



**Heal the City**  
**Positive Image**  
**Campaign**

Dear Supporter/Sponsor,

The Seed Male Mentoring Program “Heal the City” project is a movement that involves a collaboration of organizations that work together to bring inspirational programs and events to the Trenton area. The focus of these programs and events are the youth of Trenton. The SEED Male Mentoring Program already sponsors trips and workshops for local youth. Most recently under the banner of “Heal the City” the group brought an off-Broadway play to Trenton at the War Memorial Patriots Theater. *Black Angels over Tuskegee* was presented to students at Trenton Central High School during the day and to the general public that evening at Patriots Theater. Over 1200 people attended the inspiring docudrama.

The next project is a City-Wide Billboard Campaign that will use billboards to show positive and uplifting images and messages to youth and parents throughout the city of Trenton. The current status of Trenton communities is one of frustration and despair. The neighborhoods experience violence on a daily basis and many youth have no direction and have no hope. We certainly do not believe that billboards are the only thing needed to bring much needed change to our community, but they will be a part of an ongoing campaign to replace the negative images that are seen too often of our youth with images that provide another view of our youth. We need a change in Trenton. The billboards will start new conversations with parents, city leadership, youth groups and other concerned citizens and provide alternative views of how a young person can shape their lives. The billboards will also be attractive

urban art that serves not only as inspiration, but also as beautification.

As with any project there are costs involved. Your financial support of this great project will enable "Heal the City" to place billboards throughout the city where they will get the most attention and make the most impact. Each billboard will cost \$750. We intend to place one in each ward. The visual will change from time to time depending on the ability to finance multiple boards.

Checks can be made payable to the SEED Male Mentoring Program. Contact Mr. Stacy Heading at 267-528-5781 for additional information or to become a sponsor at any level. All donations are tax deductible. Thank you for your attention and patience. Becoming a part of this campaign will be a fulfilling experience.

Sincerely,

Stacy D. Heading

# **Heal the City Billboard Campaign**

## **Overview**

In every urban city you can view billboards that advertise various products that are used by the people who live there. Ads for lottery tickets and liquor often dominate the billboard landscape of the inner city. A few billboards advertise services provided by agencies or organizations, events or businesses. These large displays are prominent and offer subliminal encouragement to buy products or use the services of various businesses or agencies. The impact of this visual advertising is powerful and effective on residents who view them every day.

## **Proposal**

At the present time there is one billboard concept that is not promoting any type of product. “Love One Another” with a picture of the late Rev. Joanne Bullock appears at the corner of Prospect and Stuyvesant Ave. The location changes from



time to time. This billboard is funded by her family and it is a part of a foundation that the family maintains. This billboard is a subtle reminder of our purpose here on earth and it encourages us to consider how we treat our fellow man/woman.

We believe that billboards can provide a powerful way to provide positive and uplifting messages to the community in which they are placed and we propose that billboards with positive and insightful messages be placed in the community. These billboards can and will be a source of encouragement and enlightenment in the urban setting. The Return On Investment (ROI) will not necessarily be in dollars, but it will be an investment in changing lives and attitudes one viewer at a time.

### **Focus**

The initial focus will be on the youth of Trenton, focusing on the importance of education, self-esteem building, leadership, respect, community pride and self-pride. Our youth today need as many stimuli as possible to make good choices and either get on or stay on a path toward

a positive future. The “Save the City Billboard Campaign” will be a small part of a City-Wide campaign to change the mindset of youth and adults which will help to take this city in a new direction.

Billboards can be used to change the way our young people are viewed and change the way they see themselves. We can change the conversation about youth by using this media in a new and productive way. The “ROI” will then be young people and adults who reconsider their lifestyle and change negative behaviors into behaviors that help to move our city forward. We need a change and we need to be creative and innovative in the approaches we use.

The first billboard will highlight minority, male, high school students who are graduating 12<sup>th</sup> grade and on their way to college, trade school, military etc. We will continue the campaign with images that highlight minority females and other uplifting messages for youth.

**Sponsorship Opportunities for Heal The City**  
**Billboard Campaign**

Heal The City Benefactor-----\$1000

Inspirational Benefactor-----\$500

Yes We Can Benefactor-----\$250

Conscious Supporter-----\$125

Believer-----\$100

Heartfelt Patron-----\$50

Love Patron-----\$25

Supporter-----\$10

Friends:

- All other donations are welcomed and will be acknowledged.





**I** IS EASIER TO BUILD STRONG CHILDREN,  
THAN TO REPAIR BROKEN MEN!

FREDERICK DOUGLASS