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DOING THE MOST GOOD™

# THE SALVATION ARMY GRAPHIC STANDARDS & GUIDELINES MANUAL

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A GUIDE TO CREATING A CONSISTENT LOOK, TONE, PHOTO STYLE, COLOR, AND LOGO USAGE.

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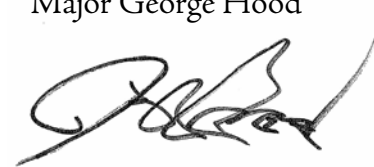
## ■ INTRODUCTION

As one of the most recognized and beloved charities in the world, The Salvation Army has a reputation to maintain and standards to uphold. These standards don't just end with the way we conduct ourselves or the charitable services we provide. They extend to every form of communication that bears our name. Letters, business cards, signs, advertisements, forms, and countless other communication materials present an important, lasting image of The Salvation Army. They distinguish us in the minds of donors, strengthen our impact, and maximize the unified effect of The Salvation Army brand.

To maintain this distinction, every piece of communication must be consistent. Every word, every visual must represent a consistent, coherent impression of The Salvation Army in people's minds. And we must legally protect our trademark and corporate identifiers by using them correctly and consistently. This guide will help you do just that.

*Thank you for your commitment to these important standards and to our ongoing promise of Doing the Most Good.*

Major George Hood



## ■ COPY TONE

Copy tone refers to how a brand's personality is conveyed through written words. Like every other aspect of The Salvation Army's brand, the copy tone must be consistent. To achieve this, every piece of written communication must be consistent with The Salvation Army's brand personality, which has been defined as:

*Passionate. Compassionate. Uplifting. Brave. Trustworthy.*

These characteristics must be the cornerstone of all copy, whether it be a newspaper ad, direct mail appeal, or simply a sign. So, when analyzing a piece of copy written from The Salvation Army's voice, ask yourself, "Is this copy passionate? Compassionate? Uplifting? Brave? And trustworthy?"

### Positive

Everything we convey should be positive and uplifting. Though we may demonstrate the hurt in the world

through our visuals, our copy will take a turn from the negative to let readers know the good that will come, thanks to their donations. Remember, The Salvation Army is a beacon of light in a dark world. Our messages should be representatives of that light...and of the hope that comes with it.

### Humble

It is also important that the copy tone be humble. There will be times when The Salvation Army will need to take credit for an accomplishment. For example, when conveying the number of families The Salvation Army fed after a disaster.

Taking credit for these successes should always be done tactfully and humbly, never boastfully. An easy way to achieve this is to state the accomplishment, then defer the credit for the accomplishment to the donors.

Example: *"The Salvation Army fed more than a thousand families, all thanks to your generous donations."*

### Encouraging

Potential donors should feel compelled to contribute, not obligated to contribute. We must never attempt to “guilt” donors into giving. So phrases such as “without your help” should never be used, nor should any sort of guilt-inducing tonality.

Instead, we should be encouraging—inform potential donors of the good that The Salvation Army will be doing, and let them know that their donations will help in that cause.

This will leave donors with positive feelings about both their contributions and The Salvation Army itself. Which, in turn, could lead to a valuable long-term relationship.

### Call to Action

All communication should offer a call to action that lets donors know exactly where they can give. Again, the call to action should never be tied to guilt or delivered in a badgering manner. Instead, it should always be treated with the same care and poise as every other piece of copy.

Example: *“The Salvation Army fed more than a thousand families, all thanks to your generous donations at 1-800-SAL-ARMY or [salvationarmyusa.org](http://salvationarmyusa.org).”*

## 🛡️ SPIRITUAL VOICE

The tonality of all Salvation Army communication should portray the Christian values upon which the organization was founded. This is not to say that all communication must specifically address spirituality, but the tone with which it is created must be representative of a loving, gracious, Christ-minded voice.

While the adjacent advertising headline offers an example of one possible way to address the spiritual foundation of The Salvation Army, the body copy demonstrates a Christ-like tone without any specific spiritual reference.



WE COMBAT NATURAL DISASTERS  
WITH ACTS OF GOD.

Before the hurricanes of 2004 hit the coast of Florida, The Salvation Army did. With food, supplies, and hope. Thanks to you, more than \$50 million went to serve the people of



Florida. Proving that while disasters may be unpredictable, the good of people is not. Thank you for your continued giving at 1-800-SAL-ARMY or [salvationarmyusa.org](http://salvationarmyusa.org).

DISASTER RELIEF EMERGENCY RESPONSE HOUSING COUNSELING

REHABILITATION YOUTH SERVICES SOCIAL WORK EVANGELISM

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In addition, the following brand manifesto will help communicators understand the spiritual beliefs, motivations, and tonality that The Salvation Army should strive to exemplify and convey:

*I am doing the most good.  
I am hope.  
I am compassion.  
I am strength.  
I am faith.*

*I am doing the most good.  
I serve a community.  
A region.  
A nation.  
A world.  
I serve heroes.  
I serve victims.  
I serve a sovereign God.*

*I am doing the most good.  
I am an Army.  
Drafted by the Creator.  
Commissioned by a man who defied death.*

*My enemies are despair and destruction.  
My ammunition is grace and mercy.  
My allies are generosity and benevolence.  
I am an Army.  
Helping others be all they can be.*

*I am doing the most good.  
I feed empty stomachs and hungry souls.  
I rebuild ruined homes and shattered lives.  
I am a willing listener for a veteran with stories to tell.  
I am a bottled water and an encouraging smile for a weary firefighter.  
I am an answered prayer.  
A silver lining.  
A second chance.*

*I am doing the most good.  
I am a humble steward of other people's generosity.  
I am a grateful courier of a stranger's kindness.  
I am the faithful executor of others' goodwill.  
I take my responsibility seriously.  
I am blessed.  
I am a blessing.*

*I am The Salvation Army.  
I am doing the most good.*

## VISUAL TONE

The overall look and feel of The Salvation Army is clean, efficient, elegant, stately, institutional, classical, and timeless – yet current, modern, and relevant. It should reflect the integrity and timeless qualities and spiritual values The Salvation Army is based on, stands for, promises, and lives out every day. Always relevant to the individual as well as the surrounding culture.

Ultimately, the visual goal of all Salvation Army communication devices is to do the most good with every dollar donated. To achieve this, communications and advertising designs should be economical, efficient, and effective – doing the job at hand, which means clearly communicating the desired message.

The look of The Salvation Army also communicates efficiency and economy. Much effort has been undertaken to generate a visual style that does not feel extravagant or self-indulgent. A sense of economy and simplicity, as in money well spent, should be the end perception.

And balancing this perception of efficiency should be a natural, classical simplicity and beauty to all layout, image, and typographic executions. All Salvation Army communications should be beautiful, well-designed, and as powerfully persuasive and motivating as possible. Nothing with The Salvation Army look and logo should ever appear shoddy, tasteless, cut-rate, or poorly crafted.



## 🛡️ TYPOGRAPHY STYLE

Type, as with words and images, should be used with economy, and always to add clarity and impact. The goal of communication is always to inform, clarify, motivate, and persuade. Type should be sized, placed, and scaled in a manner that is elegant and intentional. Well organized and thoughtful. Never haphazard, crowded, or cluttered.



EVERYONE DESERVES A SECOND CHANCE.  
NOT TO MENTION A FIRST.

Headline

A child comes into this world with nothing. And for some, sadly, that never changes. But your donations to The Salvation Army make a difference. With your support, our youth programs



will continue to give poverty-stricken children something they would never otherwise have: Opportunity. To give, call 1-800-SALARMY or visit [salvationarmyusa.org](http://salvationarmyusa.org).

Body Copy

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Service  
Line

Logo and Tagline

## 🛡️ FONTS

Two unique fonts are employed for all Salvation Army materials.

**Trajan** is an all-uppercase font that is used for headlines and text that are meant to be displayed or have a distinct presence. Its appearance is crisp, stately, and sophisticated. It is to be used *very sparingly*, for short headlines or phrases – not for copy, long blocks, or paragraphs of text.

**Adobe Jenson Pro** is a font family that is used primarily for text and as a universal and functional secondary font family. It can be used in all its weights and italics.

Both of these fonts are available for purchase at [www.philsfonts.com](http://www.philsfonts.com).

### *Trajan Pro Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

### *Trajan Pro Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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### *Adobe Jenson Pro Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Adobe Jenson Pro Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Adobe Jenson Pro Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Adobe Jenson Pro Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Adobe Jenson Pro Semibold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Adobe Jenson Pro Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ■ BRAND PROMISE

DOING THE MOST GOOD<sup>SM</sup>—

The Salvation Army brand promise.

We've always preferred to refer to Doing the Most Good as a promise, rather than a "tagline." It is always used in conjunction with the TSA logotype. It has been preformatted and paired with the logo and is downloadable from [www.redshieldtoolkit.org](http://www.redshieldtoolkit.org), available as .eps and .jpg formats and configured as shown.

Standard configuration.

COLOR:  
PMS 185  
CMYK: 0C, 91M, 76Y, 0K ———



FONT:  
Trajan Pro Regular ——— DOING THE MOST GOOD<sup>SM</sup>

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Alternate configurations. (Please use logos located at [www.redshieldtoolkit.org](http://www.redshieldtoolkit.org).)



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MOST GOOD<sup>SM</sup>



DOING  
THE MOST  
GOOD<sup>SM</sup>



DOING  
THE MOST  
GOOD<sup>SM</sup>



DOING THE  
MOST GOOD<sup>SM</sup>

## 🛡️ LOGO USAGE

The Salvation Army shield was approved for national use, without embellishments, by the Commissioners' Conference in 1958. Ever since, it has been part of The Salvation Army's international corporate image and a consistent declaration of our mission of salvation.

### *Therefore:*

No officer or other person may, in any circumstance, alter or modify The Salvation Army shield.

The shield is a unit. The reduction or enlargement of one part of the symbol is never allowed without the equal reduction or enlargement of all others.

The shield is registered distinctively in color as well as design. It should always be printed in red (PANTONE® 185 or its process color equivalent).

The shield should always be printed upright to ensure readability and clarity.

When the shield is printed by any conventional process, the registry mark must be included in the lower right-hand quadrant, outside the border of the shield. The registry mark also should be printed in red.

### *The only exceptions are:*

When the shield is used in artistic designs requiring embossing or bas-relief in a monochrome finish, the color may be that of the base material or the monochrome. If further coloring is applied to the base material or a monochrome, the color of the shield must be red.

When rendered in embossing or bas-relief, the registry mark should be eliminated.

The shield may be printed in black ink in newspaper advertisements and other publications where drop-ins can be used in only one color. In such cases, the registry mark must be omitted.

Exceptions may be permitted in situations such as the production of materials on which the color red could not be used without considerable added expense. In such instances, it is considered part of the total piece and should conform to the color used. Careful control will be exercised with respect to this exception.

#### *Logo exclusion zones:*

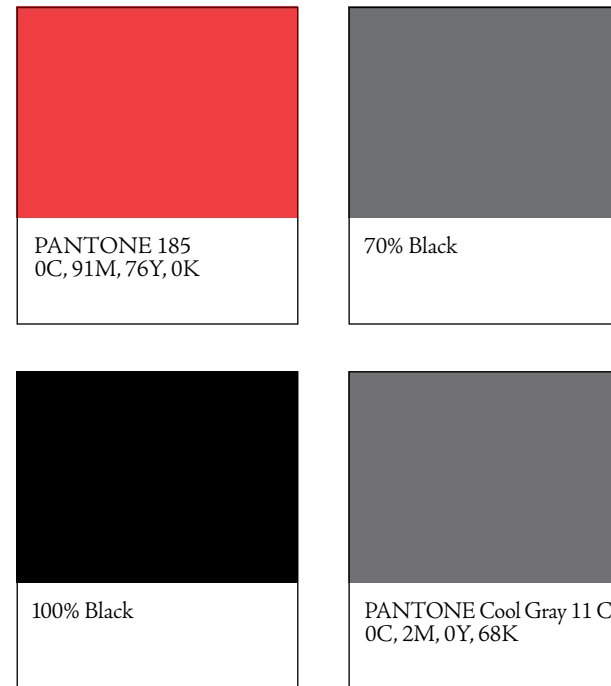
The logo must always have an exclusion zone – a blank space or margin surrounding the logo. This provides maximum visibility of the logo.

Create an exclusion zone, equal to the height of the letter “S” in “The Salvation Army,” surrounding the logo on all sides. No other graphic or text should appear within the exclusion zone. The only exceptions are authorized brand marks and non-blurring or contrasting backgrounds.



## ■ COLOR

PMS 185 Red is derived from the shield logo. To complement this, typography is most often used in black or gray (made of 70%-80% black), and on rare occasions, PMS Cool Gray 11C or Silver Metallic is employed. Most often, PMS 185 Red and black or gray are used.



*(Colors represented are an approximation. See PANTONE® swatch book for exact color representation. PANTONE® is a registered trademark of PANTONE, Inc.)*

## WHAT NOT TO DO

Here are a few examples of how *not* to use The Salvation Army logo and tagline.



The Salvation Army logo should not be used over an image or busy background.



The Salvation Army logo should not be reversed out of a background or used as white.



The Salvation Army logo should not appear in any color other than PANTONE Red 185 or black.



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The Salvation Army tagline font should never change from Trajan Pro Regular.



The Salvation Army logo and tagline should never appear with a drop shadow.



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The position of The Salvation Army tagline should never change from the standards listed on page 9.

## ■ LAYOUT STYLE

### White Space


The use of white space in Salvation Army communications is critical. Primarily to develop a clean, uncluttered visual look and to allow executions to break through the noise and clutter of the environments so often surrounding media messages. White space *does not* exist just to be filled with more and more information. But rather, white space is to be cultivated and used within layouts to set off and display carefully crafted text and images. Generous usage of white space, coupled with economy of word and image, will translate into increased attention span and reception of key messages.

NATIONAL PUBLIC AWARENESS CAMPAIGN & BRANDING STRATEGIES TRAINING

KEYNOTE ADDRESS

ONE NATION  
ONE MESSAGE


COMMISSIONER ISRAEL L. GAITHER  
NATIONAL COMMANDER

  
DOING THE MOST GOOD

NATIONAL PUBLIC AWARENESS CAMPAIGN & BRANDING STRATEGIES TRAINING

AGENDA HIGHLIGHTS

- Rem dit aliquis exer sum iusto er in vulla commy nullam. Enulputat, vel
- iurem irit venisi bla adio dolortie mini.
- Gommod modolorem il dolore te consequam quisim inci tat  
nim ipsustrud er senisisl ipit ip et ing esecte
- Feesed dolo bor secte commy nosto odit adignibh ea.
- Accum zzril ullumsan vulla facidui scipisis eraessequat.
- Id Luisi exer sum vullam vent lum adignim quam in heni at.
- Endrerit ut pratincin cil ut aliquis nul putp atinci liquis nulat  
incipit il digniam, con vel er sustie vulla feuisis num.

  
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PowerPoint Template



## PHOTOGRAPHY

Whenever possible, visuals representing the *needs* encountered by The Salvation Army should be pictured. For example, images of the suffering and confusion of displaced home owners and residents of New Orleans after the Katrina hurricane.

These raw images of human suffering are undeniably powerful and compelling. We believe in communicating that The Salvation Army is Doing the Most Good to help the most people and to relieve the most suffering. In most cases, the viewer is motivated toward donation quicker and more consistently when confronted with powerful and compelling human need rather than with the solutions provided by The Salvation Army. Moving people through powerful and compelling imagery is effective at both creating emotions of compassion and dispelling apathy.



### NATURAL DISASTERS CALL FOR ACTS OF GOD.

When Hurricane Katrina hit, it impacted millions of lives. Now, thanks to your help, The Salvation Army is doing the same. Until the recovery is complete, we will



continue to provide the survivors with food, shelter and, most importantly, hope. Thank you for your continued giving at 1-800-SAL-ARMY or [salvationarmyusa.org](http://salvationarmyusa.org).

DISASTER RELIEF EMERGENCY RESPONSE HOUSING COUNSELING

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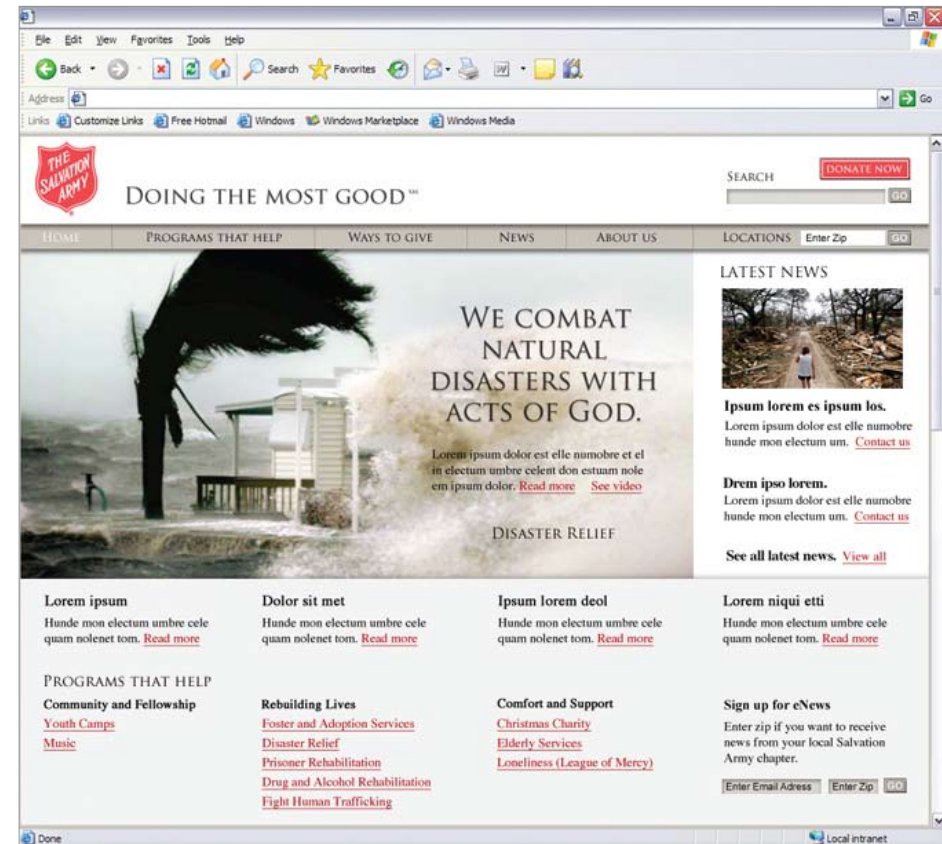
Print Ad

## ONLINE STANDARDS

The Salvation Army U.S. website provides users with a unified, creative design experience that is consistent with all other brand materials, communicating The Salvation Army's mission of Doing the Most Good.

Simplicity is key to the design, making usability, content updates, and the donation process as easy as possible. This allows us to capitalize on site visits, encourage charitable donations, and educate site users about The Salvation Army's services.

The standards outlined in this section will help maintain the integrity and consistency of the website design, as well as ease the implementation process.



Website Home Page

## Home Page

The image shows a screenshot of the Salvation Army website's home page, displayed in an Internet Explorer browser window. The page features a large hero image of a tropical storm with a house and palm tree. The main headline reads "WE COMBAT NATURAL DISASTERS WITH ACTS OF GOD." Below this is a "DISASTER RELIEF" section with four columns of text and links. To the right is a "LATEST NEWS" section with two news entries, each with a small image and a "Contact us" link. At the bottom right is a "Sign up for eNews" form. Annotations with lines pointing to specific elements provide detailed graphic standards for the layout.

Annotations and standards:

- Main picture:** Main picture should be 734 pixels by 350 pixels, full bleed, no borders
- White area:** White area 256 pixels by 360 pixels
- 18 pixels between copy and image:** 18 pixels between copy and image
- 55-character maximum:**
  - 55-character maximum
  - Use second line for headline if necessary
  - One link at the end of entries; ex: Learn more, Contact us, Read more, View all
- Donate button:** One universal donate button
- Top headlines:** Top headlines 16 pt. Trajan Pro
- News entry image:**
  - 199 pixels by 110 pixels
  - One picture for this area, located above entry
  - No borders
- Secondary headlines:** Secondary headlines 16 pt. Times New Roman
- News entry text:**
  - 55-character maximum for entries
  - 14 pt. Times New Roman
  - Left-justified
  - One link at the end of entry; ex: Learn more, Contact us, Read more, View all

## Home Page

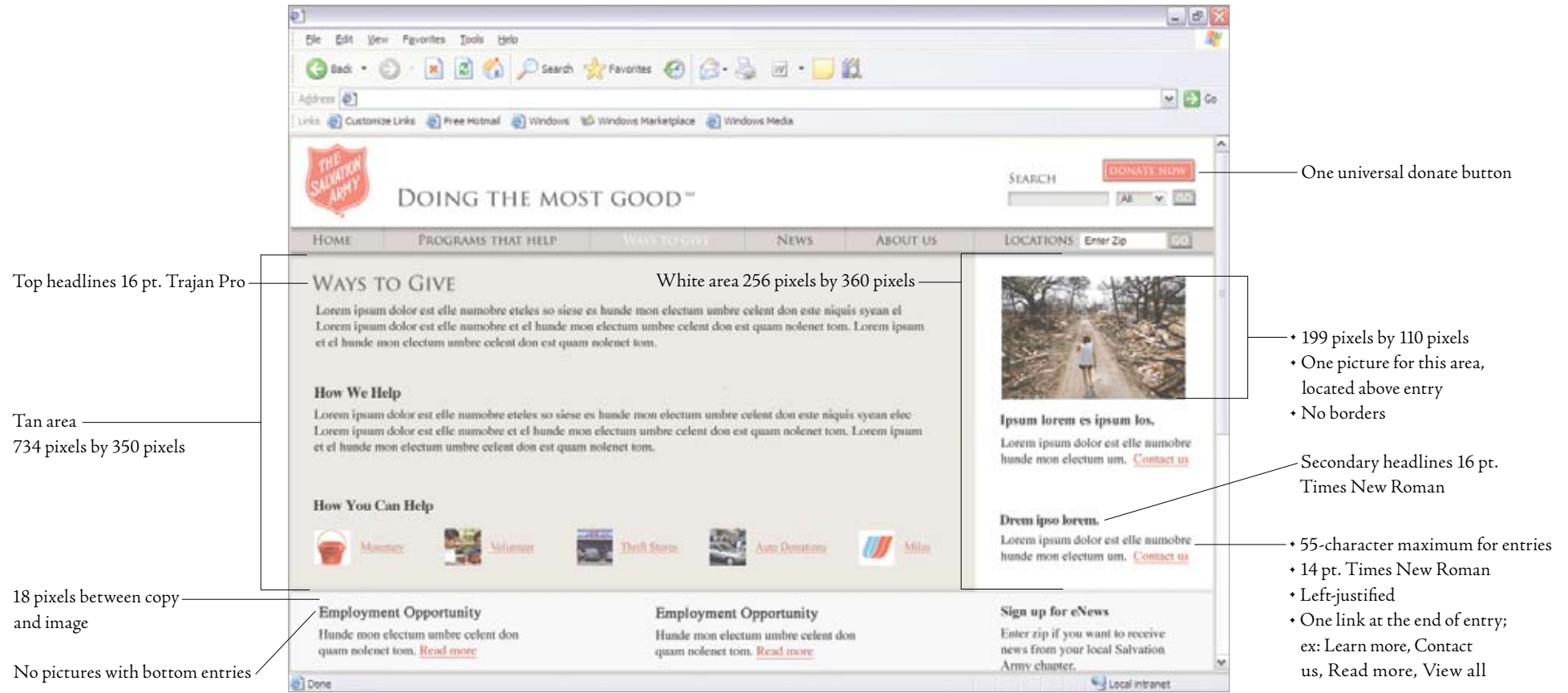
The screenshot shows the Salvation Army Home Page with various annotations for graphic standards. The page layout includes a header with the Salvation Army logo and tagline, a navigation bar, a main content area with a large disaster relief image, a 'LATEST NEWS' sidebar, and a 'PROGRAMS THAT HELP' section at the bottom.

**Annotations:**

- One universal donate button**: Points to the 'DONATE NOW' button in the top right corner.
- Top headlines 16 pt. Trajan Pro**: Points to the 'LATEST NEWS' section header.
- 199 pixels by 110 pixels**: Points to the image in the 'LATEST NEWS' section.
- One picture for this area, located above entry**: Points to the image in the 'LATEST NEWS' section.
- No borders**: Points to the image in the 'LATEST NEWS' section.
- Secondary headlines 16 pt. Times New Roman**: Points to the 'Drem ipso lorem.' headline in the 'LATEST NEWS' section.
- 55-character maximum for entries**: Points to the 'Lorem ipsum dolor est elle numobree hunde mon electum um.' entry in the 'LATEST NEWS' section.
- 14 pt. Times New Roman**: Points to the 'Lorem ipsum dolor est elle numobree hunde mon electum um.' entry in the 'LATEST NEWS' section.
- Left-justified**: Points to the 'Lorem ipsum dolor est elle numobree hunde mon electum um.' entry in the 'LATEST NEWS' section.
- One link at the end of entry; ex: Learn more, Contact us, Read more, View all**: Points to the 'Contact us' link at the end of the entry in the 'LATEST NEWS' section.
- White area 256 pixels by 360 pixels**: Points to the white area in the main content area.
- WE COMBAT NATURAL DISASTERS WITH ACTS OF GOD.**: Points to the main headline in the main content area.
- DISASTER RELIEF**: Points to the sub-headline in the main content area.
- Main picture should be 734 pixels by 350 pixels, full bleed, no borders**: Points to the large image in the main content area.
- 18 pixels between copy and image**: Points to the space between the 'Lorem ipsum' text and the image in the 'PROGRAMS THAT HELP' section.
- If using pictures, they should be 133 pixels by 90 pixels, left-aligned to entry. The top of the entry should be aligned with the top of the picture. There is only room for three entries with pictures**: Points to the first entry in the 'PROGRAMS THAT HELP' section.
- 55-character maximum**: Points to the 'Lorem ipsum' text in the 'PROGRAMS THAT HELP' section.
- Use second line for headline if necessary**: Points to the 'Lorem ipsum' text in the 'PROGRAMS THAT HELP' section.
- One link at the end of entries; ex: Learn more, Contact us, Read more, View all**: Points to the 'Read more' link at the end of the entry in the 'PROGRAMS THAT HELP' section.



## Ways To Give



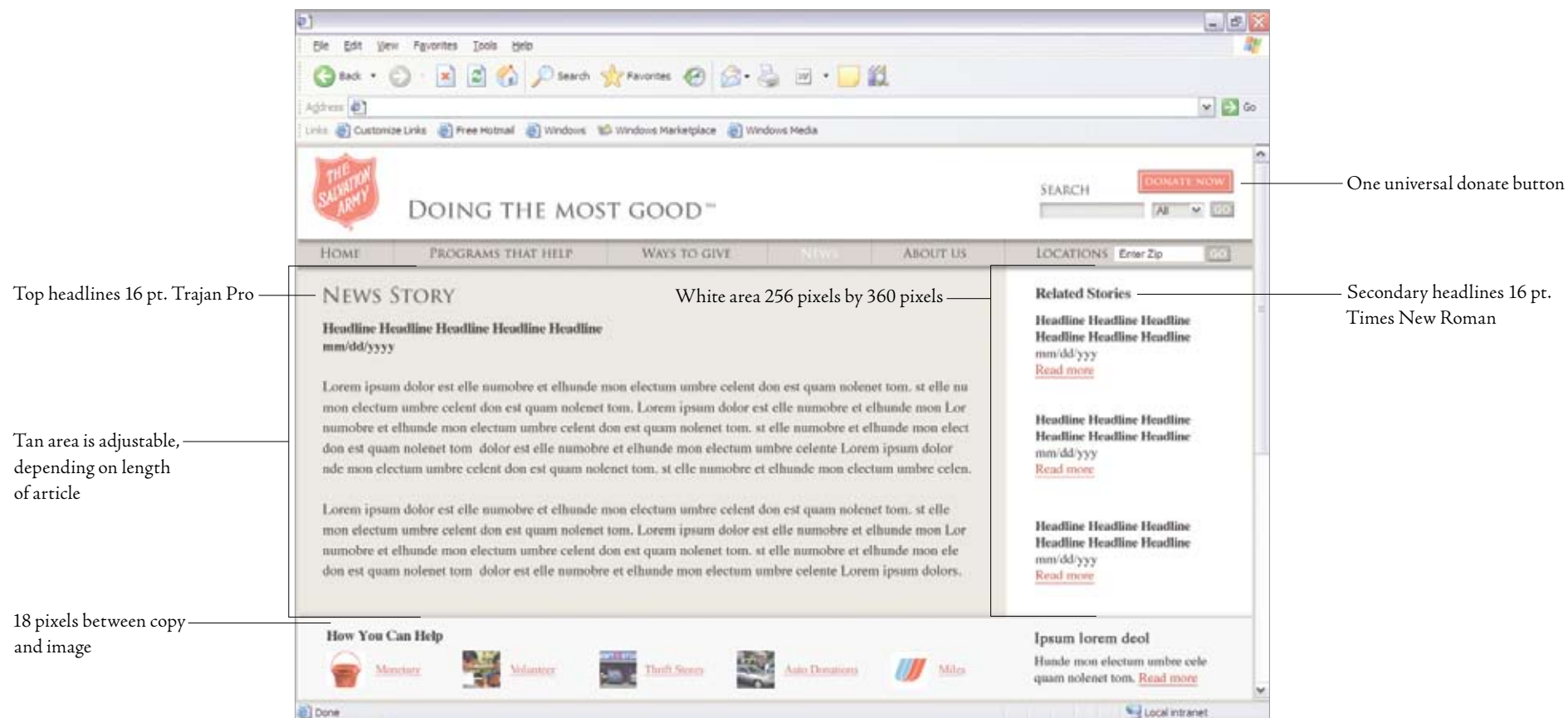
## Programs That Help

The screenshot shows a web browser displaying the Salvation Army website. The page features a navigation bar with links like HOME, PROGRAMS THAT HELP, WAYS TO GIVE, NEWS, ABOUT US, and LOCATIONS. The main content area is titled 'PROGRAMS THAT HELP' and contains three columns of program information: Community and Fellowship, Rebuilding Lives, and Comfort and Support. Each column includes a small image, a headline, and a list of services. A 'DONATE NOW' button is located in the top right corner. A search bar and a 'GO' button are also present. The page is annotated with various specifications for text, images, and layout.

Annotations and specifications:

- Top headlines 16 pt. Trajan Pro
- White area 256 pixels by 360 pixels
- Tan area 734 pixels by 350 pixels
- Links 21 pt. Times New Roman
- 18 pixels between copy and image
- No pictures with bottom entries
- One universal donate button
- 199 pixels by 110 pixels
- One picture for this area, located above entry
- No borders
- Top of picture should line up with top of headline in tan area
- Secondary headlines 16 pt. Times New Roman
- 55-character maximum for entries
- 14 pt. Times New Roman
- Left-justified
- One link at the end of entry; ex: Learn more, Contact us, Read more, View all

## News



## ■ APPLYING THESE STANDARDS

### Practical Examples

The purpose of Graphic Standards is consistency and uniformity. In essence, to do the most good with The Salvation Army brand, publication resources and, most importantly, the public's interest. Making all our communications clear, clean, and simple just makes them easier for anyone viewing to take in the message at hand.

For consumers, this translates into a uniform brand that speaks with one voice. And one consistent brand voice leads to a perception of credibility, organization, efficiency and, in general, a brand that they can understand, relate to, and even want to become a part of.

Following are many examples. Take a look.



WE COMBAT NATURAL DISASTERS  
WITH ACTS OF GOD.

When catastrophe strikes, your generosity strikes back. Thanks to your help, The Salvation Army serves disaster survivors from the moment of impact until the healing is



complete. Proving that while disasters may be unpredictable, the good of people is not. Thank you for your continued giving at 1-800-SAL-ARMY or at [salvationarmyusa.org](http://salvationarmyusa.org).

DISASTER RELIEF • EMERGENCY RESPONSE • REHABILITATION

HUMAN TRAFFICKING ABOLITION • YOUTH SERVICES • EVANGELISM

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Print Ad



## BRAND PRINT



SOME DISASTERS ARE PERSONAL.

There are those in this world who need rescue. From addiction. From poverty. From themselves. Our Adult Rehabilitation Centers don't just help people turn their lives



around. We give them the spiritual, emotional, and practical guidance they need to help them stay the course. To see how your donations of goods help, visit [salvationarmyusa.org](http://salvationarmyusa.org).

DISASTER RELIEF   EMERGENCY RESPONSE   REHABILITATION

HUMAN TRAFFICKING ABOLITION   YOUTH SERVICES   EVANGELISM

DOING THE MOST GOOD™

Print Ad

# YOUR TIME IS VALUABLE. DONATE IT TODAY.

HELP US HELP THE WORLD. BECOME A TRAINED VOLUNTEER WITH THE SALVATION ARMY.

The perfect time to volunteer for The Salvation Army is not when a disaster strikes. Not when a crisis arises. The perfect time is now, when you can get the training



you really need. So when disasters do strike and crises arise, you'll be fully prepared to help do the most good. Volunteer now at 1-800-SAL-ARMY or [salvationarmyusa.org](http://salvationarmyusa.org).

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HUMAN TRAFFICKING ABOLITION YOUTH SERVICES EVANGELISM

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## BRAND PRINT



EVERYONE DESERVES A SECOND CHANCE.  
NOT TO MENTION A FIRST.

A child comes into this world with nothing. And for some, sadly, that never changes. But your donations to The Salvation Army make a difference. With your support, our youth programs



will continue to give poverty-stricken children something they would never otherwise have: Opportunity. To give, call 1-800-SAL-ARMY or visit [salvationarmyusa.org](http://salvationarmyusa.org).

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Print Ad

## ■ BRAND PRINT

FORTUNATELY, A LIFE CAN ALSO  
BE TURNED RIGHT-SIDE UP.



See how your donations of goods help at [salvationarmyusa.org](https://salvationarmyusa.org).

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Newspaper Ad

FORTUNATELY,  
A LIFE CAN ALSO BE  
TURNED RIGHT-SIDE UP.



Our Adult Rehabilitation Centers help those in the grip of addiction mend their broken lives. To see how your donations of goods help, and to schedule a pickup, visit [salvationarmyusa.org](https://salvationarmyusa.org).

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Newspaper Ad

FORTUNATELY,  
A LIFE CAN ALSO BE TURNED RIGHT-SIDE UP.

Even within the depths of alcohol and drug addiction, there is hope. Through spiritual and emotional healing, group counseling, and work therapy, our



Adult Rehabilitation Centers help people mend their broken lives. To see how your donations of goods help, and to schedule a pickup, visit [salvationarmyusa.org](https://salvationarmyusa.org).

DISASTER RELIEF   EMERGENCY RESPONSE   REHABILITATION

HUMAN TRAFFICKING ABOLITION   YOUTH SERVICES   EVANGELISM

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Newspaper Ad

WHEN YOU PUT  
MONEY IN OUR KETTLE,  
EXPECT CHANGE.



1-800-SAL-ARMY • SALVATIONARMYUSA.ORG • DOING THE MOST GOOD™

# DOING THE MOST GOOD<sup>SM</sup>

DONATE AT 1-800-SAL-ARMY



SALVATIONARMYUSA.ORG

WHEN YOU  
PUT MONEY IN  
OUR KETTLE,  
EXPECT CHANGE.



Thanks to your donations, The Salvation Army is changing lives in Sacramento.  
1-800-SALARMY ■ TSATODAY.ORG ■ DOING THE MOST GOOD™

WHEN YOU PUT  
MONEY IN OUR KETTLE,  
EXPECT CHANGE.



Thanks to your donations, The Salvation Army is changing lives in Southern California.

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OUR KETTLE, EXPECT CHANGE.

1-800-SALARMY ■ TSATODAY.ORG ■ DOING THE MOST GOOD™

## TRUCKS



## ☛ CANTEEN TRUCK



## ENVELOPE, LETTERHEAD



## BUSINESS CARD



Front



Back

■ KETTLE SIGN



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🛡️ KETTLE SIGN



■ KETTLE SIGN





## ■ POWERPOINT TEMPLATE

NATIONAL PUBLIC AWARENESS CAMPAIGN & BRANDING STRATEGIES TRAINING

### KEYNOTE ADDRESS

# ONE NATION ONE MESSAGE

COMMISSIONER ISRAEL L. GAITHER  
NATIONAL COMMANDER



DOING THE MOST GOOD

NATIONAL PUBLIC AWARENESS CAMPAIGN & BRANDING STRATEGIES TRAINING

### AGENDA HIGHLIGHTS

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## PRESS RELEASE TEMPLATE



### MEDIA ADVISORY FOR IMMEDIATE RELEASE

#### THE SALVATION ARMY ANNOUNCES LONG-TERM KATRINA RECOVERY PLAN AT YANKIE STADIUM IN BILOXI, MS

**WHEN:** Wednesday, May 3, at 10:00 AM, CDT

**WHERE:** Yankee Stadium  
108 Division Street (Corner of Division and Lee)  
Biloxi, MS

**WHO:** Major Dalton Cunningham, The Salvation Army  
Kent Adcock, Habitat for Humanity  
Jim Green, Project Teamwork  
Mickey Cason, Southern Baptist Disaster Relief

**CONTACT:** [Salvation Army Media Contact, Phone number]

ALEXANDRIA, VA (May 2, 2006) – The Salvation Army will announce a major community recovery and rebuilding plan to meet the long-term needs of those affected by Hurricane Katrina at a recently opened 140-person volunteer village at Yankee Stadium in Biloxi, Mississippi on Wednesday, May 3 at 10:00 AM CDT. Major Dalton Cunningham, Commander of the Alabama-Louisiana-Mississippi Division of The Salvation Army, will outline the details of the recovery plan at the event along with partners from Habitat for Humanity, Project Teamwork and Southern Baptist Disaster Relief. Media will also have the opportunity to talk with representatives from The Salvation Army and the other organizations, and tour the volunteer village after the presentation.

This long-term plan, the second phase of the Army's overall \$362 million recovery effort, will use donated funds for reconstruction, housing development, volunteer programs, and job-readiness training, among other services, to assist survivors currently living in Louisiana and Mississippi. All Salvation Army services offered will be distributed to people who are the most in need, without discrimination, but based on specific eligibility criteria developed by the Army.

To date, 68 percent of the \$142 million spent in the first stage of recovery has gone toward direct financial assistance to survivors, including gift cards, accommodations assistance and utilities assistance. The other 32 percent was used for meals, cleaning and personal hygiene supplies for survivors, equipment, and transportation and lodging for Salvation Army disaster personnel. The balance of the \$362 million in public donations received, and any new donations, will support resettled survivors outside the immediate recovery zone. In the ongoing response to

Hurricanes Katrina and Rita, the Army has served more than 5.6 million hot meals and assisted nearly one million people in at least 30 states, through April 2006.

The Army continues to accept donations for Hurricanes Katrina and Rita, even as it prepares for potential new storms in 2006. Monetary donations help provide the most immediate relief to people in affected areas in the aftermath of major storms. Donations can be made either via the Army's website at [www.salvationarmyusa.org](http://www.salvationarmyusa.org), or by calling 1-800-SAL-ARMY. Donors will be prompted to give to the Army's Hurricane Relief Fund that will provide assistance for any storm-related outreach; or donors can designate that funds go directly to a specific storm.

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#### About The Salvation Army:

The Salvation Army, an evangelical part of the universal Christian church established in 1865, has been supporting those in need in His name without discrimination for 126 years in the United States. Over 31 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in 5,000 communities nationwide. For more information, go to [www.salvationarmyusa.org](http://www.salvationarmyusa.org).