

THE SALVATION ARMY

Mr. Donald Trump
The Trump Organization

(According to Peter Drucker) **THE MOST EFFECTIVE ORGANIZATION IN THE U.S.**
Why Their “**UNTOLD STORY**” Is Important To YOU And Millions Of Others

Dear Mr. Trump,

You might be surprised at Peter Drucker’s choice. You’ll probably be shocked, like I was.

According to one of the most well respected management gurus of all time, Peter Drucker, “**THE SALVATION ARMY** is by far **THE MOST EFFECTIVE ORGANIZATION IN THE U.S.** No one comes close to it with respect to clarity of mission, ability to innovate, measurable results, dedication and putting money to maximum use.”

But we know all about the Salvation Army, perhaps not as the most effective organization in the U.S. don’t we? So what’s The Salvation Army’s “Untold Story”? Why is it important to YOU?

The as yet “Untold Story” is this. **Last year in the U.S. alone, almost 30 million folks were assisted in some way, without discrimination, by The Salvation Army.**

Why tell YOU about Peter’s Drucker’s comments (which by the way, you wouldn’t hear the Salvation Army boasting about) and about the Salvation Army’s “Untold Story”? 2 Reasons

#1. Because as a respected business leader who now knows The Salvation Army’s “Untold Story”, the next time YOU feel generous, YOU will feel good making a “smart investment in a world class organization” that yields maximum returns and assists millions every year.

#2. Because now that you know, you may want to give back to your community through the Salvation Army - helping spread the word about the Army’s “Untold Story” in one of the most effective marketing campaigns ever devised to capture all North America’s attention.

Here’s how!

Announcing The Salvation Army’s

THE REALLY BIG IDEA™ Every Eye, Every Ear™

Comprehensive Multi-Media Marketing, Public Relations Campaign And International Tour



Imagine our 178’ Video Airship cruising over major metro areas in a year-long tour.

To thank our VIP sponsors, as we fly over your area, we will show a “Tour Sponsor Thank You” video of you on our 30’ X 70’ full-color video screen for the media, Internet, and everyone to see. Why consider investing in The Salvation Army’s THE REALLY BIG IDEA™ international marketing, public relations campaign and Video Airship tour? What’s in it for YOU?

Well, simply put, our gratitude, recognition, appreciation, the good will, perhaps most of all, the good feeling YOU will have inside, knowing that YOU made a difference in millions of lives.

It can’t get any better than that, now that YOU know how very important YOU are to millions.

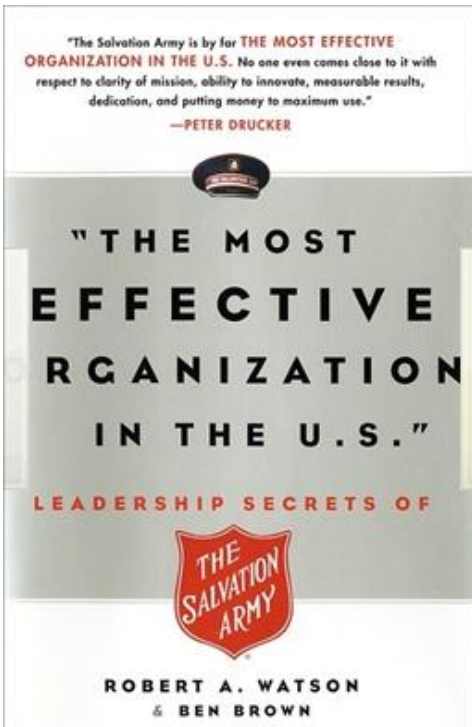
Please ask your assistant to forward my call when I call your office.

Best personal regards,

Picture of Commissioner Roberts or Territorial Designee

Commissioner Roberts Or Territorial Designee Signature

PS Everyone is excited to help us tell the “Untold Story”. Here’s our report card. Can we count on YOUR help too? Because Need Knows No Season. Here’s my personal phone number.



Former National Commissioner Robert A. Watson’s *Leadership Secrets Of The Salvation Army*

CENTERS OF OPERATION		GROUP MEETING ATTENDANCE	
Corps	1,241	Outdoor Meetings	353,124
Outposts and Service Centers	189	Sunday School	2,387,389
Rehabilitation Centers	163	Sunday Meetings	5,338,383
Family Stores	1,375	Weekday Public Meetings	2,224,481
Community Centers, Boys/Girls Club	350	Soldier Development	618,397
Child Day Care Centers	120	Group Activities	9,205,940
Adult Day Care Centers	14	Music Organizations	1,026,899
Senior Citizen Centers	266	Other	6,179,162
Group Homes/Temp Housing	568	TOTAL Group Meeting Attendance	27,333,775
Permanent Residences	74	PEOPLE SERVED	
Medical Facilities	33	Basic Social Services	16,511,716
Service Units	3,051	Holiday Assistance	4,246,340
Camps	45	Summer & Day Camps	180,585
Divisions	40	Disaster Assistance	955,440
Training Colleges	4	Persons Visited In Institutions	2,714,759
Others	288	Job Referrals	82,346
TOTAL Centers of Operation	7,821	Correctional Services	433,998
PERSONNEL		Community Center Participation	1,050,598
Officers	3,557	Day Care	164,743
Cadets	283	Senior Citizens	784,251
Soldiers	107,393	Substance Abuse Rehabilitation	372,934
Members	400,055	Medical Care	35,139
Employees	60,117	Institutional Care	1,041,924
Volunteers	3,411,613	Missing Persons	18,400
Advisory Organization Members	58,860	Transportation Provided	825,357
SERVICES		TOTAL Persons Assisted	29,418,530
Meals Served	64,039,211		
Lodgings Supplied	10,292,835		
Welfare Orders – Cash Grants	6,716,866		
Tangible Items Distributed –	21,650,038		
Clothes, Furniture, Gifts	102,698,950		

The Salvation Army’s Year End Corporate Report Card