



Christmas Mission Campaign 2024

Campaign guide
Version 1.0 | Sept 2024

Copy palette

Campaign overview

About this campaign guide

- The key messages, CTAs and other copy provide guidelines as to how to speak/write about Christmas 2024.
- Copy can be adjusted slightly to ensure it is appropriate to your channel and audience, with all copy coming through Brand and Campaigns – Mission for proofreading to ensure it aligns with the overall campaign.
- The tagline cannot be changed but elements can be incorporated into other sentences for creative impact.
- ‘Australian’ can be changed to ‘people’/‘everyone’ as necessary (and vice versa) to ensure the content is inclusive of people living in Australia who may not identify as Australian.



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Campaign dates

1 December 2024 – 25 December 2024

Single-minded proposition

With a strong belief in God's goodness and love that brings us deep, authentic joy, The Salvation Army invites people to discover this gift of joy found in Jesus — practically, socially, spiritually and as volunteers — for their Christmas and year ahead.

Tagline

A gift of joy

Rationale:

- Christmas is a time of joy, as declared by the angels at the time of Jesus' birth: "But the angel said to them, 'Do not be afraid. I bring you good news that will cause great joy for all the people. Today in the town of David a Saviour has been born to you; he is the Messiah, the Lord'" (Luke 2:10-11, NIV).
- "Good news" causing joy offers connection to brand expression 'Believe in good'.
- Angels sharing the message of good news connects to Mission Resources' theme of 'Heaven meets Earth'.
- Jesus is God's gift to the world, aligning with our fundraising theme, 'Give a new beginning'. This theme highlights the joy and fresh start that people find through the Salvos and Jesus, especially those struggling physically, emotionally, or spiritually.

In design terms, this message 'A gift of joy' can be reflected with a traditional, Christmas aesthetic, which resonates well with audiences.

- Current financial pressures in Australia and other personal challenges mean Christmas is not a joyful time of year for many people in the community.
- The Salvation Army is one of the most well-known charities associated with bringing Christmas cheer and has an opportunity to:
 - Give small but meaningful gifts of joy through food hampers and toys (the Mission campaign promotes this from the angle of people reaching out to receive this).
 - Offer volunteering opportunities so individuals can give joy to others and experience the joy in return for themselves.
 - Spread joy to the community with events such as Christmas carols and meals.
 - Share the gift of Jesus through Christmas church services and online content so people can discover his joy.

Important notes/language

- Don't use 'Xmas' (offensive as Christmas is a reference to 'Christ') or 'merry' (relates to alcohol)
- Prefer subtle Christian overtone for Christmas greetings e.g., wishing you a blessed Christmas, wishing you a Christmas filled with hope and joy
- Don't say 'Join us' as people can be off put with thinking it means 'Join our movement'

- Employ language that is sensitive
- Language used in case studies and campaign messaging to be shared with Social Mission for feedback when appropriate
- Empathetic, relational, optimistic, authentic, uplifting
- Compassionate, caring, kind, inspiring, encouraging, welcoming, friendly, warm, approachable, non-judgemental, inclusive
- Easy to read grade level (5-7)
- Do not use 'jumping castles' as an example for events due to the 2021 jumping castle incident in Tasmania (WHS have said 'no' to their use)

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Key messages and calls to action

Adapt language to audience profiles to reduce jargon as required.

Links:

- Select the appropriate link for the content:
- Main link to promote – [salvationarmy.org.au/christmas](https://www.salvationarmy.org.au/christmas)
- Need help: <https://www.salvationarmy.org.au/christmas/need-help-this-christmas/>
- Faith: <https://www.salvationarmy.org.au/christmas/events/>

Primary audience:

People who are spiritually seeking or interested in exploring faith or attending Christmas events (with a focus on people 45 years and under)

Key messages

- Because of God's love and promises, we believe in good, and we believe in joy.
- Even when life is challenging, Jesus gives us a reason to have joy.
- We can have joy, even when experiencing hard times, because of the love and hope of Jesus, revealed to us that first Christmas.
- Jesus is a gift of joy to the world because he gives us hope and unconditional love.
- Jesus offers us a new beginning — one filled with joy and everlasting hope.
- The good news of Christmas is found in the birth of Jesus, who gives us a reason for joy in the midst of sorrow and suffering.
- Jesus can bring joy into your heartache and hardship, sorrow and suffering.
- Joy to the world! Jesus is born.
- This Christmas, The Salvation Army wants to share a gift of joy with you.
- You can experience joy this Christmas.
- Jesus' birth brings good news of hope and joy to all people.
- The good news of Christmas is found in the birth of Jesus, who brings us goodness, love, joy and purpose.
- The Salvation Army is a friendly, kind and welcoming place to go/connect with at Christmas.

- The true message of Christmas is that God gave us a gift through the form of Jesus — and he offers everlasting hope, meaningful purpose and deep joy.
- At Christmas, we remember Jesus coming from Heaven to Earth, showing us God's love and giving us a reason for joy.

Calls to action

- Find out more about Jesus — who brings joy — this Christmas at a local Salvos event.
- Experience the hope and joy Jesus' birth brings to our lives/ can bring to your life at The Salvation Army this Christmas.
- Christmas is about the good news of Jesus' birth, and we invite you to discover what joy that can bring to your life.
- Experience joy and connection this Christmas.
- Celebrate a gift of joy this Christmas at your local Salvos.
- We invite you to receive a gift of joy this Christmas at the Salvos.
- Find out why we sing "Joy to the world" at a Salvos carols event near you.
- Discover the joy and new beginning Jesus offers. Learn more at the Salvos this Christmas.

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Primary audience:

Those facing financial hardship or loneliness and isolation at Christmas (with a focus on people 45 years and under)

Key messages

- The Salvos offer support and financial assistance so all people can experience joy during Christmas and hope for the year ahead.
- The Salvos offer support, hope, and financial assistance so you can experience joy at Christmas and for the year ahead.
- The Salvation Army is a safe place to reach out to for help, hope and joy this Christmas.
- You can believe in good for your Christmas this year, the Salvos are here for you.
- We want you to experience a gift of joy this Christmas — one that carries you into the year ahead.
- The Salvos can help ease the financial burden of Christmas and help you feel more financially hopeful for the new year.
- If you are experiencing a crisis or challenge this Christmas, the Salvos can help make Christmas more joyful.
- If life has been tough this year, The Salvation Army is here to help you to believe in good for your Christmas and have joy for the year ahead.
- For individuals and families facing hard times, The Salvation Army is here to share the joy of Jesus and offer hope and help, so you can have a new beginning.

Calls to action

- If you are experiencing challenges this Christmas, the Salvos want to share a gift of joy with you.
- If you are facing difficulties this Christmas, the Salvos are here for you. Even in times of need or crisis, joy is possible.
- Reach out to find joy this Christmas.
- If times are tough, the Salvos are here to offer you hope, joy and a new beginning this Christmas.
- We can share a good gift of joy with you this Christmas.
- If you are facing financial difficulties, hardship or have no one to celebrate with, The Salvation Army can help make this Christmas a joyful one.
- Come and receive a gift of joy this Christmas at the Salvos.

Primary audience:

People who may wish to get involved with TSA at Christmas – e.g. By volunteering, giving, etc (with a focus on people 45 years and under)

Key messages

- The Salvation Army is a good place to volunteer to share joy with people in need.
- I believe in good, so I want to volunteer with The Salvation Army at Christmas time and share joy with people in need.
- As I help and give joy to others, I also receive a gift of joy in return.
- The Salvation Army welcomes people to volunteer and share a gift of joy with people in need at Christmas.
- You can share a gift of joy with others this Christmas.
- Give a gift of joy this Christmas by sharing your time as a volunteer with the Salvos.
- It's good to share a gift of joy with others at Christmas.

Calls to action

- Find out how you can become a volunteer with The Salvation Army this Christmas and spread joy to others.
- Be part of a group of people who believe in good for others this Christmas.
- Share a gift of joy with people who are doing it tough this year.

Secondary audience:

Salvos – church members, employees, volunteers and their families (note that employees include large areas of Mission Enterprises such as Salvos Housing, Salvos Stores, Aged Care, Employment Plus, etc)

Potential and existing supporters of TSA for whom we want to add weight to the ‘why’ behind their giving

Use key messages and calls to action from other audience groups as appropriate.

Bible verses

- “But the angel said to them, ‘Do not be afraid. I bring you good news that will cause great joy for all the people. Today in the town of David a Saviour has been born to you; he is the Messiah, the Lord’” (Luke 2:10-11, NIV).
- “When they saw the star, they were overjoyed” (Matthew 2:10, NIV).
- “But let all who take refuge in you rejoice; let them sing joyful praises forever. Spread your protection over them, that all who love your name may be filled with joy” (Psalm 5:11, NLT).
- “Satisfy us in the morning with your unfailing love, that we may sing for joy and be glad all our days” (Psalm 90:13-15, NIV).
- “Shout for joy to the Lord, all the Earth, burst into jubilant song with music” (Psalm 98:4, NIV).
- “The Lord has done it this very day; let us rejoice today and be glad” (Psalm 118:24, NIV).
- “Though you have not seen him, you love him; and even though you do not see him now, you believe in him and are filled with an inexpressible and glorious joy” (1 Peter 1:8, NIV).
- “Those whom the Lord has paid for and set free will return. They will come to Zion with singing. Joy that lasts forever will crown their heads. They will be glad and full of joy. Sorrow and sad voices will be gone” (Isaiah 35:10, NIV).
- “Ask and you will receive, and your joy will be complete” (John 16:24, NIV).

Key statistics

Note: The Christmas campaign is not an advocacy campaign, therefore many of these statistics will not be used in campaigns. They may however be used in copy that helps people not feel so alone in their call out for connection or practical support.

Internal research

Last Christmas season, The Salvation Army's social programs:

- Assisted more than 62,000 people
- Provided more than 149,000 sessions of care to people in need
- Provided more than 4800 sessions of care to people in need each day

Last Christmas season, The Salvation Army's Doorways Emergency Relief and Community services nationally:

- Provided food parcels or meals to more than 14,500 people in need; rates for food parcels more than doubled at Christmas time compared to other months of the year
- Distributed more than \$1.8 million in cash, gift cards, vouchers and assistance paying bills
- Assisted more than 37,000 people in need of emergency relief and material aid and provided more than 47,000 sessions of care
- Provided more 15,000 people in need material assistance such as clothing, bedding and furniture. This increased nearly 10-fold during December with the provision of Christmas Cheer toys and gifts.
- Delivered more than 44,500 gifts and presents to families.

Last Christmas season, The Salvation Army's homelessness services nationally:

- Assisted nearly 8500 adults and their children at risk of or experiencing homelessness and provided more than 26,000 sessions of care

Last Christmas season, The Salvation Army's social mission services nationally:

- Provided more than 92,000 bed nights to people in need of accommodation.
- Provided more 184,000 meals to those staying in our homelessness accommodation centres.

Last Christmas season, The Salvation Army's corps and churches:

- Provided more than 17,500 community meals
Source: The Salvation Army, Christmas Data Summary Report, August 2024
- Nearly all (94%) Australians are concerned about the cost of living
- Nearly two thirds (64%) of Australians are very concerned about the cost of living in Australia
Source: The Salvation Army Internal Research (Sentiment Tracker)

External research

Source: Australia Now Report, July 2024

- Over the last few months, there has been a decline in those who are hopeful and optimistic and an uptick in those who feel stressed and anxious. Driving this is the continuing cost of living crisis and concerns around housing affordability. These are the top two issues Australians want the Government to act upon as a priority (61 per cent and 37 per cent respectively).
- In June 2024, 32 per cent of Australians reported their mood as being stressed and anxious while 25 per cent said they are hopeful and optimistic.
- Two in five (42 per cent) of those aged 18-29 feel their mental health has worsened over the past six months.
- In June 2024, one in three Australians predicted they'd be likely to struggle to pay their electricity/gas bill in the next three months.

Creative copy

“But the angel said to them, ‘Do not be afraid. I bring you good news that will cause great joy for all the people. Today in the town of David a Saviour has been born to you; he is the Messiah, the Lord’” (Luke 2:10-11, NIV).

The Greek word for ‘joy’ in Luke 2:10 refers to a feeling of gladness, a source of joy, a feeling of calm delight. Calm even in chaos. Delight even in disappointment and disaster. Happiness despite heartache.

Joy is not always related to circumstances. We can be in a time of trial and still have joy. This joy does not depend on everything going right but on faith and hope that one day everything will be put right.

That is why you can meet someone who is struggling to make ends meet or battling an illness, and yet they still have a smile on their face. They have a sense of joy that is non-circumstantial. They have joy that is ‘calm delight’. Everlasting.

The World Happiness Report places Zimbabwe as the 138th happiest nation – and yet there are people in Zimbabwe who still experience deep joy. The opposite is also true. People in wealthy nations — even those who are attractive, talented and have everything going for them — can struggle with addiction, discontentment and depression.

The joy of Jesus

Many people, no matter their circumstances, experience joy in their lives through their relationship with Jesus.

Jesus entered the world during a time of great hardship. He was born to young parents who would have been outcasts in their community. He became a refugee, escaping a king who wanted to kill him. He grew up in a culture of political turmoil, where a lot of people struggled to have enough food each day.

And yet – the angels announced Jesus’ birth with great joy. The Wise Men ‘rejoiced’, and the shepherds ‘glorified’ God because they knew Jesus’ birth was good news that brought hope, love, peace, and joy to all people.

Jesus taught that we could have joy through him, saying, “Ask and you will receive, and your joy will be complete” (John 16:24, NIV). Jesus was referring to the gift of the Holy Spirit, which allows us to experience his perfect love, casting out all fear and condemnation. In following Jesus, we are filled with joy through the Holy Spirit.

Our hope for everlasting joy also comes from the words of the prophet Isaiah, recorded in the Bible. Isaiah recognised that Jesus would bring “joy that lasts forever” and that “sorrow and sad voices will be gone” (Isaiah 35:10).

Isaiah spoke of joy that lasts eternally. This is also where Christian joy comes from – hope for the future that is beyond any difficult present-day suffering. This joy is available even when times are tough. Even when we are unwell or battling mental illness. Even when we are struggling to pay the bills or buy our children a Christmas gift.

The joy we receive from Jesus is not about happy circumstances, it’s about a belief in the goodness of God’s promises and the hope we can have even in times of suffering.

A circle of joy

Jesus offers a gift of deep, lasting and profound joy.

When we embrace this gift and extend kindness, love, and care as Jesus taught us, we not only spread joy but also invite it back into our own lives.

This Christmas, we warmly invite everyone, especially those who feel weary, sad, or burdened, to explore and experience the joy, goodness, and new beginnings Jesus offers. Join us at Salvation Army church services, Christmas meals, and other events to discover more about the unique promise of Jesus.

Also consider giving a gift of joy to others through volunteering, caring, random acts of kindness, and more.

This Christmas may we all embrace and share a gift of joy, experiencing the profound joy that comes through Jesus and spreading kindness and love through our actions. Together, let’s create a ripple effect of joy that touches hearts and transforms lives.

Creative

Single-minded proposition

With a ***strong belief in God's goodness*** and
love that brings us ***deep, authentic joy***,
The Salvation Army invites people to discover
this ***gift of joy*** found in Jesus — practically,
socially, ***spiritually*** and as volunteers —
for their ***Christmas*** and year ahead.

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Creative concept

At Christmas time, The Salvation Army invites people to discover this gift of joy found in Jesus.

This gift comes from a grounded belief in the goodness and love of God that brings deep and authentic joy that is expressed practically, socially, spiritually and as volunteers .

Our hero image utilises the angel as the messenger for the “A Gift of Joy” tagline. The elements of gold, and illustration style gives a nod to heritage, and a hopeful Christmas sensibility.

The colour palette is complimentary to “Believe in good”, with the lock up to encapsulate the theme for Christmas, and link with the brand expression.



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Visual elements

NOTE:
*These are not actual deliverables
and are only provided to show how
the creative could be applied*

The Christmas Mission Campaign 2024 visual
elements is comprised of the following:

“A Gift of Joy” tagline
(Embury Text Bold Italics)

Angel Graphic

Mosaic Background

Believe in good lock-up
(Single line, centre aligned)

These elements will be arranged accordingly
based on the dimensions and given content.

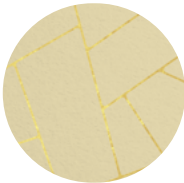
Angel Graphic



“A Gift of Joy” tagline



Mosaic Background



Believe in good lock-up



BELIEVE IN GOOD

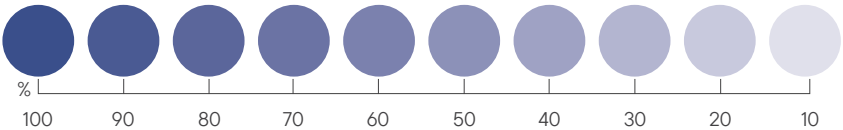
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Colour palette

Believe in good Cobalt Tint, Paperbark, Snowgum, and TSA Red are used for Christmas Mission Campaign 2024

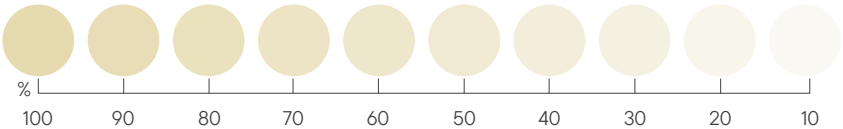
BiG Cobalt Tint

C-85 M-72 Y-9 K-14 | R-58 G-79 B-139 | Web #3a4f8b



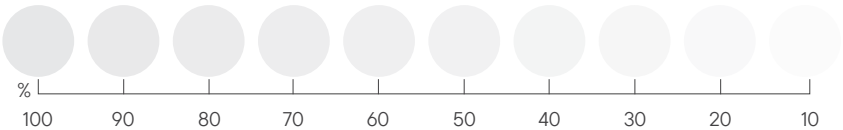
Paperbark

C-10 M-10 Y-35 K-0 | R-230 G-218 B-175 | Web #e6daaf



Snowgum

C-10 M-10 Y-35 K-0 | R-230 G-231 B-232 | Web #e6e7e8



TSA Red

C-0 M-93 Y-79 K-0 | R-239 G-55 B-62 | Web #ef373e



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Visual executions

NOTE:
These are
not actual
deliverables
and are only
provided to
show how
the creative
could be
applied

