



TEAM UP WITH THE SALVATION ARMY AND THE ARKANSAS TRAVELERS for a year of Doing the Most Good!

TRAVELERS

TM



DOING
THE MOST
GOODSM



2015-2016 VOLUNTEER CALENDAR

April 2, 2015	Arkansas Gives: www.arkansasgives.org
May 12, 2015	Salvation Army Night with the Arkansas Travs
Year Round	Serve a meal to the homeless at the Center of Hope Shelter
Year Round	Sponsor a food or supply drive
Spring – Fall	Work the NLR Community Garden
July	150 th Anniversary of The Salvation Army around the world!
July-August	Back-to-School Bash
October	Application process for the Angel Tree
October 2015	Salvation Army Autumn Runway Fashion Show
November-December	Ring bells with the Red Kettle Campaign
November-December	Volunteer at the Angel Tree in Park Plaza or McCain Mall
November-December	Sort and organize Christmas gifts at the distribution center
May 2016	Salvation Army Celebration with the Arkansas Travs

WWW.SALVATIONARMYCENTRALARKANSAS.ORG

"[The Salvation Army is] the most effective organization in the U.S... No one even comes close to it with respect to clarity of mission, ability to innovate, measurable results, dedication, and putting money to maximum use." – Peter Drucker, Forbes Magazine

JOIN US IN MAKING 2015 A YEAR OF DOING THE MOST GOOD

The Arkansas Travelers have teamed up with The Salvation Army as partners in our Be A Shield Campaign. The Travs are kicking off a year of Doing the Most Good with a special event during National Salvation Army Week in May. This event will highlight the Travelers' commitment to "being a shield" against poverty in Central Arkansas. We invite the business community to join this exciting partnership and make this a year of Doing the Most Good.

Executive Summary

The Salvation Army and the Arkansas Travelers are inviting partners to join us in igniting passion for service. On May 12, 2015, the Arkansas Travelers will host Salvation Army Night at Dickey-Stephens Park. This event will kick off a year of service with The Salvation Army. The event will include

- A food-drive competition between the Traveler's new mascot and Captain Kettle.
- Social media competitions including photos with Travs mascots and The Salvation Army's Captain Kettle.
- National Anthem by The Salvation Army brass band.
- Opening pitch by Major Roger Glick.
- Images from Salvation Army projects scrolling on the Trinitron screen.
- Special recognition to our sponsors.

During the off-season, the Trav's team mascots will make several appearances with the Red Kettle Campaign and the Angel Tree. Trav's players will also perform service projects and record testimonials about what it means to "Be A Shield" with The Salvation Army.

The Trav's will host a year-end celebration during Salvation Army week 2016. This event will follow a similar program to the above bulleted list, but will include additional recognition of special volunteers and donors. This packet highlights sponsorship opportunities and explains The Salvation Army's hopes and expectations for the coming year.



The Salvation Army has been supporting those in need in the United States for 133 years and Central Arkansas for 118 years. Nearly 30 million Americans receive assistance from The Salvation Army each year through a broad 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. Of every dollar received, 82 cents is used in direct services; locally in Central Arkansas our meager budget of just over \$2 million impacted the lives of over 14,000 separate individuals last year.

BE MORE THAN A SPONSOR... BE A SHIELD!

Every day, The Salvation Army is feeding the hungry, sheltering the homeless, and providing hope to the lost. Show your support for The Salvation Army's mission by declaring "I Am a Shield!" Stand with us and be a shield against hunger and homelessness in Central Arkansas.

Be a Shield™ is a new and powerful initiative bringing supporters to The Salvation Army to *Do the Most Good*. "Be A Shield" is more than a slogan. It's a call to action. It's a rallying cry to the community to help shield vulnerable neighbors from hunger, homelessness and despair.

WHAT DOES PARTNERSHIP MEAN?

The Salvation Army is seeking a one-year partnership with businesses and organizations interested in inspiring hope and transformation in the lives of those who are lost and suffering. We seek more than just money... We are seeking real involvement. In addition to financial sponsorship of our campaign, we ask each partner to join us in at least one project during the program year (Please see bulleted list below).

As a corporate partner, your company will be associated with one of the most well-known, trusted charities in the world. Your employees can join our "Army" of over 7,000 volunteers in Central Arkansas involved in hands-on service projects such as

- Feeding meals in our shelter.
- Teaching life-skills courses to the homeless.
- Working in our community garden.
- Ringing a bell with our annual Red Kettle Campaign.
- Supporting the Angel Tree by sponsoring a tree in your office or working volunteer shifts at the mall.
- Hosting supply drives and food drives.
- Giving backpacks and school supplies to needy children at our Back-to-School Bash.
- Joining our Advisory Board or one of our Action Committees.



Every day, volunteers feed and provide ministry to hundreds of our neighbors in need at our shelter in Little Rock, giving hope and encouragement to those in need.

In order to build momentum around our partnership, The Salvation Army hopes our partners will actively promote our service activities by posting pictures of their employees volunteering on social media and posting signage declaring your passion for “being a shield” for our neighbors in need. The Salvation Army can be tagged at <https://www.facebook.com/SalArmyCAAC>. We will also provide sponsors with 6”-diameter I AM A SHIELD window clings to be displayed at your business locations.



SPONSORSHIP LEVELS

\$1,000 – All sponsors will receive the following base benefits:

Special promotions with the Travelers during Salvation Army Night (*May 2015 and May 2016*):

- Pre-Game PA Mention in conjunction with Salvation Army – Highlight “Be A Shield” partnership
- Mention in Marketing Material related to the event.
- Ability to display banner and marketing materials in the Salvation Army gathering area

Inclusion on Salvation Army “I Am A Shield” campaign materials:

- Logo printed on “I Am A Shield” t-shirts
- Logo included in campaign marketing materials (flyers, brochures, videos, media alerts, etc.)
- Reciprocal link on Salvation Army website: www.SalvationArmyCentralArkansas.org
- Promotion of partnership in social media including www.facebook.com/SalArmyCAAC



\$5,000 – In addition to the base package, these sponsors will receive the following:

- Permanent presence at Dickey-Stephen’s Park promoting your organizations support of the “Be A Shield” Campaign
- Honored recognition during celebration ceremony at Dickey-Stephens Park



BE A SHIELD

Sponsorship Form

Name / Organization: _____

Address: _____

Phone: _____

Email: _____

Contact Person: _____

Sponsor Type:

\$5,000 – Leadership Sponsor _____

\$1,000 – Soldier Sponsorship _____

_____ -- Other Amount _____

What form of payment will you be using?

_____ -- Check Check # _____

_____ -- Credit Card: Card# _____

Exp. Date _____ CVN (3-digit code) _____

*All donations are tax deductible. Please mail form and payment to The Salvation Army
Attn: William Tollett / 1111 West Markham, Little Rock, AR 72201.
Please note "I Am A Shield Sponsor" in the memo line.*