



6AM MARKETING, INC

Client:

**KWW/CF - Veteran
Rental Assistance
Program**

Project:

Donor Campaign

August 15, 2023



CONTENTS

02 TOC

03 Main Idea

05 Territory 1

08 Territory 2

11 Territory 3

14 Territories Summary

We are

**Creative
Problem
Solvers**

Objective

Our goal with this deck is to present new veteran-focused territories appealing to high net-worth individuals.

The intention is to inspire these individuals to become donors by humanizing the very real struggle of our Wisconsin veterans in need of a hand-up.

While KWW has built a recognizable brand and become a successful safety net for Wisconsin's most vulnerable, there is increased pressure from shrinking government support falling back onto its donors.



KEEP WISCONSIN WARM / COOL FUND

Concept Territories



TERRITORY 1

**“Thank you
for your service.”**

Rationale

We all love to tell our beloved veterans, "Thank you for your service," as a way to acknowledge their most noble sacrifice, but at the end of the day, when their backs are against a wall, words simply aren't enough.

Too many veterans are struggling to pay their rent, energy bills, and other essential living expenses. This territory uses compelling visuals to tell the viewer that the best way to truly thank a veteran for their service in a way that makes a difference in their lives is through a monetary donation to the KWW/C Fund.

VISUAL IDEA

We see civilians interacting with veterans in various scenarios throughout the course of a day, thanking them for their service, leading up to a veteran attempting to pay for groceries with all of the "Thank you for your services" he has received.

COPY

As our veteran attempts to buy groceries with a check written out to "Thank you for your service" ... There are 21,000 veterans in Wisconsin struggling to pay for rent, utilities, and other life-sustaining services.

Clerk looks at him, confused, and shrugs, feeling defeated and unable to help.

When you donate to the Veterans Rental Assistance Program, 95 cents of every dollar goes to helping those in need.

We can do more. Make a difference by donating today.

CTA

Visit VRAPWI.com or call 1-833-WIS-VRAP (833-947-8727)





TERRITORY 2

No One Left Behind

Rationale

We present the scope of the issue with full transparency: While VRAP is the most successful veterans program in Wisconsin, there are more people to be helped than dollars currently available to help them – and we need to help them *all*.

VISUAL IDEA

A lineup of 10 Wisconsin veterans of all ages, from various wars. Three step forward into the light. The camera focuses on soldiers left in the shadow, the men and women who would be helped by an increase in donations.

COPY

The Veterans Rental Assistance Program and your donations have helped many Wisconsin veterans struggling to pay for rent, utilities, and other life-sustaining services. But our goal is to help ALL Wisconsin veterans in need of a hand up, and we need your help.

Funds from government assistance programs are nearly exhausted, and so it's dependent on your donations to help bring these heroes who bravely protected our freedom out of the shadows.

And shine a light on the sacrifices they made to protect us.

It simply isn't right for ANY Wisconsin veteran to be left in the dark.

Call 833-WIS-VRAP to offer a hand up.

CTA: Visit VRAPWI.com or call 1-833-WIS-VRAP (833-947-8727)





TERRITORY 3

Perspective Check

Rationale

We all live our lives aware, in the back of our minds, that some people have it worse than us. The objective of this territory is to put those who truly need a hand up directly in the eyeline of the viewer. It's one thing to be aware that people need help; it's another to see them and realize how difficult their lives are and how we can help them.

The execution is simple, and the message is too:
See this person? You can help this person.

VISUAL IDEA

We open on tight shot of a face. A slow zoom out reveals this person is a Wisconsin veteran in need of assistance. (such as someone with an injury, who is missing a limb, or taking down an eviction warning).

COPY

21,000 Wisconsin veterans struggle to pay their rent and utilities. Only you can help. Donate today.

CTA

Visit [VRAPWI.com](https://www.vrapwi.com) or call 1-833-WIS-VRAP (833-947-8727)





**“Thank you for
your service.”**



**No One
Left Behind**



**Perspective
Check**



KEEP WISCONSIN WARM

Thank You