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## The Salvation Army Central Territory

2020 Strategy & Creative Readback

**DIVISION READBACK AS OF: 26 AUGUST 2019**

# Agenda

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1. 2019 Goals & Ahead
2. Our Strategy
3. Content Calendar
4. Discussion



# 2019 Goals & Ahead



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## GOALS: ONGOING

# Improve Email Content & Quality

- + Our strategic planning with DEG Digital has allowed us to create a more cohesive narrative for our email subscribers
- + DEG Digital and THQ staff are also highly in-tune to national digital efforts and have ensured coordination for our creative
- + Our use of the professionally-designed template for all emails ensures that they display properly for all subscribers, regardless of their device or email service provider
- + Our 2019 strategic email planning leverages DEG's full creative and strategic teams to ensure the content we are creating is fresh and exposes our subscribers to new perspectives about the value of The Salvation Army

PROPRIETARY AND CONFIDENTIAL

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

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

YOU COULD STREAM AN EXCITING STORY

OR YOU CAN BE PART OF ONE THAT'S STILL BEING WRITTEN.

**Both cost around \$15 per month.**

For the same price as unlimited streaming, you can change someone's story in your community. Become a monthly donor and subscribe to Doing the Most Good®.

[YES, I WANT TO GIVE MONTHLY!](#)

[FIND A LOCATION](#)

CONNECT WITH US

[f](#) [t](#)

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

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Serving local communities across the Midwest  
[CentralUS.SalvationArmy.org](#)  
5550 Prairie Stone Parkway, Hoffman Estates, IL 60192  
[Privacy Policy](#) | Copyright 2019

## GOALS: ONGOING

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# Provide Targeted Email Support

- + June 2018
  - Presented “Email Marketing Best Practices” to the divisions
  - Hosted Marketing Cloud training with DEG Digital
  - Additional one-on-one trainings with divisional staff that indicated they needed more guidance in the new system
  - Responsive email template was designed in partnership with DEG Digital and made available to coincide with the start of Marketing Cloud use; this template makes it simple, plug-and-play for divisions to build ad hoc sends
- + October 2018
  - Launched [SAdigitalresources.org](http://SAdigitalresources.org), which includes a Marketing Cloud/Email section with full documentation on our email campaigns and step-by-step guides for building divisional emails
  - Plus recommendations for incorporating divisional ad hoc emails into our end of year digital strategy to boost revenue
  - Of those who followed the recommendations, they saw a boost in year-end revenues over those who did not
- + March 2019
  - THQ Conference provided refresher trainings for those utilizing Marketing Cloud
  - DEG Digital was on-site and engaged directly with divisional digital staff and development directors
- + July 2019
  - THQ has budgeted for additional training over the next two years



## GOALS: IN PROGRESS

# Preference Center

- + Preference center is fully built and ready to launch
- + Following our successful connection to the CRM back in May, this project has been on hold as we finalize the subscriber key migration project and contact delete in Marketing Cloud,
  - Some CRM data issues led to unanticipated delays, but are now resolved
- + Anticipated launch September 3<sup>rd</sup>

Common goals include:

- + Allow subscribers to set content preferences
- + Collect additional demographic information
- + Allow subscribers to opt-down vs. unsubscribing, to retain more records

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### Welcome to your email preference center.

In order to send you the content you want, we need a few pieces of information. Please take two minutes to update the options below.

#### Your Information

<input type="text" value="First Name (required)"/>	<input type="text" value="Last Name"/>	<input type="text" value="ZIP Code (required)"/>
<input type="text" value="Email Address (required)"/>	<input type="text" value="Birth Month"/>	<input type="text" value="Birth Day"/>

We like to get to know our supporters. Your ZIP Code is required so that we only send you information that is relevant where you live. If you include your birthday, we'll send you a special communication that month.

#### Content You Want

Tell us which topics you are most interested in so we only send you content that's relevant to your life.

- Volunteer Opportunities**  
Be the first to hear about volunteer needs and new opportunities where you live, meet other volunteers, and learn how you can make a difference in your day-to-day life.
- Salvation Army Stores**  
Find out about specials and get ideas for using store finds in your home and life. Learn what donated goods are needed most and how they support our mission.
- Stories of Life Change**  
Receive in-depth stories that connect you with the people impacted by your support. Hear it in their words and the words of our staff, who meet them every day.
- Upcoming Events and Drives**  
See all the fun ways to get involved in your community through traditional events and drives, and in new ways, like becoming a champion of the causes we can support together.
- Spiritual Inspiration and Prayer**  
Let us serve you as the church, by providing uplifting devotional content, leading you in prayer, and showing you simple ways to live out your faith each day.
- Special Giving Opportunities**  
Be the first to know when donation matches are available in your area, and as other ways to further the impact of your donation become available.
- Unsubscribe from All Emails**

[Update My Preferences](#)

## GOALS: 2019

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# Engaged Subscribers

- + Grow our engaged/active subscribers list to 96,500, or 30% of our total database file
- + Just dropped under 70K during the summer months, as anticipated.
- + This goal was set based on peak engagement in 2018, so we're looking to hit this as a peak during the upcoming Q1.
- + Last year, from summer to the end of Q1, we saw nearly a 50,000 lift in engagement, so we still feel that hitting this is probable.



## GOALS: 2019

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# New Subscribers

- + Add an average of 300 new email subscribers/month through Digioh (website lightbox tool)
  - 2,790 new subscribers via Digioh to-date, averaging 349/mo.





## GOALS: 2019

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# Recurring Donors

- + On-board 200 new recurring donors through email
- + Onboarded 76 as of 8/21/19.
- + Salvation Army donor data shows that donors are most likely to start recurring gifts in February, April, and during the holidays (December / pre-December), as noted by DEG at on-site.
- + Our email efforts will align with The Richard Group's holiday strategy for recurring gifts as well.
- + While this goal was set based on a 20% increase over holiday last year, we believe we're in a good position to reach this goal with our year-end efforts.



## GOALS: 2019

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# List Growth Through Other Sources

- + Thousands have been added via Classy donation form opt-ins and division/corps website forms this year
- + For Q1 – THQ has budgeted to add paid social efforts to increase our list size prior to key holiday email fundraising dates
  - List growth/replenishing as we lose engagement for subscribers is still the lynchpin most affecting our revenue potential, so it needs to be a primary focus at all levels
  - Divisions should be thinking about any place they can ask people for an email address and ensure that they also record an opt-in to receive email

Data needs include:

First Name | Last Name | Zip Code – for all subscribers



## GOALS: 2019

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# New Subscriber Guidelines & Procedures

- + Create territory-wide guidelines and procedures for email opt-ins/new subscribers
- + Have worked with THQ CRM team to ensure all valid email opt-ins are reflected in the CRM database
- + Put lock-downs in place to prevent accidental (non-user initiated) opt-ins to protect us from CAN-SPAM
- + As of today, we're still using manual processes at THQ to import new subscribers.
  - Actively working with THQ CRM team and partners (like Classy, Wufoo, Digioh, etc.) and will soon have more automated flow of data direct to CRM (first automations scheduled for Oct. 1)
  - This will significantly improve the time it takes for a new subscriber to receive their first email after opt-in





# Email Engagement Goals

## REVENUE

- + Increase revenue to \$902K for CY 2019
  - + At \$150,012.72 of projected \$144,194.06 in revenue through August - **104% of projection.**
- 

## OPEN RATES

- + Maintain open rates in the 23-35% range for territory-wide email sends to our engaged audience
  - + Open rates are within the range averaging 28% YTD
    - Substantially higher than the 14% industry average
- 

## CLICK THROUGH RATES

- + Maintain click-thru rates over 1% for territory-wide email sends to our engaged audience
  - + Click through rate average of 0.8% YTD is below expectations due to content type
    - Donation appeal average 0.6%
    - Other average 1.5%
  - + Industry average on appeals is 0.4%
-

## GOALS: 2019

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# Conversion Tracking

- + Improve our ability to track conversions for non-donation calls-to-action (bell ringing / volunteering / donate or shop our stores / etc.) where possible and begin to lay groundwork in the other areas
  - Note: This is dependent on other digital systems, some of which are not managed by CRD





## GOALS: 2019

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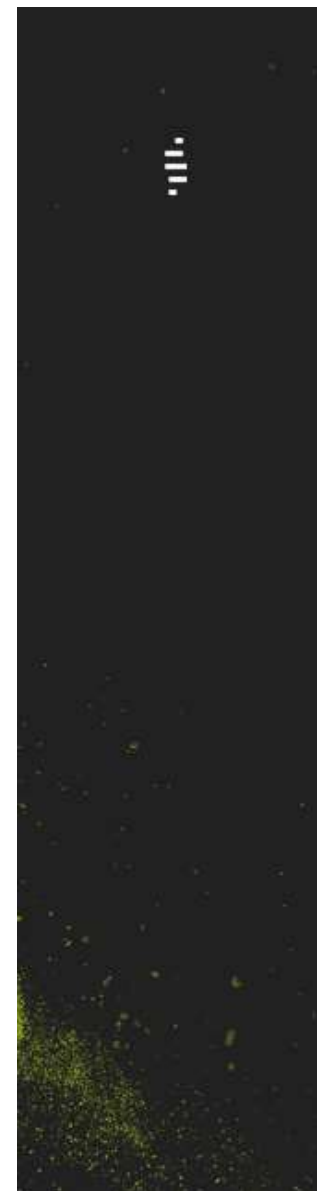
# Conversion Tracking

### REGISTER TO RING

- + THQ staff working with Summit Marketing on the ability to use a tracking pixel to see direct conversion
- + Waiting on approval to implement

### STORES

- + Nicole has been meeting with the ARC team regularly this year.
- + We're still working on these solutions.



## GOALS: 2019

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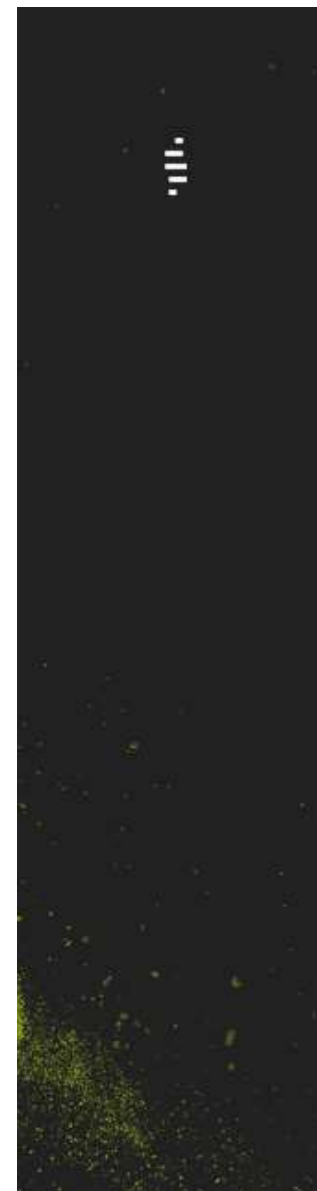
# Conversion Tracking

### PEER TO PEER

- + By placing source codes on our links in email we will be able to track any giving to P2P that occurs as a result of an email we send.
  - + Still working with Classy about how to make conversion tracking for registrations (when no donation is made) automatically attributable to email vs. doing a manual list comparison of registrants who signed up after receiving an email.
- 

### EDS VOLUNTEERING

- + In 2019, we've worked with THQ EDS to ensure we receive the number of sign-ups that have occurred within a designated timeframe after an email requesting volunteers is deployed.
  - + This is still a manual process, which we'll hope to make more automated in 2020.
- 





# Our Strategy





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# POST-IT KEY:

## ONSITE KEY LEARNING

### KEY LEARNING:

Any relevant information shared from TSAC will be posted in a yellow text box.

## ONSITE ACTION ITEM

### ACTION ITEM:

- Immediate action items for DEG and/or TSAC will be posted in an orange text box.

## ONSITE CONSIDERATION

### CONSIDERATION:

Items discussed onsite that may need further clarity, information and/or scoping in order to officially kick-off will be posted in a blue text box.



# Email Engagement Notes:

## KEY LEARNING:

Approx. 500K records on file, at 93K during Holiday 2019, and currently dropping below 70K.

SFMC only stores engagement history for the past 6 months due to data storage limitations

“Lifetime Giving Amount” will be available through TSAC CRM.

TSAC went through a data hygiene project in May 2018 and again in January 2019.

## ACTION ITEM:

- DEG to update the active engagement criteria from 90 days to 120 days; including THQ and Divisional Ad Hoc lists.
- DEG to pulled historical data from December 2018 to current and appended to accounts during connector project
- DEG to identify total list size over the last year and determine next steps.
- DEG to investigate enabling ‘Einstein Engagement Scoring’ within SFMC.

## CONSIDERATION:

Increase acquisition efforts.

Purge the inactive records.

Re-engagement through other channels (e.g. social, direct mail, etc.) to get dormant subscribers to re-engage, re-opt-in, re-validate, and then those that don't engage will be put aside.



## WELCOME JOURNEY

A Welcome Journey allows you to engage with new subscribers and to start building a relationship with them.

Common goals include:

- + Acknowledge constituent activity
- + Educate the subscriber and set expectations
- + Capture preferences for personalization
- + Build relationship
- + Introduce channels (e.g. Social, SMS)



**WELCOME JOURNEY EMAILS**

**EMAIL 1: WELCOME**

DOING THE MOST GOOD

WELCOME, BRENDA

The Salvation Army seeks to meet hunger, food, shelter, whatever and however we can.

HOW WE MAKE A DIFFERENCE

600+ years of help everywhere | About 3.2 billion volunteers around the world | We provide shelter to 175M+ children

**EMAIL 2: LOCATION APPEAL**

DOING THE MOST GOOD

ONE VOLUNTEER. ONE COMMUNITY. A WORLD OF DIFFERENCE.

Every community we serve is different. So every local program is truly unique. We seek 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 Xavier Medical School with evidence from 40 different studies over the last 20 years, volunteering "had beneficial effects on depression, life satisfaction and well-being."

Brenda, change starts with one act of kindness. Find a volunteer opportunity that you and your neighbors can enjoy.

**EMAIL 3: HUNGER APPEAL**

DOING THE MOST GOOD

FILL STOMACHS AND HEARTS IN YOUR COMMUNITY

Missing a meal can run your day. But what if you didn't know when your next meal would come? Every day, The Salvation Army takes every bite for 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.

**EMAIL 4: HOMELESSNESS**

DOING THE MOST GOOD

PROVIDE THE WARMTH OF HOME IN YOUR COMMUNITY

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

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

**EMAIL 5: DONATION APPEAL**

DOING THE MOST GOOD

Shelter • Warmth • Healing

THE NEED IS GREAT

According to the Human Needs Index (HNI), America is struggling more now than before the Great Recession. In fact, only 13 states had a lower level of need in 2007 than in 2009.

MAKE A DIFFERENCE TODAY

PROPRIETARY AND CONFIDENTIAL



# Welcome Journey Notes:

## KEY LEARNING:

TSAC working on a clean-up in CRM to eliminate duplicates, target completion by Q1.

Working on integration with classy and Digioh to quickly add new subscriber to CRM for quicker entry into marketing campaigns

## ACTION ITEM:

- TSAC reviewing current creative and latest testing from other divisions for phase 1
- DEG to plan resources and timeline for project kick-off; goal to launch the Welcome Journey prior to the holidays.

## CONSIDERATION:

New email records through Facebook, Digioh, et al. will need to first integrate directly with CRM (not SFMC) to prevent new records missing a Subscriber Key from CRM.

^in progress

Focus on new email acquisition through paid / social.

^ e.g. Run a targeted camp ad towards families/people with kids.

## ADDITIONAL JOURNEYS

### Thank You (Post-Donation) Journey

- + Thanks the donor for their contribution and urges them to share their actions within their social networks

### Abandoned (Classy) Donation Form Automation

- + To identify abandoned pages, we will look for those who click a donate CTA but don't show up as donors

### Birthday Donor Journey

- + Three-part journey encouraging P2P setup, donate your special day, and Happy Birthday from The Salvation Army

### Re-Engagement Automation

- + A re-engagement or win-back email, triggered when someone doesn't open or click within an email over a set period of time

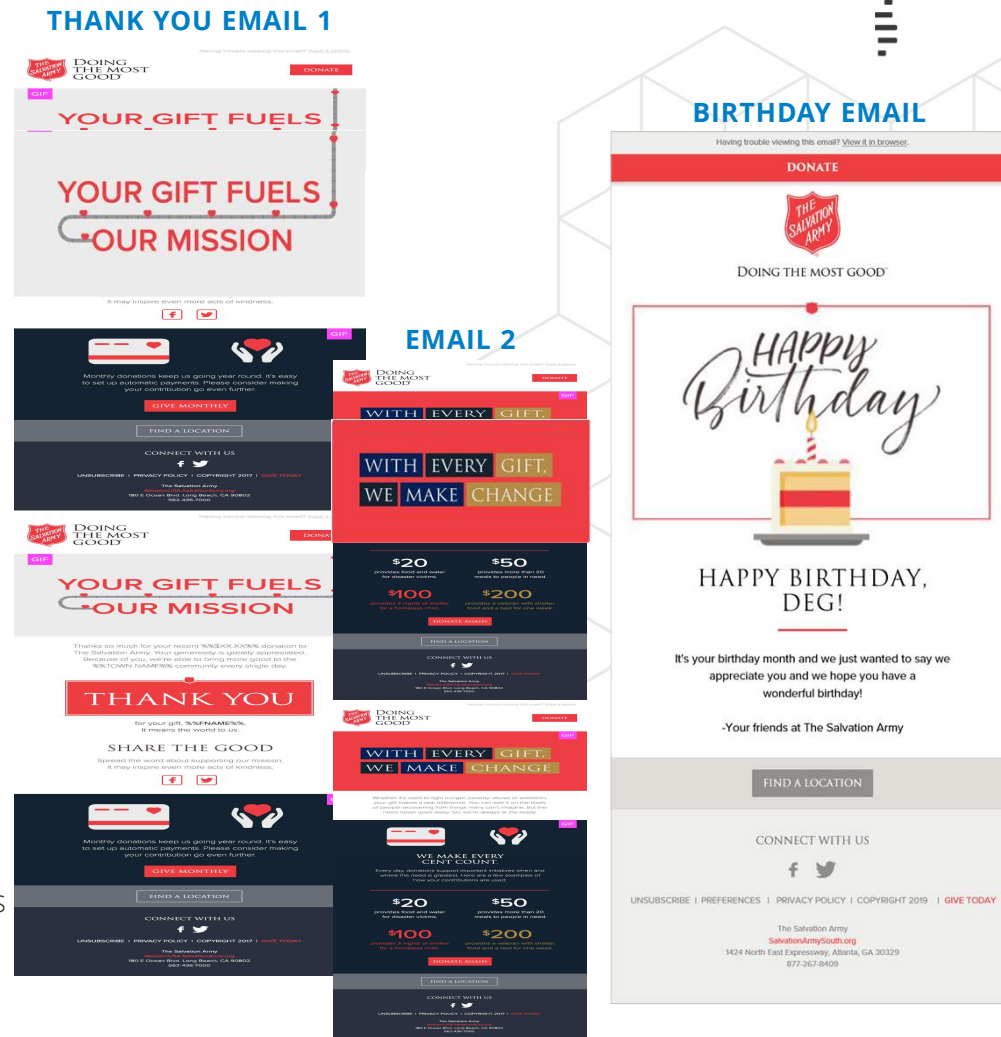
### First Time Donor Retention

- + Celebrate anyone who has previously donated (not just one-time donors) on the anniversary of their last donation and ask for a matching donation

### Recurring Donors Look-alike Journey

- + Using demographic and behavior information to identify segments of your donor-base most likely to convert into recurring donors

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## Additional Journey Notes:

### KEY LEARNING:

Lapsed credit card notifications are automatically sent through Classy.

The Richards Group (TRG) has their own predictive model for "Recurring Donors via Digital Giving".

TRG uses Adobe Analytics, primarily reporting web and includes everything out of Classy.

### ACTION ITEM:

- DEG to post the Thank You Journey creative from TSAW for THQ review
- TSAC has sent DEG information regarding The Richard's Group recurring donor predictive model.
- TSAC/DEG to lead efforts for "Abandoned Donation Form Automation".  
^ NOTE: The functionality of Classy's donation form will require more discussion and discovery.
- Score the likelihood of "First Time Donors" using the score from TRG model.

### CONSIDERATION:

TSAC looking for a three-part birthday series incorporating P2P ask

TSAC to continue using Classy for Lapsed Credit Card

Enable TRG's predictive model tags (for recurring donors via digital giving) with SFMC for using this audience as a look-alike target.



# Content Calendar

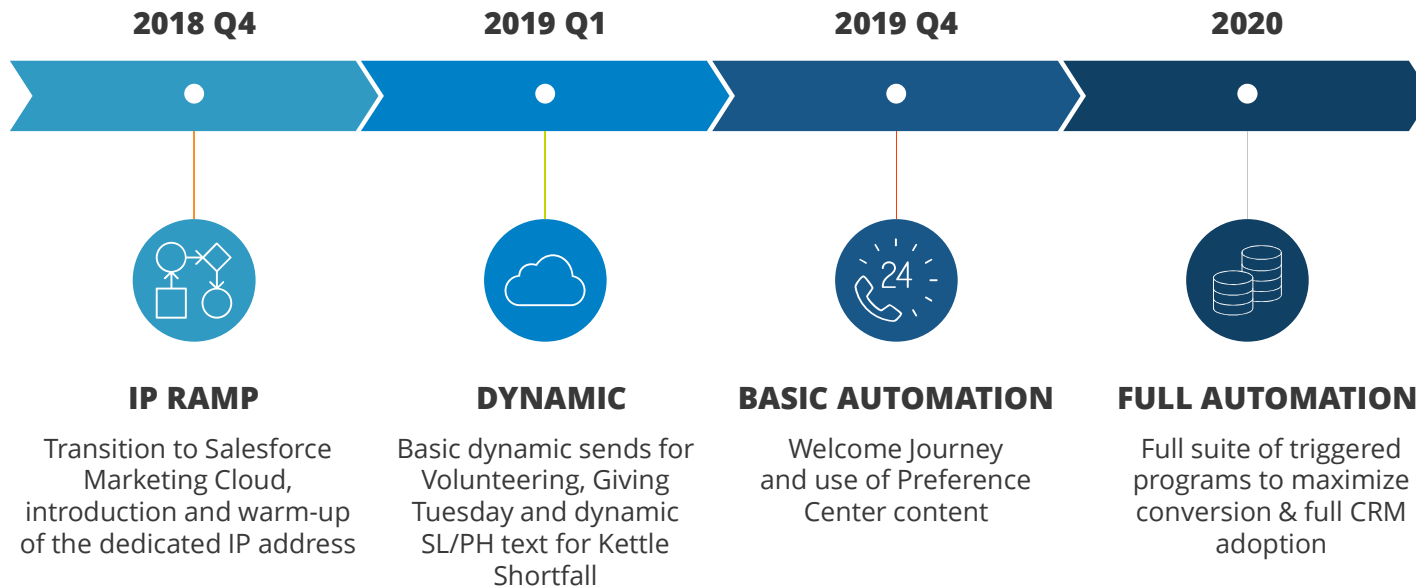


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# EMAIL PROGRAM PROGRESSION

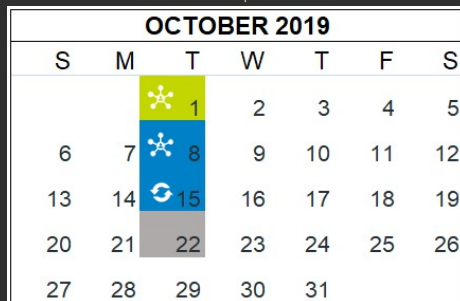




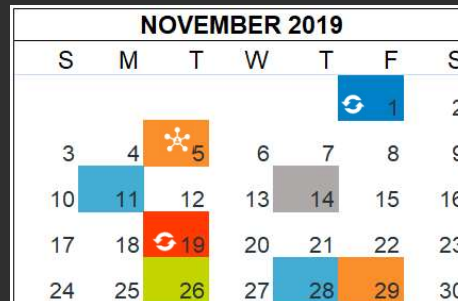
# Fiscal Year 2020 – Q1

- = Recurring Ask
- = Dynamic Content
- = Afternoon Resend

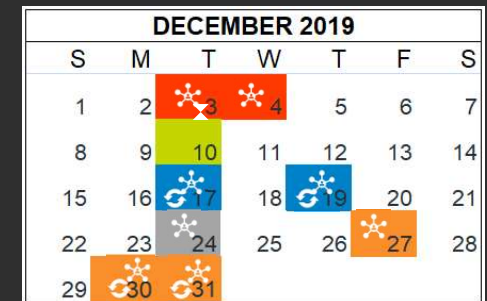
- Volunteer Kickoff <sub>x1</sub>
- It's Getting Cold <sub>x2</sub>
- Devotional <sub>x1 per month</sub>



- Fall Back/ Pay Forward <sub>x1</sub>
- Division Events <sub>x1</sub>
- Veteran's Day <sub>x1</sub>
- Giving Tuesday Preview <sub>x1</sub>
- Kettle Kick-off/ Volunteer <sub>x1</sub>
- Thanksgiving Thank You <sub>x1</sub>
- Black Friday Store Sale <sub>x1</sub>



- Giving Tuesday <sub>x2</sub>
- Testimonials <sub>x1</sub>
- Kettle Shortfall <sub>x2</sub>
- Christmas <sub>x1</sub>
- End of Year <sub>x3</sub>



21 total sends

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OCTOBER

# Volunteer Kickoff

- + Announce the opening of volunteer season
- + Extra PTO? Don't lose it. Use it to volunteer
- + Introduce local volunteering content zone with opportunities that will be present throughout the season

## Campaign Needs:

- Listing of divisional volunteer pages
- Notification from divisions on when to show volunteering zone

PROPRIETARY AND CONFIDENTIAL

The screenshot shows an email campaign for The Salvation Army. At the top left is the logo and the text "DOING THE MOST GOOD". A "DONATE" button is in the top right. Below is a red banner with the text "IT'S THE MOST WONDERFUL TIME TO VOLUNTEER" and illustrations of a red kettle, a megaphone, and bells. A paragraph of text follows: "From ringing the bell at a red kettle to putting toys under the Christmas tree, there are so many ways you can give back to your community this holiday season. Regardless of how you choose to volunteer, the time you donate to The Salvation Army will help us provide hope and healing to those who need it most." Below this is a photo of a woman and two children. Underneath the photo is the text "HOLIDAY VOLUNTEER OPPORTUNITIES IN YOUR AREA". Three program sections are listed: "BELL RINGING Wisconsin and Upper Michigan" (Ring the bell at a red kettle and help us fund essential programs for those in need), "COATS FOR KIDS Wisconsin and Upper Michigan" (Distribute warm winter coats to kids in your community), and "TOY SHOP Wisconsin and Upper Michigan" (Help us give toys to kids who otherwise may go without a Christmas present). A "VIEW VOLUNTEER OPPORTUNITIES" button is below. At the bottom, there is a "FIND A LOCATION" button, a "CONNECT WITH US" section with Facebook and Twitter icons, and a footer with links for "UNSUBSCRIBE | PREFERENCES | REQUEST PRAYER | VOLUNTEER | GIVE TODAY", the organization's name and address, and a "Privacy Policy | Copyright 2018" notice.

OCTOBER

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## It's Getting Cold

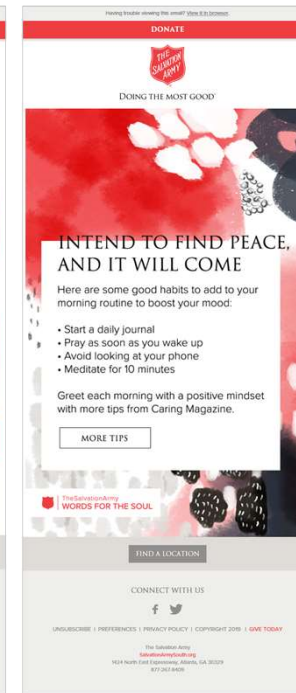
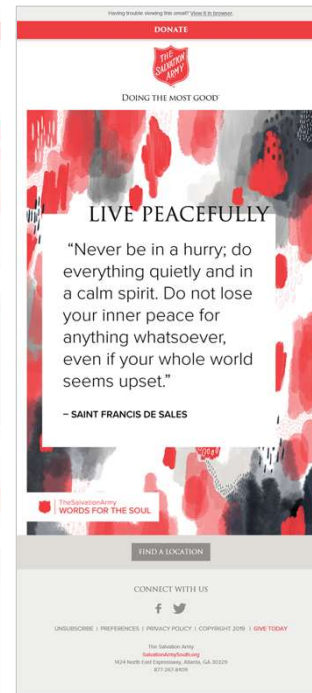
- + Two-part series asking for donations in response to the change in seasons
- + When the temp drops, basic needs like heat/utilities and proper clothing (boots, coats, gloves, etc.) become even more essential.
  - Preparation for winter months ahead
  - Basic needs: heat, food, clothing
  - Every person has a unique story
  - Your donation can make the difference
  - Even on the coldest days – you can ensure warmth
- + Potential use of weather content zone with local temperature
  - Show only if local temperature is below 0°
  - Show lowest temperature from last year



# OCTOBER

## Devotionals

- + Inspirational and spiritual content for subscribers who have indicated interest
- + DEG Digital working with THQ to determine messaging





NOVEMBER

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## Fall Back / Pay It Forward

- + Remind subscribers of the upcoming time change and ask for a donation that they'll never have to remember (monthly)
- + Zone two asking for Red Kettle volunteers
- + Current recurring donors will have copy thanking them for their support instead of the CTA and copy to donate monthly

Campaign Needs:

- Recurring donor list



NOVEMBER

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## Division Events

- + Dynamic send showing events happening near subscribers
- + Zone two – Hosting an event this holiday season? Get our guide for turning your event into a fun way to do good as a group

### Campaign Needs:

- List of divisional events with date, time, brief description, and call-to-action link
  - DEG Digital working with THQ on format and timing
- Divisions will still want to send ad hoc emails in addition to this send to promote events



## NOVEMBER

# Veteran's Day


- + Celebration of those who have served and honored to continue helping veterans in need
- + Tie in our history of serving during war time


### Campaign Needs:

- Story involving a veteran OR a letter from a veteran about how The Salvation Army was there for them

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

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



TODAY, WE HONOR VETERANS FOR THEIR SERVICE TO OUR COUNTRY.

The brave men and women of the United States Armed Forces give so much of themselves in order to protect our country and our freedoms. The Salvation Army is proud to help hundreds of thousands of veterans every year, providing comfort, support, counseling, shelter and more.



★ ★ ★ ★



**SUPPORT THE VETERANS IN YOUR AREA**

Your gifts to The Salvation Army fund critical programs that serve veterans in need.

[DONATE](#)

[FIND A LOCATION](#)

CONNECT WITH US

[UNSUBSCRIBE](#) | [PREFERENCES](#) | [PRIVACY POLICY](#) | [COPYRIGHT 2018](#) | [GIVE TODAY](#)

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

## Giving Tuesday Match

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- + Only the Central Territory featured a match on Giving Tuesday 2018
- + Revenue per subscriber for the territory was double than other territories (\$3.26 vs \$1.60)
- + Divisions that can find a match will see higher revenue than divisions who cannot



## NOVEMBER

# Giving Tuesday Preview

- + Asking for a precommitment (save to calendar or donate early)
- + Only 2 weeks until Giving Tuesday! Save the date

### Campaign Needs:

- Match details
- Links to crowdfunding pages
- Goal details

PROPRIETARY AND CONFIDENTIAL

The graphic is a vertical promotional poster for Giving Tuesday. At the top left is the Salvation Army logo with the text 'DOING THE MOST GOOD' and a 'DONATE' button. Below this is a stylized illustration of a city skyline with a hand holding a shield in the center, surrounded by the text 'Giving Tuesday'. The main text reads 'A GREAT DAY TO DO THE MOST GOOD' followed by a paragraph explaining the day's purpose. Below that is another paragraph about the impact of donations. A red button says 'CAN'T WAIT? GIVE TODAY'. The next section is titled 'LOVE HAS AN ARMY AND TOGETHER WE CAN:' and features three circular icons: an apple for '56 MILLION nutritious meals', a house for '10 MILLION rights of housing and safety', and a truck for 'relief and long-term healing to disaster survivors in EVERY ZIP CODE'. A red section at the bottom contains the text 'NEED A REMINDER TO DONATE ON #GIVINGTUESDAY?' and a 'SET A REMINDER' button. Below that is a 'FIND A LOCATION' button. The footer includes 'CONNECT WITH US' with social media icons, and contact information for the Salvation Army in Kansas and Missouri, including an address in Kansas City, MO 64111, and a copyright notice for 2019.

THE SALVATION ARMY  
DOING THE MOST GOOD  
DONATE

**Giving Tuesday**

**A GREAT DAY TO DO THE MOST GOOD**

Following the biggest shopping days of the year, millions of people around the world will come together for **giving Tuesday**. This global day of giving encourages all forms of generosity and inspires people to give back any way they can.

On **giving Tuesday**, it doesn't matter what you give or how you give—it only matters that you give. And when you give to The Salvation Army, you help us bring hope and healing to those who need it most.

**CAN'T WAIT? GIVE TODAY**

**LOVE HAS AN ARMY AND TOGETHER WE CAN:**

- Give more than **56 MILLION** nutritious meals to the hungry
- Provide **10 MILLION** rights of housing and safety to those in need
- Bring relief and long-term healing to disaster survivors in **EVERY ZIP CODE**

**MORE WAYS WE HELP →**

**NEED A REMINDER TO DONATE ON #GIVINGTUESDAY?**  
Add a reminder to your calendar for Nov. 27.

**SET A REMINDER**

**FIND A LOCATION**

**CONNECT WITH US**

UNSUBSCRIBE | REQUEST PAGES | VOLUNTEER | GIVE TODAY

The Salvation Army  
Serving local communities across Kansas and Western Missouri  
www.salvationarmy.org  
Administrative Offices: 3037 Broadway St., Kansas City, MO 64111  
Privacy Policy | Copyright 2019

## NOVEMBER

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# Red Kettle Kickoff

- + It's that time of year again! Look out for Red Kettles at your favorite shopping locations
- + History of the Red Kettle
- + Donate
- + Volunteer
  - PTO use before you lose
  - Be a musician for the day - ring the bell

### Campaign Needs:

- Information on national influencer/Red Kettle Kickoff performer & link to Online Red Kettle

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PROPRIETARY AND CONFIDENTIAL

The screenshot shows the Salvation Army's Red Kettle Campaign website for November. At the top, it features the Salvation Army logo, the slogan "DOING THE MOST GOOD", and a "DONATE" button. Below this is an illustration of a man and a woman standing next to a red kettle on a tripod stand. The main heading is "WE CAN HEAR THE BELLS", followed by a paragraph about the campaign's history and a "GIVE TODAY" button. A "Did You Know?" section highlights the origin of the campaign in 1891. Below that is a section titled "RING IN THE RED KETTLE SEASON" featuring a photo of Meghan Trainor and text about her performance. Further down is a "JOIN THE FIGHT FOR GOOD" section with "REGISTER TO RING" and "DONATE" buttons. At the bottom, there is a "FIND A LOCATION" button and a "CONNECT WITH US" section with social media icons. The footer includes links for "UNSUBSCRIBE", "REQUEST PRAYER", "VOLUNTEER", and "GIVE TODAY", along with contact information for the Kansas and Western Missouri office.

Having trouble viewing this email? [View it in browser](#)

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

### WE CAN HEAR THE BELLS

From its humble beginnings as a single crab pot collecting coins, the Red Kettle Campaign has grown into one of the most recognizable, important giving traditions in America. Now every year from November through Christmas Eve, the ubiquitous red buckets can be found outside thousands of storefronts across the country.

When you drop a donation into a kettle or give online, you are joining more than a century-long tradition of generosity.

[GIVE TODAY](#)

**Did You Know?**

In 1891, an empty crab pot was placed outside of a San Francisco ferry landing to collect money for the poor, and a movement was born.

### RING IN THE RED KETTLE SEASON

On Thanksgiving Day, tune in to the Cowboys game and watch Grammy-Award winning singer Meghan Trainor officially kick off the 128th Red Kettle Campaign during her halftime performance.

### JOIN THE FIGHT FOR GOOD

[REGISTER TO RING](#)

[DONATE](#)

[FIND A LOCATION](#)

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## NOVEMBER

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# Thanksgiving

- + This Thanksgiving we're thankful for you
- + Showing appreciation of donors before a month of hard appeals

### Campaign Needs:

- Notes of thanks from program recipients or words from donors about why they gave

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TODAY, WE  
*GIVE THANKS*  
FOR YOU.



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## NOVEMBER

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# Black Friday Store Sale

- + Black Friday Sale at your nearest store


### Campaign Needs:

- Event creative
- Participating stores – ARC only (nationally coordinated sales day)

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**THE SPRING REFRESH EVENT**

**50% OFF ALL CLOTHING**

March 15-16, 2019





Besides really good deals, you never know what you'll find at our Spring Refresh Event – But you do know that you can shop feeling good, because every dollar spent supports our Adult Rehabilitation Centers.

[FIND YOUR STORE](#)

At participating locations only. See store for details. Some restrictions may apply.

[FIND A LOCATION](#)

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## DECEMBER

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# Giving Tuesday

- + It's Giving Tuesday! Donate Today
- + Donation match per division with links to corresponding class pages
- + P.M. resend to active audience, segmenting out donors
- + Sending day after thanking donors with a link to donate for those who missed the event


### Campaign Needs:

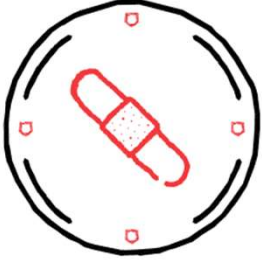
- Match details
- Links to crowdfunding pages
- Goal details
- Story of someone helped

---

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**Give Healing** 



Today, it doesn't matter what you give. It only matters that you give. Every gift makes a difference, and our impact is greater when we give together.

Join the #GivingTuesday movement and support the fight for good in Lincolnshire.

[DONATE NOW](#)

[FIND A LOCATION](#)

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DECEMBER

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# Testimonial

- + Why others donate / Why others volunteer / Why it matters (person helped)
- + Every penny counts
- + The five little things you can do
  - Examples: ask your friends and family to join you in giving (P2P), shop for Christmas gifts at our stores, etc.
  - Link to a landing page where subscribers can provide why they support TSAC

## Campaign Needs:

- Landing page for sharing why they support The Salvation Army
- Testimonials to feature

## DECEMBER

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# Kettle Shortfall


- + Single urgent email performed extremely well last year  
We're adding a second send of this type to see if we can further increase the response rate at our most critical fundraising time
- + Urgent appeal for donations due to shortened Red Kettle season
  - Sending twice within the last week of the Red Kettle season
  - Dynamic to reflect more urgency in areas where kettles are behind
- + One time and recurring donation calls-to-action

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### GIVE BEFORE THEY'RE GONE

Red kettles will be on the streets through Christmas Eve – that means **there are only six days left** to fill them with the funds that will provide essential services throughout the next year.



**The kettles in your area are struggling, and we need your help.** Whether you give online or in person, the money you drop into a red kettle enables The Salvation Army to bring the spirit of Christmas to those most in need.

EVERY DOLLAR MAKES A DIFFERENCE.

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## DECEMBER

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# Christmas

- + Celebration of the birth of Jesus Christ
- + Dynamically populate one of two versions of copy based on subscriber preferences


### Campaign Needs:

- Bible verse and link to Christmas devotional

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When they saw the star,  
they were overjoyed.

MATTHEW 2:10






[READ THE CHRISTMAS STORY](#)

[FIND A LOCATION](#)

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## DECEMBER

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# End of Year – Year Review

- + Dynamic send illustrating the impact of The Salvation Army within their community
  - Largest programs
  - Number of people helped
  - Needs & note from division


### Campaign Needs:


- Organizational level recap (number of people helped)
- Top causes by division

---

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**20** **18**

### TIME'S RUNNING OUT



Tomorrow is the last day to make a tax-deductible donation to The Salvation Army before the year ends.

Give today and help us make the new year better for your neighbors in need.

[DONATE NOW](#)

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## DECEMBER

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# End of Year – Urgent Appeal

- + Not too late to give in 2019!
- + Dynamic asks based on previous donation amount
- + CTA's for both one-time and monthly donations
- + Resend with updated SL and PH to non-donors


### Campaign Needs:


- List of recurring donors to exclude from monthly ask

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# Fiscal Year 2020 – Q2

- = Recurring Ask
- = Dynamic Content
- = Afternoon Resend

- Volunteer in 2020 <sub>x1</sub>
- Donor Thank You <sub>x1</sub>
- Devotional <sub>x1</sub>
- Recurring Donation Ask <sub>x1</sub>

JANUARY 2020						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## FEBRUARY 2020

To Be Determined October  
2019

## MARCH 2020

To Be Determined October  
2019



## JANUARY

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# Volunteer in 2020


- + January volunteer send had the highest engagement of all Q2 emails in 2019
- + New Year's Resolution to get involved
- + Find opportunities near you


### Campaign Needs:

- Links to divisional volunteer information
- Exclusion list for areas without opportunities

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**DO GOOD, FEEL GOOD**

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](#)

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JANUARY

## Donor Thank You

- + Highly personalized thank you to engage subscribers within the new year
- + Personalized thank you
- + Illustration of The Salvation Army's impact in their community
- + Top programs per state
- + Amount donated vs others

Campaign Needs:

- Recap of year
- Top programs by division

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### 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.**

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JANUARY

# Recurring Donation Ask

- + Support your community year around
- + Make a difference in 2019


Campaign Needs:

- Recurring donor list to exclude

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**JOIN THE FRONT LINES OF THE FIGHT FOR GOOD**

Monthly donors are the backbone of The Salvation Army—their reliable support allows us to spend less time raising money and more time helping their neighbors in need.

**%F\_name%, if you're committed to fighting for good, please become a monthly donor.**


No matter the amount, your monthly gifts will ensure we can meet the most urgent needs in your community all year long.

**PLEDGE A MONTHLY GIFT**

[\\$18.65](#) [\\$25](#) [\\$50](#) [OTHER](#)

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# Discussion



+



DEG aims to be your most-trusted  
and highest-performing partner.

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**THANK YOU**