

## Salvation Army

### Background

The Salvation Army is a local non-profit volunteer organization that serves working families, single parents, individuals and the homeless in need. They also provide hot meals 365 days a year, shelter, financial assistance, and food bank services.

They struggled to gain brand awareness during the pandemic so they decided to invest in an out of home campaign to raise awareness for volunteer opportunities and donations.

### Objective

The objective was to bring awareness for the Salvation Army and what they do, and to raise funds to provide much-needed resources during the pandemic year.

### Strategy

The strategy was to use digital OOH. Their small budget was supplemented by local offices and advertisers who donated digital space.

### Plan Details

Market: Fort Smith, AR

Flight Dates: November 2020 - January 2021

OOH Formats: Digital Bulletins

Budget: under \$10,000

### Results

This was the Salvation Army's first time utilizing OOH and donations increased by 16 percent. Their online donations were up 200 percent and mail appeals were up 80 percent over the last year.

