



**THE SALVATION ARMY CENTRAL TERRITORY
2019 STRATEGY**
JANUARY 2018

GOALS & INITIATIVES

2018 COMPLETED GOALS

- + Improve sender reputation / email deliverability / inbox placement from Luminiate
- + Create cohesiveness from 10 separate and very different divisional email campaigns
- + Reduce costs by consolidating expenses to a single vendor
- + Track ROI for all emails
- + Train divisional staff to use Marketing Cloud to send hyper-local emails

2018 HIGHLIGHTS

The Central Territory set Salvation Army records for highest engagement per send average and highest open and click through rates on an individual campaign.

ONGOING GOALS

- + Improve the content and quality of asks being sent via email from emails sent prior to our use of Marketing Cloud
- + Provide targeted email support from THQ (templates, best practices, sharing of assets, etc.) and DEG Digital

PROJECTS IN PROGRESS

- + Implement a subscriber preference center to allow them more control over how they hear from us.

This project began in September 2018, but was on-hold while we completed the integration of Marketing Cloud and Salesforce CRM/NGOG. This preference center should launch in Spring 2019.

2019 GOALS

- + Grow our engaged/active subscribers list to 96,500, or 30% of our total database file
- + Maintain open rates in the 23-35% range for territory-wide email sends to our engaged audience
- + Maintain click-through rates over 1% for territory-wide email sends to our engaged audience
- + Increase revenue- specific goal to be established once 2018 reporting is finalized
- + On-board 200 new recurring donors through email
- + Add an average of 300 new email subscribers/month through Digioh
- + List growth through other sources
- + Create territory-wide guidelines and procedures for email opt-ins/new subscribers
- + Improve how we are able to track conversions for non-donation calls-to-action

Volunteering (including Red Kettle and EDS)

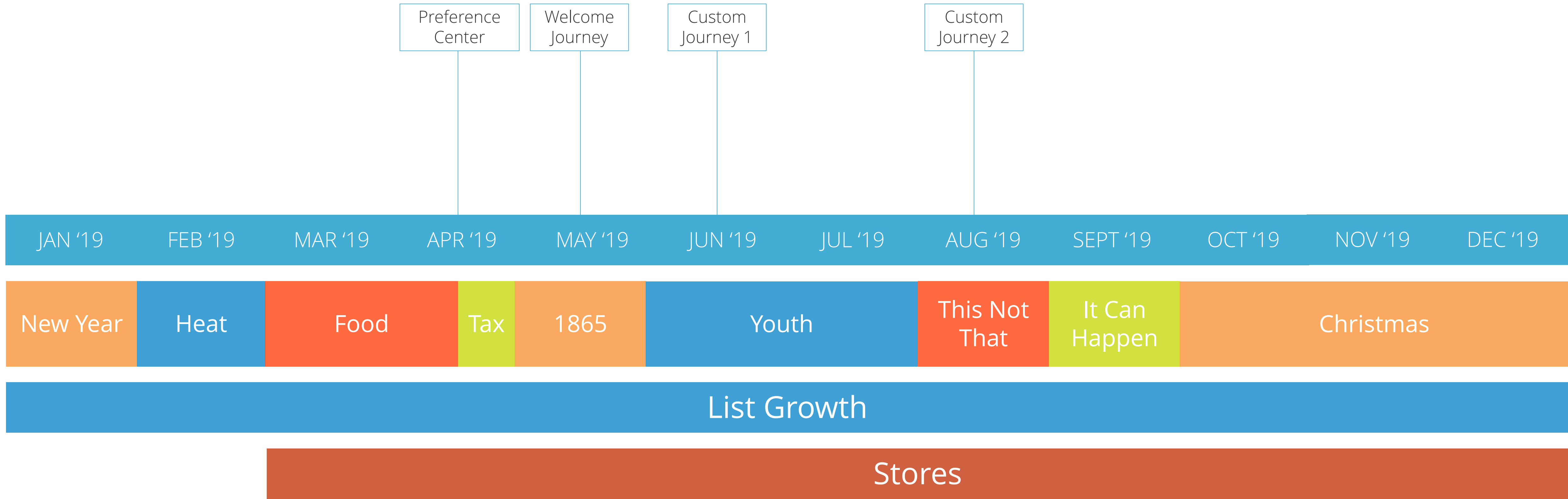
Donate to Stores

Peer to Peer

2019 CONTENT CALENDAR

DEG

TIMELINE



EMAIL DESCRIPTION

SERIES

- + More than one send on a particular topic or theme
- + Grouping emails this way allows for better storytelling and increases engagement week to week

AD HOC (THỌ)

- + One-off messages that are not tied to other messaging
- + These emails are either time specific or do not need additional messaging to tell the story
- + An example would be sending a holiday email; e.g. Tax Day

QUARTER 2

JANUARY

New Year Kickoff: The Salvation Army will help people resetting for a new year by reminding the audience of all the good they've done over the past year and offering opportunities to continue making a difference.

Jan. 8th Donor Thank You
Jan. 15th Donate To Stores
Jan. 22nd Volunteer Opportunities
Jan. 29th Offer Encouragement

FEBRUARY

EDS CLASSES – FEB 5

Heat: We will remind the reader of the struggle many suffer just to keep their homes warm as temperatures continue to dip.

Feb. 19th Saving Tips
Feb. 26st Ways We Help

MARCH

LENT CHALLENGE – MAR 6

Food: To help people understand how difficult living with poverty can be, we will put the readers in the shoes of those we help. They will be asked to make the tough decisions that lead to food insecurities, homelessness, and other difficulties.

Sending March 12th, 19th, & 28th

QUARTER 3

APRIL

Food Continued

Sending April 2nd & 9th

TAX – APR 15

EASTER – APR 21

EDS – APR 25

CAMP – APR 30

MAY

1865 Campaign: Celebrate the founding year of The Salvation Army through a monthly pledge of \$18.65. Four emails including one celebrating Salvation Army Week.

May 13th Salvation Army Week
May 21st 1865 Campaign
May 28th 1865 Campaign RESEND
June 1st Campaign Results

JUNE

DONUT DAY – JUNE 7

Youth: We will spotlight youth programs and camp utilizing letters and messaging from those involved.

Sending June 18th & 25th

QUARTER 4

JULY

AUGUST

SEPTEMBER

INDEPENDENCE DAY – JULY 4

Youth Continued

Sending July 16th

This Not That: We will play on consumers' irrational investments and offer alternatives which relate directly to The Salvation Army's shared mission.

Sending Aug. 13th, 20th, & 27th

It Can Happen to Anyone: We'll focus on individual stories that look, sound and act like most of our constituents, but found themselves turning to The Salvation Army.

Sending September 10th, 17th, & 24th

Q2 | JANUARY 2019

NEW YEAR KICKOFF

WHAT ARE WE DOING?

As calendars turn to 2019, people begin resetting for a new year. The Salvation Army will help by reminding the audience of all the good they've done over the past year and offering opportunities to continue making a difference.

JANUARY 2019

DONOR THANK YOU – JAN 8

DONATE TO STORES – JAN 15

VOLUNTEER – JAN 22

ENCOURAGE – JAN 29

NEW YEAR KICKOFF

DONOR THANK YOU

JAN

8

9:00AM

Reasons to Read

- + Thank all donors for making 2018 possible

Creatively/Strategically

- + Minimal asks
- + Focus on the donors because they are what made it all possible
- + Optimistic and joyous

Subject Line: We Couldn't Have Done It Without You
Preheader: Thank you for helping us do the most good in 2018!

Having trouble viewing this email? [View it online.](#)



DONATE



THANK YOU FOR BEING THERE

From our organization and the 23 million lives you helped us change in 2018, **thank you** for choosing to support The Salvation Army. Your generosity makes miracles possible.

You could've spent your time and money countless ways last year, but **you chose to serve the homeless, feed the hungry and help families in need** escape poverty. You chose to give someone living in fear a reason to keep fighting, and you chose to share your light with the most vulnerable people in your community.

In short, you chose to fight for good, and **we are overwhelmed with gratitude.**

FIND A LOCATION

CONNECT WITH US



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The Salvation Army
Serving local communities across the Midwest
[CentralUSA.SalvationArmy.org](#)
5550 Prairie Stone Parkway, Hoffman Estates, IL 60192

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NEW YEAR KICKOFF

DONATE TO STORES

JAN

15

9:00AM

Reasons to Read

- + Donating excess items after the holidays can change lives
- + Explain how The Salvation Army stores help their communities

Creatively/Strategically

- + CTA: find a drop off location

Subject Line: Out With the Old, in With the New Year

Preheader: Clear out your space and bring your unwanted items to a Salvation Army Store.

Having trouble viewing this email? [View it online.](#)



DONATE



NEW YEAR, OLD STUFF

Declutter your home by donating the things you no longer use to your local Salvation Army Store and feel good knowing your unwanted items will bring hope to people in need.

FIND A DROP-OFF LOCATION

FIND A LOCATION

CONNECT WITH US



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NEW YEAR KICKOFF

VOLUNTEER

JAN

22

9:00AM

Reasons to Read

- + Reminder to those whose employers may compensate for volunteering hours

Creatively/Strategically

- + CTAs: Sign-up
- + Volunteering is a great way to improve your community and make it a kinder place.

Subject Line: Resolve to Volunteer This Year ✨

Preheader: Spend a few hours giving back to your community with The Salvation Army.

Having trouble viewing this email? [View it online.](#)



DONATE



Kindness is contagious. Whether it's holding the door for a stranger or offering a hand to someone in need, even the smallest good deed has the power to lift the spirits of everyone involved.

This year, resolve to make your community a kinder place. Volunteer with The Salvation Army and be a force of good for those most in need.

To make it even easier, ask if your employer offers incentives for volunteering.

FIND OPPORTUNITIES NEAR YOU

FIND A LOCATION

CONNECT WITH US



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NEW YEAR KICKOFF

ENCOURAGE

JAN

29

9:00AM

Reasons to Read

- + The New Year is a time to set resolutions and tackle personal improvements
- + Remind the reader that some people are attempting major life changes
- + Allow the reader the ability to send a message of encouragement to someone who is just starting on their journey

Creatively/Strategically

- + CTA links to a custom landing page where they can write a message to someone in The Salvation Army's care

Subject Line: Use Your Words to Inspire & Encourage ✨

Preheader: "The right word at the right time is like precious gold set in silver."

— Proverbs 25:11

Having trouble viewing this email? [View it online.](#)



DONATE



Every day, people facing insurmountable obstacles turn to The Salvation Army for help. In moments of discouragement, a kind note from someone like you can be the difference between success and failure.

Share your words of encouragement with someone making a major life change — although you may not know what they're facing, your message could be exactly what they need to keep fighting.

WRITE A NOTE

FIND A LOCATION

CONNECT WITH US



[UNSUBSCRIBE](#) | [PREFERENCES](#) | [REQUEST PRAYER](#) | [VOLUNTEER](#) | [GIVE TODAY](#)

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Q2 | FEBRUARY 2019

AD HOC (THQ)

FEB

5

9:00AM

Reasons to Read

- + Find out how to become a disaster volunteer to help your community when they need you the most

Creatively/Strategically

- + Must illustrate that they will need training before an event to be eligible to help
- + Images should focus on EDS events relevant to location: tornadoes, floods, etc.
- + CTA: Enroll in classes today

Q2 | FEBRUARY 2019

HEAT

WHAT ARE WE DOING?

We will remind the reader of the struggle many suffer just to keep their homes warm as temperatures continue to dip. In conjunction with stories illustrating the difficulties of others, we will be offering tips to save throughout the winter months. These savings can be donated to The Salvation Army to provide warmth.

HEAT

FEBRUARY 2019

SAVING TIPS FOR WINTER – FEB 19

KEEPING THE HEAT ON FOR THOSE IN NEED – FEB 26

FEB

19

9:00AM

Reasons to Read

- + 48% of home energy consumption comes from heating and cooling our houses. Minor changes can lead to big savings.
- + The Department of Energy recommends turning thermostats back 7 to 10 degrees from their normal settings for 8 hours per day to achieve annual savings of up to 10%.
<https://www.energy.gov/energysaver/thermostats>
- + Donate savings

Creatively/Strategically

- + CTA: More Tips
- + Include a sneak peak into the next email on how The Salvation Army helps provide warmth.
- + The connection to The Salvation Army is providing creative ways to give more

What We Need

- Landing page where we can populate more tips
- Goals

Considerations

- Nest has sent similar campaigns and a partnership would make this even more effective*
- The order of this email and the next could be adjusted due to weather.*

FEB

26

9:00AM

Reasons to Read

- + The Salvation Army provides many options to keep warm. From shelters, vans to rent assistance. We will illustrate the ways we help and show why it matters.

Creatively/Strategically

- + Lead with how temperatures are unbearable but The Salvation Army is there to lend a hand to those in need.

We will send this email on a day that the territory is very cold.

- + CTA: Donate

What We Need

- Details on the programs offered
 - Types of programs
 - How many helped
 - Temperature requirements

Q2 | MARCH 2019

AD HOC (THQ)

MAR

6

9:00AM

Reasons to Read

- + We will challenge readers to consider ways to help those in need throughout this Lent season. Ideas could be to identify one item a day to donate to stores, volunteer once a week, or give up going out to eat and donate the savings.

Creatively/Strategically

- + Challenges should be relatively easy to do and easy to see how they could help those in need
- + CTA should be to learn more
- + We will also want to encourage those interested in sharing on social

What We Need

- Landing page with challenge ideas

Interim Deliverables

- Test Plan
- Target Goal*

Q2 | MARCH & APRIL 2019

FEEDING THE HUNGRY

WHAT ARE WE DOING?

To help people understand how difficult living with poverty can be, we will put the readers in the shoes of those we help. They will be asked to make the tough decisions that lead to food insecurities, homelessness, and other difficulties. They will be presented with stories to put faces to the struggle. Those who engage with this series will have a more detailed understanding of food insecurity.

FEEDING THE HUNGRY

MARCH 2019

FEEDING THE HUNGRY INTRO – MAR 12

FEEDING THE HUNGRY – MAR 19

FEEDING THE HUNGRY – MAR 28

APRIL 2019

FEEDING THE HUNGRY – APR 2

FEEDING THE HUNGRY CONCLUSION – APR 9

MAR	MAR	MAR	APR	APR
12	19	28	2	9
9:00AM	9:00AM	9:00AM	9:00AM	9:00AM

Reasons to Read

- + Each email will dive into food insecurity and situations that lead to it
- + We want to engage the reader through an interactive journey where they can see the real world consequences to the tough decisions some have to make every day
- + Using stories, stats, and interactive landing pages, the reader should find the experience educational, thought provoking, and fun
- + Exact content for each message is still being developed and researched. We will be providing more details by the end of January 2019.

Currently in Progress

- Working with THQ to build interactive landing pages, finding stories and individuals to interview, and images
- Incorporating other digital channels to expand the reach of the program

Q2 | APRIL 2019

AD HOC (THQ)

APR

15

9:00AM

Reasons to Read

- + We will help the reader understand changes to the tax code and how to make their donations to The Salvation Army help them on this day next year.

Creatively/Strategically

- + Educational and fun
- + Emphasis that everyone should consult a tax professional
- + Nearly all of our audience should have already filed their taxes and this email will focus on helping for next year
- + CTA: Donate Monthly or Learn More

What We Need

- Details on the tax code changes

Interim Deliverables

- Test Plan
- Dynamic Content & Personalization Rules
- Target Goal*

APR

20

9:00AM

Reasons to Read

- + Celebration of the resurrection of Jesus Christ

Creatively/Strategically

- + No CTA
- + Possibly consider wrapping up Lent challenge
- + Similar to Christmas eve message we want to send the day before Easter to keep the day quiet.

What We Need

- N/A

APR

25

9:00AM

Reasons to Read

- + Ensure your family and friends are ready if disaster strikes.
- + Offering tips to prepare for if disaster strikes

Creatively/Strategically

- + CTAs: Learn More
- + Work with EDS team to ensure information is correct and applicable.

What We Need

- EDS team to provide messaging
- Landing page to provide additional reading and resources

APR

30

9:00AM

Reasons to Read

- + Camp is just around the corner and it is time to sign up or help fund our programs

Creatively/Strategically

- + There should be two CTA's

Donate should be the primary

Sign-up / learn more should be second

What We Need

- Information about camps and links for those interested in learning more
- Images from camp

Q3 | MAY 2019

1865 CAMPAIGN

WHAT ARE WE DOING?

We will be celebrating all things Salvation Army beginning with Salvation Army week through National Donut Day June 7th. Similar to “Prime Day” or “Overstocktober” we will be marking May Salvation Army month in an effort to thank our recurring donors and urge our audience to become sustainers.

1865

MAY 2019

SALVATION ARMY WEEK / KICKOFF 1865 CAMPAIGN – MAY 13

1865 CAMPAIGN – MAY 21

1865 CAMPAIGN (RESEND) – MAY 28

1865 CAMPAIGN RESULTS – JUN 1

1865

SERIES OVERVIEW

MAY	MAY	MAY	JUN
13	21	28	1
9:00AM	9:00AM	9:00AM	9:00AM

Reasons to Read

- + We will be using May to celebrate everyone involved with The Salvation Army and urging people to donate \$18.65 monthly.
- + The series will kickoff with Salvation Army week and conclude with a celebratory email recapping the campaign.
- + Our goal is sign up as many recurring donors as possible but also celebrate our current recurring donors.

What We Need

- A way to separate out current recurring donors
- Custom classy pages

Q3 | JUNE 2019

AD HOC (THQ)

JUN

7

9:00AM

Reasons to Read

- + Donut day is all about The Salvation Army and here we will show the audience why.
- + This email will be a modern and memorable message that stands out from the crowd
- + We will allow divisions the ability to mention local events and link to a landing page with information on where to get free donuts.

What We Need

- Richards group site for free donuts
- Information about divisional events

Q3 | JUNE & JULY 2019

YOUTH

WHAT ARE WE DOING?

Summer is upon us. That means school is out, picnics and joy for most. But, it can also mean the burden of extra expenses for families on a fixed income. Throughout June and July, we will highlight how The Salvation Army restores these feelings of a joyous summer through our youth programs. Topics will include camp, meals, Bible school/day camps, child care, and back-to-school efforts.

YOUTH

JUNE 2019

LETTERS FROM CAMP / YOUTH PROGRAMS – JUNE 18

LETTERS FROM CAMP / YOUTH PROGRAMS – JUNE 25

JULY 2019

BACK TO SCHOOL – JULY 16

JUN	JUN	JUL
18	25	16
9:00AM	9:00AM	9:00AM

Reasons to Read

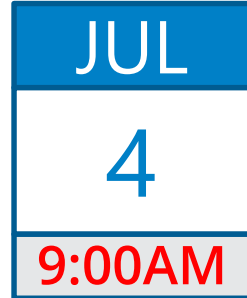
- + An inside look into how The Salvation Army helps families over the summer
- + Explain why these programs are so important and illustrate the challenge the summer means for many
- + Provide information on how to get involved and collect funding to support The Salvation Army

What We Need

- Letters from campers and counselors
- Information on back to school programs
- Stats on programs and their impact
- Links to camp sites

Q3 | JULY 2019

AD HOC (THQ)



Reasons to Read

- + We will have launched a preference center that allows subscribers to request devotional content and this will be our devotional send
- + This email will be dynamic so those interested in devotional content will get a bible verse and those who opted out will get an uplifting themed message
- + This send will follow in line with other holiday sends being image heavy with minimal copy

What We Need

- Bible Verse

Q3 | AUGUST 2019

AD HOC (THQ)

AUG

6

9:00AM

Reasons to Read

- + We will be sending one email highlighting what sets The Salvation Army apart from other charities

- + Communicate this message:

Every community is unique. That's why The Salvation Army is different in every community. We work to understand the needs of each community in which we serve and use our resources in ways that fill gaps without duplicating existing services. Our programs evolve where the community needs them too, so we may shine our light as a youth center in one community but as an emergency shelter in another.

Q4 | AUGUST 2019

THIS NOT THAT

THIS NOT THAT

WHAT ARE WE DOING?

We will play on consumers' irrational investments and offer alternatives which relate directly to The Salvation Army's shared mission.

This program is inspired by an award-winning and top-performing campaign the Southern Territory runs each year.

THIS NOT THAT

AUGUST 2019

THIS NOT THAT – AUG 13

THIS NOT THAT – AUG 20

THIS NOT THAT – AUG 27

AUG	AUG	AUG
13	20	27
9:00AM	9:00AM	9:00AM

Reasons to Read

+ The goal of this series is to highlight slight adjustments in our everyday life that could lead to helping those around us

+ The initial this not that campaign originated in the Southern Territory in 2017.

The program was their most successful campaign in generating revenue and engagement thus becoming an ongoing program.

The program has gone on to win industry awards for creativity and performance.

The Southern Territory will be running this program in advance of the Central Territory and it's performance will guide our direction.

What We Need

- The Southern Territory is running this program and we will review their results for guidance
- Landing pages

Q4 | SEPTEMBER 2019

IT COULD HAPPEN TO ANYONE

WHAT ARE WE DOING?

Donors relate more to smaller numbers – seeing manageable amounts of survivors they can impact as opposed to unfathomable quantities. We'll focus on individual stories that look, sound and act like most of our constituents, but found themselves turning to The Salvation Army.

IT COULD HAPPEN

SEPTEMBER 2019

IT COULD HAPPEN TO ANYONE INTRODUCTION – SEP 10

STORY ONE – SEP 17

STORY TWO – SEP 24

SEPT	SEPT	SEPT
10	17	24
9:00AM	9:00AM	9:00AM

Reasons to Read

- + Many don't realize how close they are to needing help.
- + We will highlight stories that show how life's turns can lead to nearly anyone needing the assistance of Salvation Army programs
- + The Salvation Army is here to help anyone, regardless of their background, and donations make these programs possible.

What We Need

- Stories, stats, and images
- Potentially a landing page to continue the conversation

FY 2019

ADDITIONAL EMAILS

TBD

Reasons to Read

- + This email will be sent after we launch a preference center that gives the reader the ability to select the types of content they are interested. We want to encourage them to let us know what they want to hear about to make their experience with The Salvation Army that much better.

Creatively/Strategically

- + CTA links to their preference center
- + We will need to update our footer from this point forward to direct to the preference center

What We Need

 N/A

Interim Deliverables

 N/A

TBD

Reasons to Read

- + Promotions and reasons to head to your Salvation Army Store.
- + Either promotions or an appeal to get donations

Creatively/Strategically

- + These emails should look and feel different than our weekly sends and potentially have a different template
- + We will be sending 1-2 per month and cycle through a set number of emails
- + These emails should only need minor template changes to be sent (update SL with holiday for example)

What We Need

- Reasons why people should shop
- A calendar of promotions/events
- Link to stores
- List of what the stores support

Interim Deliverables

- Sending other emails pushing people to go to stores*
- Those who engage can be our first audience*
- Store goals and reporting*

FY 2019

TRIGGERED JOURNIES

TYPES OF EMAILS

AD HOC

- + An ad hoc send goes to the entire database
- + These sends are one time blasts and cover general messaging
- + Usually have the lowest ROI

TRIGGERED

- + A triggered send is a message sent after a subscriber takes an action
- + Common examples are welcome email, thank you messaging, abandoned cart, and birthday
- + Automated
- + These emails are very targeted and usually have the highest ROI

JOURNEY

- + Journey messaging is sent after a subscriber takes an action
- + A journey is a series of emails that communicate a specific, relevant message
- + Automated
- + A common example would be a welcome journey

Subscribers will get a series of emails to introduce them to the brand

WELCOME JOURNEY

DEG

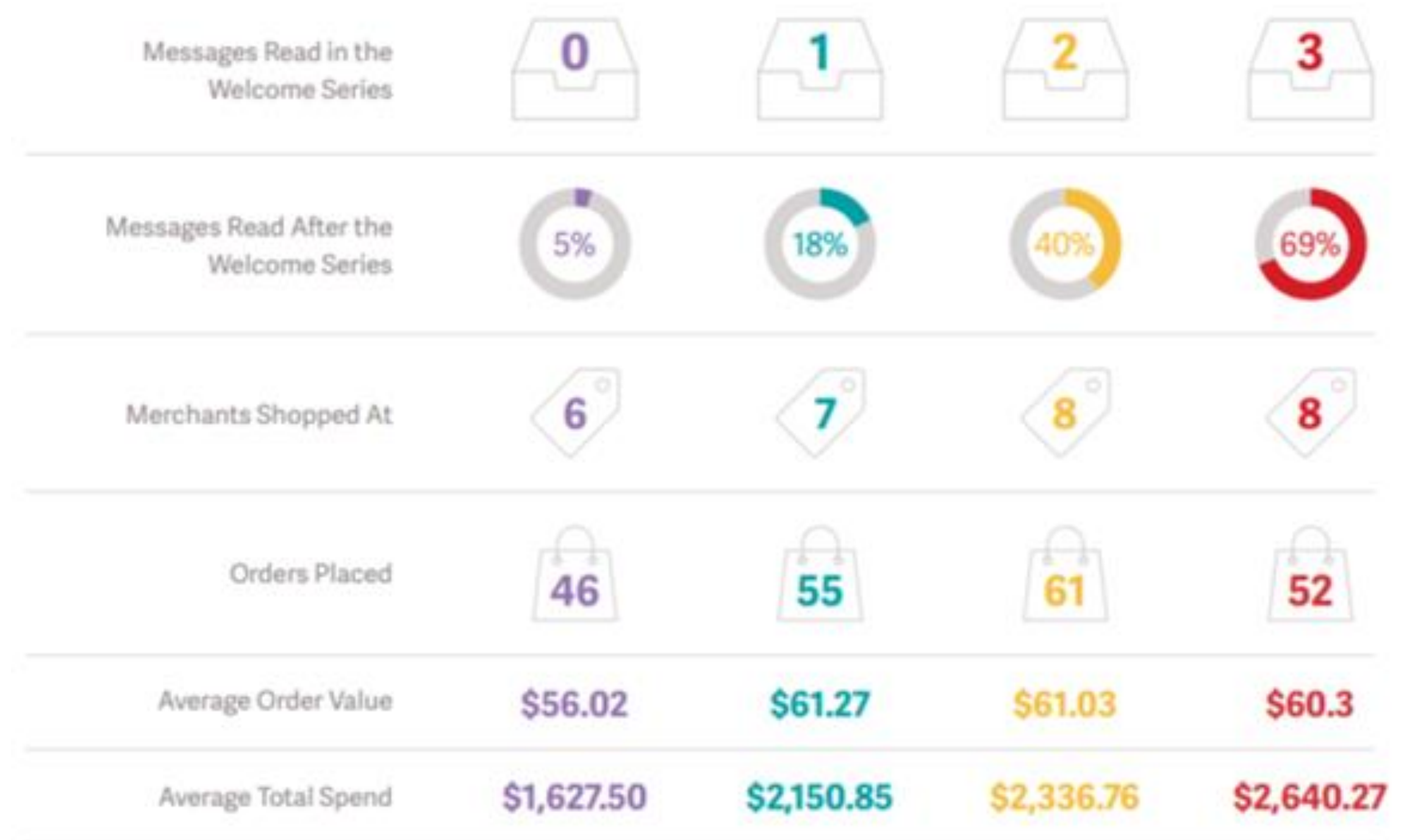
WHY START WITH WELCOME

+ Welcome emails are the most important messages a brand can send

Welcome emails see 86% higher open rates than average emails

Subscribers who read three messages in a welcome series went on to read 69% of subsequent messages

Welcome emails help establish the brand mission which is vital to donor decision making



WELCOME JOURNEY

ESTABLISHING A BRAND IDENTITY

+ The first messages someone will read must do the following

Welcome the reader


Establish a mission statement / identity

Communicate differentiators (longevity, both local and international, and serving all in need without discrimination)

Set expectations of what is to come

Having trouble viewing this email? View it in browser.

DONATE




DOING THE MOST GOOD

WELCOME TO THE SALVATION ARMY

Thank you for participating in our mission to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

HOW YOU CAN HELP



A HISTORY OF HEALING DRIVES OUR FUTURE


For more than 150 years, The Salvation Army has served the needs of others with love, compassion, and acceptance. Today we walk in our founder's footsteps, bringing God's hope and healing to all those in need across the globe.

OUR HISTORY →

MAKE A DIFFERENCE IN YOUR COMMUNITY

We're always welcoming community members to lend a hand. Connect with a Salvation Army center near you.

FIND A CENTER NEAR ME →




LET'S CHANGE LIVES TOGETHER

Join us as we meet human need whenever, wherever and however we can.

DONATE

FIND A LOCATION

CONNECT WITH US



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The Salvation Army
SalvationArmySouth.org
1424 Northeast Exp., Atlanta, GA 30329
877-267-8409

WESTERN AND SOUTHERN WELCOME JOURNEY

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 **DOING THE MOST GOOD** [DONATE](#)



WELCOME, %FNAME%!

The Salvation Army exists to meet human need wherever, whenever and however we can.



HOW WE MAKE A DIFFERENCE

-  Each year we help approximately **25 million** Americans
-  We have over **15 million** members, including officers, soldiers and adherents
-  We provide assistance in **130** countries worldwide

[GET INVOLVED](#)

YOU CAN TRANSFORM LIVES BY HELPING US:

- Fight Poverty & Hunger
- Provide Emergency Disaster Relief
- Overcome Drug or Alcohol Addiction
- Care for Youth & Elderly in Your Community and so much more.

[DONATE](#)

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CONNECT WITH US  


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The Salvation Army
WesternUSA.SalvationArmy.org
180 E Ocean Blvd. Long Beach, CA 90802
562-436-7000

Subject Line: Doing the Most Good Close to Home
Preheader: We work to bring your local community closer together.

Having trouble viewing this email? [View it online.](#)

 **DOING THE MOST GOOD** [DONATE](#)



**ONE VOLUNTEER.
ONE COMMUNITY.
A WORLD OF DIFFERENCE.**

Every community we serve is different. So every local program is truly unique. We work to understand the distinct issues in your area. And we rely on our volunteers to help provide the best solutions to help local people in need. Because doing good takes more than a village — it takes an army.



GIVING BACK IS GOOD FOR YOU & YOUR COMMUNITY

According to a recent research project at Exeter Medical School with evidence from 40 different studies over the last 20 years, volunteering "had favorable effects on depression, life satisfaction and well-being."

%FNAME%, change starts with one act of kindness. Find a volunteer opportunity near you and join us today!

[VOLUNTEER](#)


[FIND A LOCATION](#)


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 **DOING THE MOST GOOD** [DONATE](#)





PROVIDE THE WARMTH OF HOME IN [VAR_CITY]

Every night, thousands of people sleep safely because of The Salvation Army. We ensure a warm bed — providing shelter for those who have lost their home, supportive housing for those getting back on their feet, and rent assistance to keep individuals and families from becoming homeless in the first place.

Did you know?
The Salvation Army houses almost 30,000 homeless Americans each night.

[DONATE NOW](#)


[FIND A LOCATION](#)


CONNECT WITH US  

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562-436-7000


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 **DOING THE MOST GOOD** [DONATE](#)



FILL STOMACHS AND HEARTS IN YOUR COMMUNITY



Missing a meal can ruin your day. But what if you didn't know when your next meal would come? Every day, The Salvation Army takes away this fear by providing nutritious foods for people in need in your community.



Did you know?
The Salvation Army serves 153,000 free meals every day nationwide.

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The Salvation Army
WesternUSA.SalvationArmy.org
180 E Ocean Blvd. Long Beach, CA 90802
562-436-7000

Subject Line: *gift/present emoji* Give the Best Gift of All
Preheader: You don't even need to shop for these gifts.

Having trouble viewing this email? [View it online.](#)

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%FNAME%, you have the power to fill hearts and change lives by giving people in your community.

Shelter • Warmth • Healing

THE NEED IS GREAT

According to the Human Needs Index, Americans are struggling more now than before the Great Recession. In fact, only 13 states had a lower level of need in 2017 than in 2007.

MAKE A DIFFERENCE TODAY

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QUESTIONS

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