



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 and our partners can help design your billboard if you do not have access to a graphic designer. All design submissions, even those done by professionals, 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**

<b>Application Due Dates</b>	<b>Billboard Posting (within 5 days of)</b>
August 13 <sup>th</sup> , 2018	September 17 <sup>th</sup> , 2018
September 7 <sup>th</sup> , 2018	October 15 <sup>th</sup> , 2018
October 8 <sup>th</sup> , 2018	November 12 <sup>th</sup> , 2018
November 5 <sup>th</sup> , 2018	December 10 <sup>th</sup> , 2018
December 3 <sup>rd</sup> , 2018	January 7 <sup>th</sup> , 2018

**MULTIPLE APPLICATIONS:**

Applicants may apply multiple times. This could include two applications in one month for two different designs. It could also include an application two months in a row for the same design. Applicants are not guaranteed billboard space.

**COST:** While there is no cost associated with *Change the Message*, CLHI kindly suggests a \$25 donation per posted billboard to help fund the program. 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

*Change the Message* billboards are located on buildings and receive both 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, which are available on our website at <http://clhi.org/change-the-message/> or by request to Jessica Franzini of CLHI at [jfranzini@clhi.org](mailto:jfranzini@clhi.org).

**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

# 2018

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.*

You can either send a PDF design file; an email with the images, logos, and language you want; or a hand-drawn sketch of what you have in mind along with any images or logos you want included.

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

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