Moving Our Mission Forward
The 2020 vision is a comprehensive and integrated approach to advancing the mission of The Salvation Army in the Carolinas. At its core is a fundamental belief that fostering healthy and holy relationships with our partners and the public at large will be key in our continued ability to preach the gospel of Jesus Christ and to meet human needs. The tactics that we choose will build trust and transparency: our programs will honor the lives of those we are privileged to serve; our financial resources will be used with wisdom and responsibility; our story will unapologetically proclaim our heavenly Father. Our vision requires of us that we be united in our efforts, focused on our objectives, ever aware of our performance, and always willing to adapt in the face of change.
A new way of thinking about our supporters . . .
In understanding our supporters as partners, invested in the mission, we can deeply cultivate our relationship with them.

. . . leads to new ways of relating with them. Our partners deserve to be cultivated and invited into our mission in a new way.

We will be faithful stewards of our resources . . . When we fully optimize and leverage our current resources, we can increase our effectiveness.

. . . and ensure that our ministry is adequately funded . . . Recurring expenses are predictable and can be funded with new and creative initiatives.

. . . in order to preach the Gospel and to meet human needs. We will celebrate our mission of preaching the gospel and meeting human needs without discrimination.
Tactics
Top partners represent important, engaged relationships

Who are your top ten partners?

It is our responsibility to foster these relationships and to help engage them with our mission.

Make personal visits to each of the top ten partners by the tenth month of each year.
You Make the Call

New donor acquisition is a significant & important investment.

Data: If a donor makes 2nd gift, 65% more likely to see self as partner & continue giving.

Only 35% of new donors make second gift.

By actively reaching out to first-time donors, we increase their engagement with our mission and willingness to continue their support.

our partners deserve to be cultivated and invited into our mission in a new way.
The Salvation Army should be a top-of-mind ministry in every city.

Annual meetings & Annual Reports will be required tools.

**Signature Events** help us have an impact and tell our story.

Raising the Shield is about giving The Salvation Army a prominent voice in our communities.

We will **celebrate our mission** of preaching the gospel and meeting human needs without discrimination.
IMPACT REPORT
Salvation Army Carolinas 2015

IMPACT REPORT

For nearly 150 years The Salvation Army has relied on the generosity of supporters just like you to help fulfill our mission to preach the gospel of Jesus Christ and to meet human needs in his name without discrimination. We are so grateful for your ever-reliable support. It has enabled us to have a powerful impact on our community over the past year.

We believe in this community, and will continuously strive to improve the well-being of those that live here. We will continue to offer life-changing programs that improve their lives. We will continue to be focused on being a trusted source of help and compassion.

The stories and statistics in this report only begin to communicate the real impact that your support represents on a daily basis. When you drop money in our Red Kettles, when you visit our website to contribute, when you volunteer at one of our local programs, or when you share the story of The Salvation Army with your friends and family, you continue to help transform the lives of your neighbors who are in the greatest need.

The success of the army is rooted in our faith and supporters. It is our prayer that you will continue to help us change the lives of those that we serve with your time, talent and treasure.

Blessings,
Lt. Christopher and Tabitha Wallace

Diondra’s Story
Annual Dinner Resources

Annual Dinners are essential events for thanking our partners and engaging the local community with stories of impact. While these events can seem daunting to organize, the benefits are well worth the effort. The Community Relations & Development team have developed several resources to help organize your next annual dinner. These templates have been created using either Microsoft Word or Publisher and can be completely customized for your local command.

As always, CRD team is available to help you plan and execute your event. If you have any questions or want to talk with someone about thoughts for your local annual meeting, please do not hesitate to contact the department.

Invitation
This annual dinner invitation is designed in publisher and can be

Dinner Program
This annual dinner program is a modern design and can be edited in publisher and can be customized

Save the Date
This save the date card is designed in publisher and can be customized

Reserved Marker
This reserved table marker is designed in publisher and can be customized

Preview and download the resources on this page or click below to download them all as a zip file.

DOWNLOAD ALL PDF
Raise the Shield

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It’s In The Bag

Family Stores are well known public face of The Salvation Army.

A bag of clothing represents $25 of revenue for a Family Store.

By marketing to church & civic group partners, we can drastically increase donations and revenue.

A marketing partnership with family stores to increase public participation in our life-changing programs

Recurring expenses are predictable and can be funded with new and creative initiatives.
Behind the Red Shield

To be a partner in the mission is to be a PART OF the mission.

Transparency & openness are keys to helping communicate the impact of The Salvation Army.

Focus on sharing stories of change and impact that the public’s support enables.

The Salvation Army values its partners and wants to have them understand the initiatives they choose to support.

In understanding our supporters as partners, invested in the mission, we can deeply cultivate our relationship with them.
Red Kettle Partnerships

A Red Kettle staffed with paid employee, costs about $2,000 for a season.

Great impact on revenue.

Local commands can forge partnerships with partners to underwrite cost of kettle in exchange for branded signage.

By underwriting the cost of a kettle, 100% of donated funds go to directly support the local work of The Salvation Army.

In understanding our supporters as partners, invested in the mission, we can deeply cultivate our relationship with them.
Red Kettle Partnerships

How do the partnerships work?

What does it cost to sponsor a kettle?
Implementing 2020 Vision

Developing a cross-functional implementation team

Timed phase-in of tactics across the division

Regular reporting to keep everyone accountable to the vision
Implementing 2020 Vision

For every tactic, we will have:

- Rationale
- Resources
- Metrics/Analytics
- Strategy