

THE SALVATION ARMY AUSTRALIA: CORE MESSAGING FRAMEWORK

Organisational DNA



INTERNATIONAL MISSION AND VISION One Army, One Mission, One Message

NATIONAL MISSION STATEMENT

- Provides shared understanding of why we exist & what we are here to do
- Underpins all other messaging, internal and external
- Should be re-communicated often internally
- May or may not be communicated externally.

NATIONAL VALUES STATEMENT

- Provides shared understanding of values and "how we do things around here"
- Underpins all other messaging, internal and external
- Should be re-communicated often internally
- May or may not be communicated externally.

External Campaigns

Internal Campaigns

Base Marketing / Fundraising Position

E.G. "HOPE WHERE IT'S NEEDED MOST"

- Assists with recruiting and retaining donors, volunteers, and with generating awareness amongst the general public
- Likely to be the most well-known message with the general public
- Most prominent historical example is "Thank God for the Salvos"

Programs & Services

E.G. SALVOS STORES, EPLUS, LOCAL CAMPAIGNS

- Programs and centres may from time to time run external campaigns to promote their services or achieve a related communications objective
- The message should achieve the goal whilst being congruent with organisational DNA. The message may or may not use the base marketing/fundraising position
- Examples include:
 - Aged Care promoting a centre to their local community
 - Salvos Stores running a marketing campaign
 - A local corps promoting church services

Other External Campaigns

E.G. EVANGELICAL CAMPAIGNS, CAPITAL CAMPAIGNS, MEDIA CAMPAIGNS

- All external campaigns should have clear goals and measurements.
- Reinforcing the base marketing / fundraising position may help with audience recall, however this is not a mandatory requirement.

Organisational Strategic Plan

- Created to generate awareness and momentum regarding strategic priorities
- Is primarily targeted at internal leaders and managers.
- Strategic plans typically have a 3-5 year life cycle hence why this is classed a 'campaign' rather than 'organisational DNA'.
- Stii'll Fighting (AUS) and Forward Together (AUE) are the most recent examples from each territory

Other Internal Campaigns

- Internal campaigns can be launched for a number of reasons, including to raise awareness of a particular issue, to challenge a particular behaviour or attitude, or to encourage participation in a particular initiative.
- Campaigns could be
 - top-down
 - department-out (e.g. an accident-prevention campaign from Fleet Department),
 - contained (e.g. a campaign just for Aged Care staff)
- Care should be taken to limit the number of internal campaigns in operation at any one particular time to prevent staff feeling overloaded.

All external campaigns should recognise the importance of providing appropriate information and training to the relevant internal officers and staff

ALL COMMUNICATIONS (INTERNAL AND EXTERNAL) SHOULD FLOW FROM AND BE CONGRUENT WITH ORGANISATIONAL DNA (MISSION AND VALUES)