

-The Salvation Army-



Client

The Salvation Army	The Salvation Army is an international charitable organization that works to provide relief and assistance to people locally and around the world. In Greater Lafayette, the Salvation Army provides community members with a variety of different social services and emergency aid.
--------------------	---

Creative Direction


Audience	Residents of Greater Lafayette/Tippecanoe County that are: <ul style="list-style-type: none">a) Looking to get involved in service efforts in their local communityb) Wanting to donate their financial resources to helping those in the community and beyond
Look, Duration, Direction	The video will be 1-3 minutes in length and will provide an overview of who the Salvation Army is in general, their efforts in the Greater Lafayette community, and how community members can get involved. The video will be colorful, informative, and exciting. We want to highlight the good the Salvation Army is doing now and in the future.
Overview	This video will be shot by incorporating images, testimonials, and/or video from the Salvation Army location in Lafayette. The goal

	will be to showcase the different services the organization provides.
--	---

Locations

Outside and inside of the Salvation Army Location and office in Lafayette (1110 Union St, Lafayette, IN 47904
The Salvation Army Family Store and Donation Center (2121 Sagamore Pkwy S, Lafayette, IN 47905)
Downtown Lafayette for b-roll purposes

Inspiration

Link	Description	Comments
https://youtu.be/yocyWr-wSJY	This video gives an overview of who the Red Cross is and the different objectives they have to help others.	This video does a really good job in a couple areas. <ol style="list-style-type: none"> 1. The clip clearly identifies the different services the Red Cross provides. Each service is listed in a new frame with corresponding b-roll. This video clearly shows anyone watching who they are and what they do. 2. Footage is used from a variety of events which creates a compelling story and picture of the organization. A number of diverse people are used to show the different people the Salvation Army assists.
 What St. Jude Is All About	This video gives an overview of St. Jude Children's hospital and how it helps children and families. The video provides viewers with testimonials, different views of the St. Jude Children's Hospitals, and gives viewers information on	This video does a great job of incorporating those directly helped by St. Jude Hospital straight into the video. The video features St. Jude's name, logo, and mission statement in a clear manner. Through the incorporation of personal impact stories, the

	how to help.	video evokes an emotional response from the audience..
--	--------------	--

Objectives

Goal 1:	Complete script and all pre-production work including any legal documentations to film in certain locations or people before the start of XXX
Goal 2:	Film b-roll at the locations listed above to make up the base of the video. Potentially grab testimonials from the Salvation Army
Goal 3:	Inform the public of all services the Salvation Army provides and give clear call to action at end of video

Target Audience

Residents of Tippecanoe county interested in philanthropic endeavors.
--

Message(s)

Main message:	Wherever there is a need in Tippecanoe County, you'll find the Salvation Army
Message (1):	Helping where our community needs it most.
Message (2):	Find out how you can help here! (link to website, phone number)

Other info

Genre	Persuasive, informative
Plan of action	Gather necessary b-roll/testimonial info to give viewers a holistic picture of what the Salvation Army in Lafayette does
Deadline	April 29/End of April

Notes For Video Plan:

- Video of building tour
- Informational, Persuasive
- Second week of may is salvation army week
- Open house of wednesday of salvation army week
- One video to highlight mission and pathway of hope youth program, church, callout for volunteers
- **soup, soap, salvation**

Salvation Army Meeting Notes:

- Awareness, share the services and events
- This is what we do