



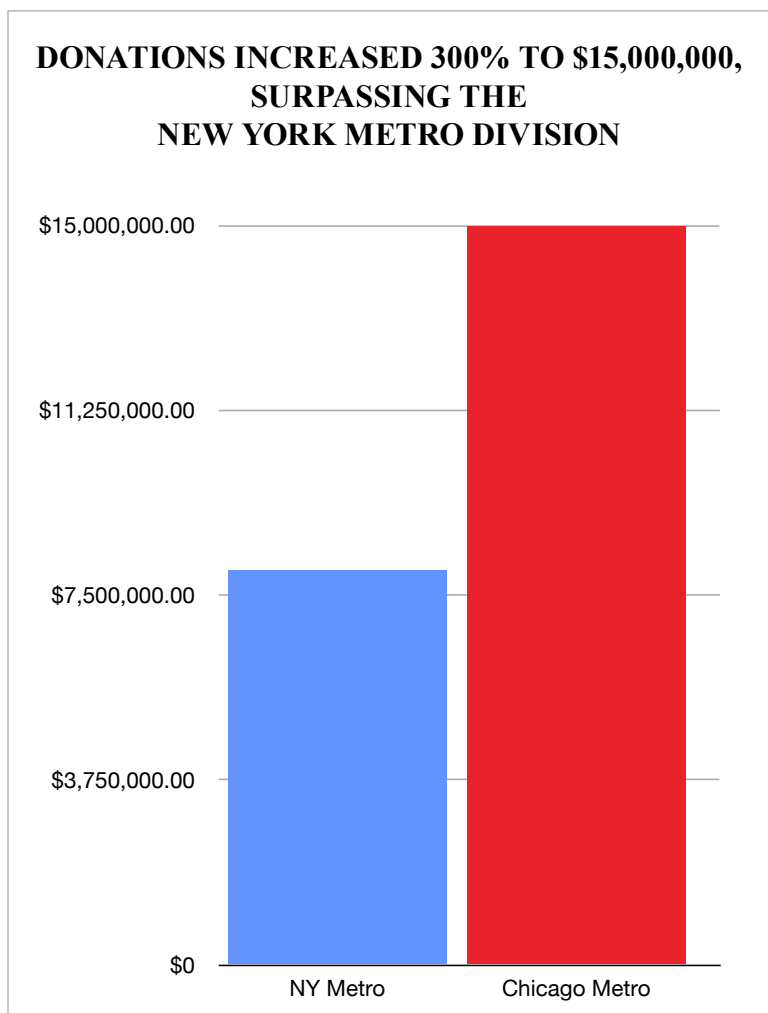
GOAL:

The Chicago Metropolitan Division of the Salvation Army came to CCFC with flat-to-declining donations. Our research determined that people thought of them only as the red kettles at Christmas that one was supposed to put money into, but not much more than that. People had no notion of what happened to their contributions once placed in to the kettles. CCFC proposed an information campaign to inform people what effect their contributions had in the community and thereby motivate increased giving.

ACTION:

CCFC created an integrated branding campaign of television, print, outdoor, videos and collateral materials. The campaign dimensionalized the specific benefits that The Salvation Army brings to the Chicago community as a direct result of each person's contribution. In effect, the campaign connected each giver with the positive effects their money would offer.

RESULTS:



In just five years donations increased 300% (even surpassing long-time contributions competitor, New York Metro Division)!

Annual reports, the primary means of soliciting contributions from major private and corporate contributors, not only increased giving among this important constituency, but also won first-place nationwide honors among all regions for 4 consecutive years, a never before accomplished feat.

CCFC is the only advertising agency to win The Salvation Army Corporate Partner Award, usually only given to larger national corporations for their partnership and major donations.

