



800 Galindez Court  
Camden, NJ 08102  
Phone: (856) 342.8088  
[www.clhi.org](http://www.clhi.org)

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Elizabeth C. Clifford, Executive Director

## CHANGE THE MESSAGE CAMPAIGN - BILLBOARDS -

**MISSION STATEMENT:** The Camden Lutheran Housing, Inc., (CLHI) *Change the Message* campaign is committed to replacing the trend of negative billboard advertising in North Camden with positive messages, activities, and resources that uplift and inspire the community while fostering neighborhood values.

**PURPOSE:** *Change the Message* seeks to replace billboard advertisements in the North Camden neighborhood that convey negative images, as well as ones that promote violence, the sale of alcohol and tobacco to youth and other forms of destructive behavior, with positive messages while sharing resources and activities that can better enhance the quality of life for residents, children, and families.

For five years, a goal of *Change the Message* will be to coordinate the monthly development of neighborhood billboards that display inspiring words, imagery, or information falling into the categories of community activities, local resources, and positive/celebratory messaging. In addition, *Change the Message* will highlight the progress and achievements of local stakeholders in connection to the *North Camden Neighborhood Plan*, raising awareness of the plan while promoting the vibrancy of North Camden to those who live, work, and visit the neighborhood.

**GUIDELINES:** Each month, *Change the Message* will choose up to six designs to be posted on neighborhood billboards. Designs may be created by CLHI or submitted by the community. Each month, up to two designs will be selected from the categories of community activities, local resources, and positive/celebratory messaging. When applying for consideration, local partners will be asked to select a submission category and identify from a list the goals of the North Camden Neighborhood Plan that best describe their billboard design.

Submissions must follow the deadlines listed on page two. CLHI kindly requests that all applicants create their own billboard designs; however, CLHI is available to assist if needed. All design submissions are subject to revision at the discretion of CLHI and/or its affiliates.

To submit a billboard proposal, complete the *Change the Message* application on page three. All submissions received on or before the applications due date will be reviewed, and those selected by CLHI will be scheduled for posting. There will be a wait-list for all completed applications that meet CLHI's criteria but are not selected for that month. Incomplete applications will not be considered.

**TABLE: DUE DATES BY MONTH**

Submissions are due by the 20<sup>th</sup> of each month, for posting about six weeks after. See the table below for examples of deadlines and posting dates.

<b>Application Due Dates</b>	<b>Billboard Posting (within 5 days of)</b>
April 20 <sup>th</sup> , 2017	June 1 <sup>st</sup> , 2017
May 20 <sup>th</sup> , 2017	July 1 <sup>st</sup> , 2017
June 20 <sup>th</sup> , 2017	August 1 <sup>st</sup> , 2017
July 20 <sup>th</sup> , 2017	September 1 <sup>st</sup> , 2017
August 20 <sup>th</sup> , 2017	October 1 <sup>st</sup> , 2017
September 20 <sup>th</sup> , 2017	November 1 <sup>st</sup> , 2017
October 20 <sup>th</sup> , 2017	December 1 <sup>st</sup> , 2017

**COST:** While there is no cost associated with *Change the Message*, CLHI is kindly suggesting donations to help fund the program. If your design is selected, there is a **\$25 suggested donation** to help *Change the Message* continue into the future. CLHI is a 501c3 non-profit organization, and all donations are tax deductible to the full extent of the law.

Donations can be made payable to Camden Lutheran Housing and sent to the attention of Jessica Franzini at 800 Galindez Court, Camden, NJ 08102, delivered in-person, or done online at [www.clhi.org](http://www.clhi.org).

**BILLBOARD LOCATIONS:** The *Change the Message* billboards are located at:

- N. 7<sup>th</sup> and Elm Street (2 billboards)
- N. 7<sup>th</sup> and Vine Street
- N. 8<sup>th</sup> and State Street
- N. 4<sup>th</sup> and York Street
- N. 4<sup>th</sup> and Vine Street

*Please note: Change the Message* includes all six neighborhood billboards in North Camden. These billboards are posted on the side of buildings and receive heavy vehicle and pedestrian traffic.

**DESIGN SPECIFICATIONS:**

- Designs must be rectangular in shape. Billboards are 6’ high and 12’ wide.
- Image resolution must be 400 ppi.
- Submit file as a PDF.
- Designs must include the North Camden Neighborhood Plan logo and the Change the Message logo.

**DISCLAIMER:** All billboard content is subject to the approval of CLHI and its affiliates, who reserve the right to edit billboard content at their discretion and make exceptions to our guidelines at any time, for any reason. CLHI does not and shall not discriminate on the basis of race, color, religion (creed), gender, age, national origin, ancestry, disability, marital status, sexual orientation or military service in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all staff, volunteers, clients, subcontractors, vendors and affiliates.

# Change the Message APPLICATION

2017

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

**Billboard Category:** *Please select the category that best applies to your billboard idea.*

- Community Activity       Local Resource       Positive / Celebratory Messaging

**Billboard Concept:** *Please describe what you would like to advertise on your billboard.*

**How does your billboard connect to the North Camden Neighborhood Plan?**

*Please select all that apply.*

- Promote job opportunities or skills training
- Build civic responsibility and neighborhood stewardship
- Promote educational opportunities
- Celebrate cultural diversity
- Focus on families (parents, children, and teens)
- Establish a safer, healthier neighborhood image
- Brighten and beautify the neighborhood
- Encourage neighbors to meet and work together
- Promote North Camden businesses and organizations
- Incorporate North Camden's local history
- Restore the environmental health of North Camden
- Calm traffic, enhance pedestrian safety, and recognize bicycle culture
- Use artwork to call attention to North Camden
- Other: \_\_\_\_\_

**Is your billboard time-sensitive?** *Please circle one.*      Yes      No

**If so, during which month would you like to advertise?** \_\_\_\_\_

**Who is your target audience?** \_\_\_\_\_

**Billboard Design:** *Please send as an attachment.*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Completed applications can be submitted to: Jessica Franzini of Camden Lutheran Housing at [jfranzini@clhi.org](mailto:jfranzini@clhi.org). Questions? Call Jessica at (856) 342-8088.**