,585
Training Colleges	4	Disaster Assistance	955,440
Others	288	Persons Visited In Institutions	2,714,759
TOTAL Centers of Operation	7,821	Job Referrals	82,346
PERSONNEL		Correctional Services	433,998
Officers	3,557	Community Center Participation	1,050,598
Cadets	283	Day Care	164,743
Soldiers	107,393	Senior Citizens	784,251
Members	400,055	Substance Abuse Rehabilitation	372,934
Employees	60,117	Medical Care	35,139
Volunteers	3,411,613	Institutional Care	1,041,924
Advisory Organization Members	58,860	Missing Persons	18,400
		Transportation Provided	825,357
		TOTAL Persons Assisted	29,418,530
SERVICES			
Meals Served	64,039,211		
Lodgings Supplied	10,292,835		
Welfare Orders – Cash Grants	6,716,866		
Tangible Items Distributed –	21,650,038		
Clothes, Furniture, Gifts	102,698,950		