

NEW HOPE.

Their Faith.
Our Foundation.
Campaign Proposal

Presented by
Visual Solutions Unlimited
vsunlimited.com

Tonya Thomas
Creative Director
tonyavera.com

A Campaign to Preserve the Legacy of New
Hope African Methodist Episcopal Church





About New Hope AME Church

More Than a Church.

A Living Legacy.

Founded in 1869, just a few years after emancipation, New Hope African Methodist Episcopal Church stands as one of Buckhead's oldest African American churches and one of Atlanta's most treasured historic landmarks.

Established by formerly enslaved men and women and their descendants, New Hope became far more than a place of worship. It served as a sanctuary, a schoolhouse, a gathering place, and a cornerstone of a growing Black community.

For more than 155 years, generations have gathered within its walls to worship, celebrate, grieve, educate, organize, and strengthen one another. While the city around it has transformed dramatically, New Hope has remained a powerful reminder of the resilience, faith, and determination of those who built it.

Today, restoring New Hope is about preserving more than a historic structure.

It is about preserving the stories, sacrifices, and legacy that continue to shape Atlanta's history.

- The church is not simply where history happened.
- It is where history still lives.



Project Brief

Goal

Develop a long-term fundraising campaign that inspires corporate sponsors, foundations, preservation organizations, churches, and individual donors to invest in the restoration and preservation of New Hope African Methodist Episcopal Church.

The Challenge

Most people see an old church.

We need them to see an irreplaceable piece of Atlanta's African American history.

The campaign must elevate the conversation from restoring a building to preserving a legacy.

Desired Connection

Move people emotionally from...

Historic Church

to

Historic Responsibility

from

Fundraising

to

Legacy Preservation

Key Message

New Hope exists today because of the unwavering faith of those who came before us.

Its future depends on the foundation we build today.



SWOT Analysis Campaign Assessment

Strengths

- Rich history dating back to 1869
- Built by formerly enslaved people
- National Register of Historic Places
- Deep emotional and spiritual story
- Strong community heritage
- Authentic historical significance

Opportunities

- Historic preservation partnerships
- Corporate sponsorships
- Faith-based giving
- Community storytelling
- Educational programming
- Documentary screening launch
- Tourism and cultural awareness

Weaknesses

- No Website/Social Media Presence
- Limited public awareness
- Perceived as "just another church"
- Restoration costs are significant
- Competing nonprofit fundraising efforts

Threats

- Continued deterioration
- Loss of historic integrity
- Lack of funding
- Community unaware of its significance
- Historic Black landmarks disappearing



Consumer & Cultural Insights

Insights That Drive the Campaign

Insight 1

People don't give to buildings.
They give to stories.

Insight 2

History becomes personal when people
see themselves as part of it.

Insight 3

Faith built New Hope.
Today's generation has the
opportunity to continue that story.

Insight 4

The strongest fundraising campaigns don't
ask people to donate.
They invite people to belong.

The Big Insight

People don't want to preserve history.
They want to know that they helped shape it.



Strategy Statement

GET

Corporate sponsors, foundations, churches, preservation advocates, civic leaders, descendants, and community supporters

TO

Invest in restoring and preserving New Hope African Methodist Episcopal Church

BY

Creating an emotionally driven campaign that connects the founders' unwavering faith with today's opportunity to become the foundation that carries their legacy forward.

BECAUSE

New Hope is more than a historic church.

It is a living testament to faith, resilience, and hope that deserves to inspire generations still to come.



Target Audience/ Audience Profile

Primary Audience

- Corporate Sponsors
- Community Investors
- Foundations
- Historic Preservation Organizations

What They Value

- Legacy
- Community Impact
- Purpose
- Visibility
- Meaningful Investment

What They Need To Believe

Their sponsorship preserves one of Atlanta's most important historic landmarks.

Secondary Audience

- Church Members
- Faith Communities
- Families
- Descendants
- Community Leaders

What They Value

- Faith
- Heritage
- Family
- Hope
- Generational Legacy

What They Need To Believe

Their gift ensures New Hope continues serving generations to come.



The Campaign

NEW HOPE.
Their Faith. Our Foundation.



The Meaning Behind the Campaign

Every Word Matters

NEW HOPE

- More than a name.
- A promise.
- A place born from perseverance, sustained by faith, and rooted in hope.

It represents the courage of a people who transformed hardship into opportunity and built something that has endured for more than 155 years.

THEIR FAITH

"Their" honors those who came before us. The formerly enslaved men and women whose unwavering faith inspired them to establish New Hope.

- Their faith was more than belief.
- It became action.
- It became sacrifice.
- It became community.
- It became New Hope.

OUR FOUNDATION

Foundation carries three intentional meanings.

Physical

Restoring the historic church itself.

Spiritual

Continuing the faith that has sustained generations.

Legacy

Becoming the generation that strengthens what others began and secures it for those yet to come.



The Campaign is Built on Three Pillars

FAITH

Honoring those whose belief created New Hope.

FOUNDATION

Restoring both a historic landmark and the values it represents.

LEGACY

Ensuring future generations inherit the same hope that began more than 155 years ago.

These three pillars become the lens through which every campaign message, event, partnership, sponsorship, and communication is developed.



Campaign Rollout/ One Campaign.

Endless Opportunities

Launch Event

Movie Screening



Corporate Sponsorship Campaign



Community Giving Campaign



Historic Preservation Events



Annual Gala



Legacy Giving Program



Restoration Celebration

Every initiative lives under one unified campaign.

NEW HOPE. THEIR FAITH. OUR FOUNDATION.



Their **faith** built more than a church.
It built a **legacy**.

Now, that legacy rests upon the **foundation**
we choose to strengthen today.

NEW HOPE.
Their Faith. Our Foundation.

**Together, we preserve more than
history. We ensure hope endures.**