



Maritime Bethel Rebrand



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08

Demographics

Introducing personas to better tell how our rebrand works for Seafarers, Donors, and Volunteers alike.

57

Social Media

A structured content strategy to engage audiences, build community, and amplify awareness.

17

Rebrand

A fresh and cohesive visual identity through logos, colors, type, and environmental applications.

84

Ambassador Kit

Branded tools and a condensed slide deck of information for volunteers to share and support our mission.

36

Leave Behind

Thoughtfully designed print and digital materials that reinforce our mission and connect seafarers with Savannah.

102

Fundraising event

A fully branded, immersive experience that strengthens donor engagement and drives action.

54

Website

A visually engaging and functional online experience that informs, inspires, and connects.

132

Conclusion

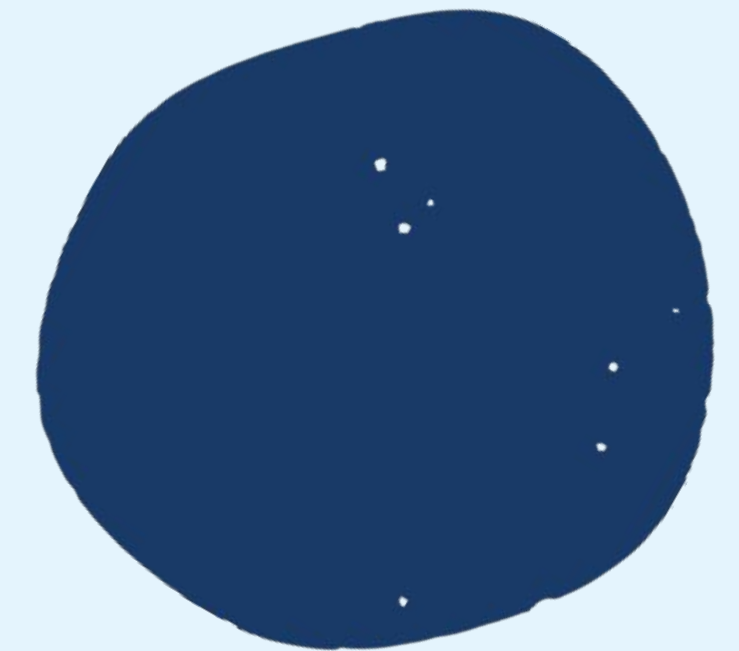
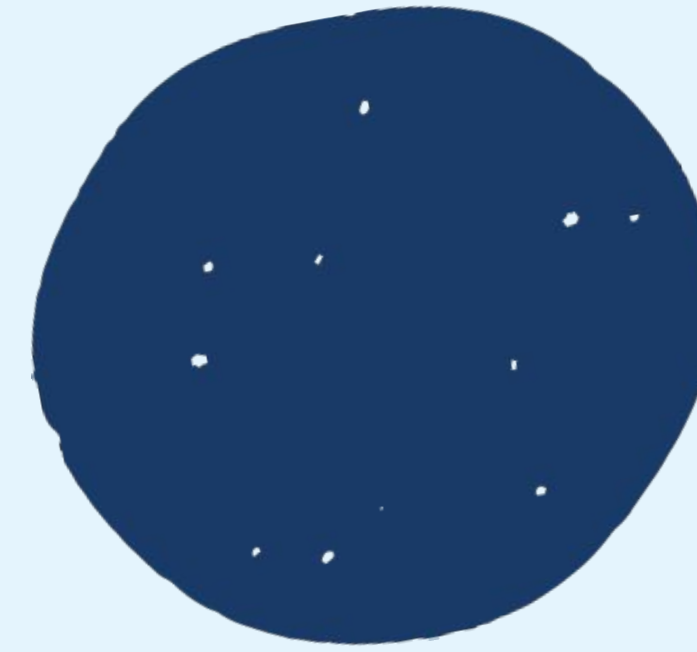
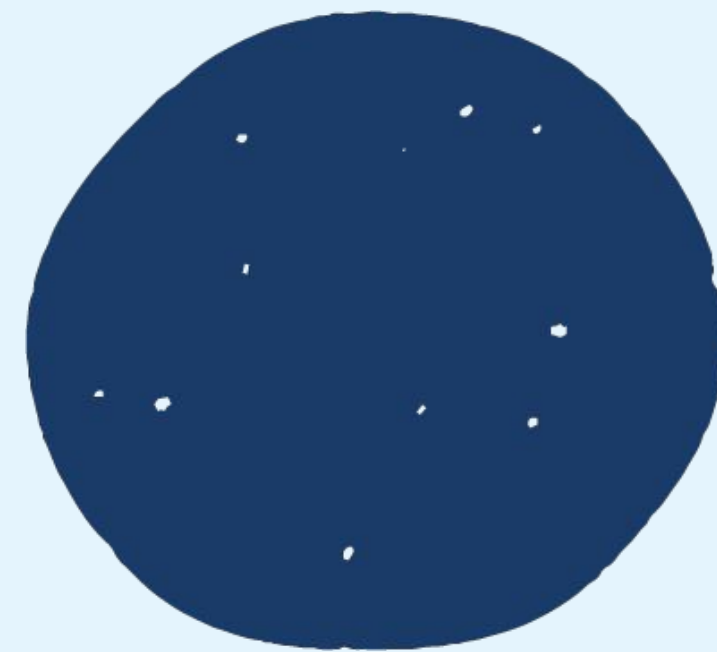
A unified design system ensuring every element contributes to a seamless and impactful experience.

Demographics

Understanding Our Target Audiences

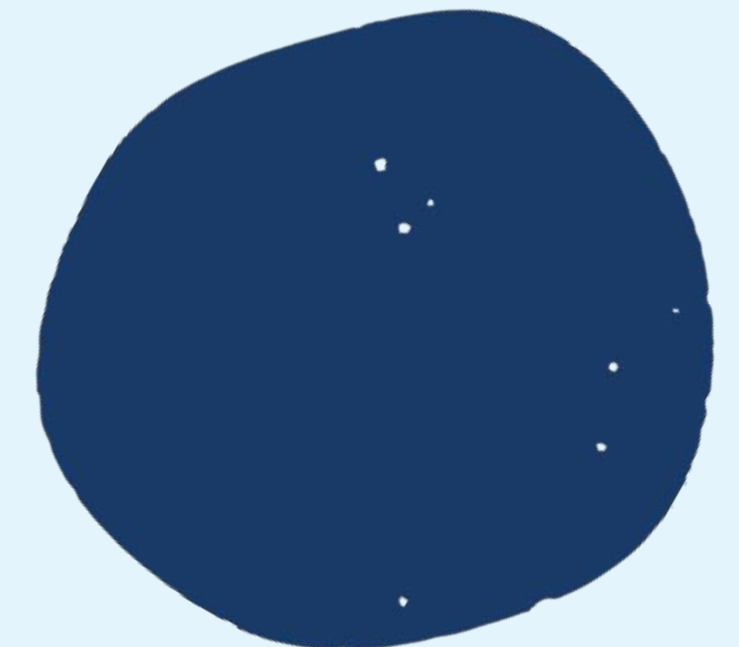
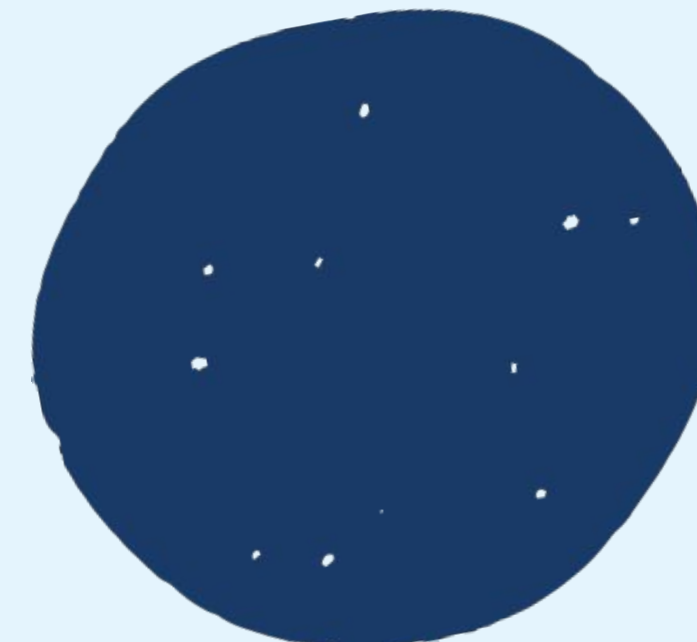
Target Audience

Understanding your audience as a key component of building a better overall brand presence



Target Audience

Individuals 18 and older. Age range will vary depending on role



Target Audience

Predominantly male among seafarers.
A more balanced mix among donors
and volunteers



Target Audience

Primarily the Savannah region
possible broader outreach through
social media and marketing



Personas

The Community Maritime Bethel Serves

Orion Tidewell

Age: 38

Potential Seafarer

Summary: A hardworking maritime professional who spends months away from home. They often struggle with loneliness, homesickness, and spiritual needs. They seek companionship, faith support, and a sense of belonging while at port.

Activities: Socializing with fellow seafarers and volunteers. Taking part in communion, trips to Tanger outlets or Walmart

Marketing: Facebook, Instagram



Dominick Wells

Age: 50

Potential Donor

Summary: A business owner or executive who believes in giving back and values community outreach. They want to support a cause aligned with their faith, recognizing the challenges seafarers face.

Activities: Attending fundraisers, sponsoring ministry efforts, engaging in corporate social responsibility within the brand

Marketing: Facebook, Instagram, Website



Hannah Longdecker

Age: 26

Potential Volunteer

Summary: A spirited individual with a strong sense of service through outreach. They are active within their church and seek to make an impact.

Activities: Attending church events, volunteering, providing counseling, or emotional support for seafarers on board

Marketing: Facebook, Instagram



Rebrand

A Fresh New Look



**MARITIME
BETHEL**
SAVANNAH

SUN
Warmth of Welcome



SUN
Warmth of Welcome

CROSS
Faith and Christ



MARITIME
BETHEL
SAVANNAH

SUN
Warmth of Welcome

CROSS
Faith and Christ

DOVE WINGS
Peace



MARITIME
BETHEL
SAVANNAH

SUN
Warmth of Welcome

CROSS
Faith and Christ

DOVE WINGS
Peace

WAVES
Seafaring Life



MARITIME
BETHEL
SAVANNAH



**MARITIME
BETHEL**
SAVANNAH



MARITIME
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SAVANNAH



MARITIME
BETHEL
SAVANNAH



MARITIME
BETHEL
SAVANNAH

LOGO VARIATIONS

**MARITIME
BETHEL**



**MARITIME
BETHEL**



**MARITIME
BETHEL**



LOGO VARIATIONS



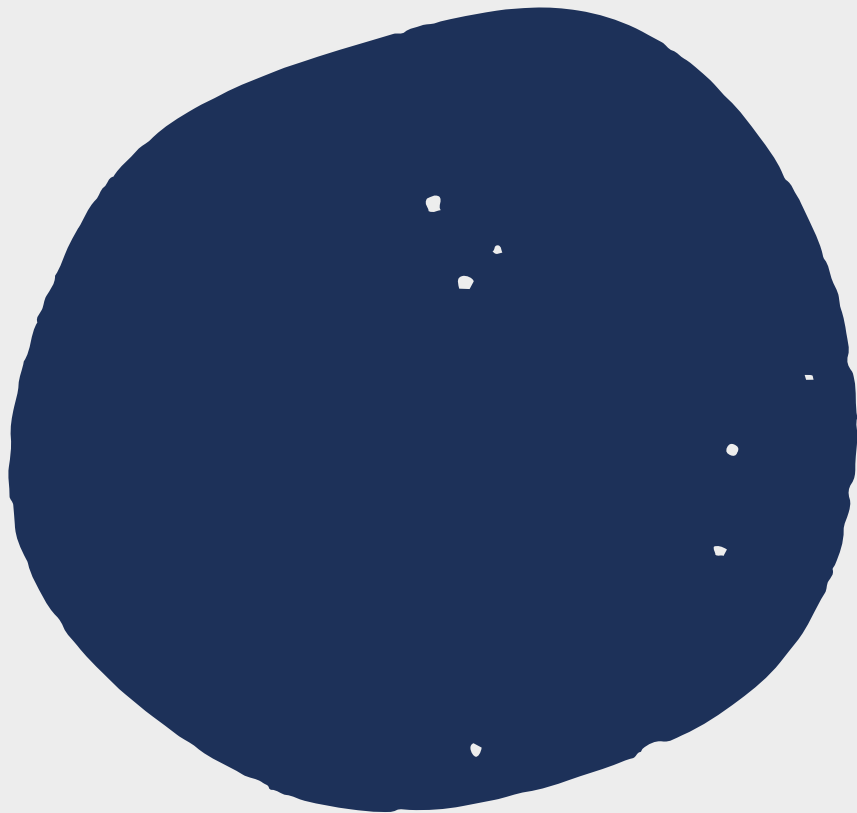
LOGO VARIATIONS



LOGO VARIATIONS



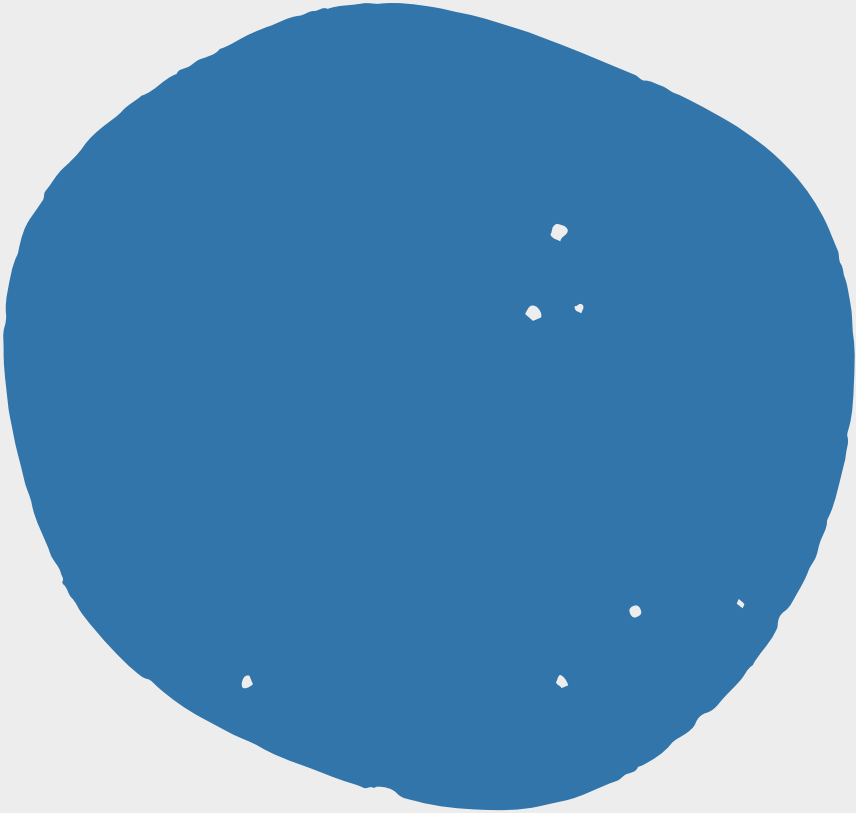
**MARITIME
BETHEL**
SAVANNAH



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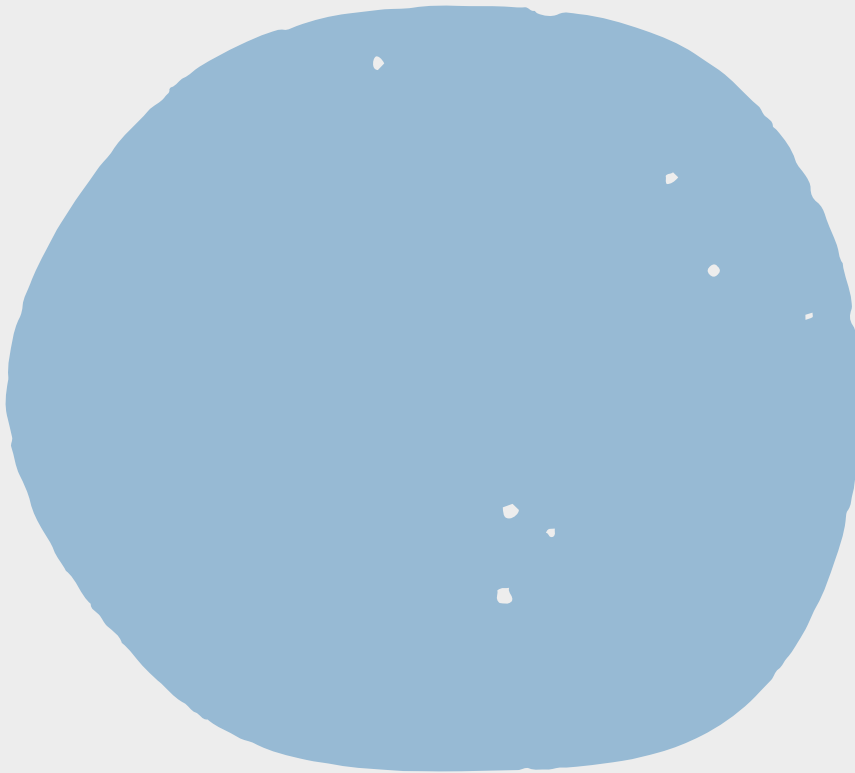
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OPACITY: 100



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K: 0
OPACITY: 100



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OPACITY: 50

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Familjen Semi-Bold Italic

Body Copy: Familjen Regular

Maritime Bethel Savannah

Non-Profit Organization Based in Savannah

Our mission is to bring each seafarer good news and help meet his or her spiritual, emotional, and physical needs- all in the name of christ

Application to the Environment

New Branding for a New Facility

Signage

Signage placed around Maritime Bethel’s physical space will help both the community and seafarers alike be more aware of Maritime Bethel’s presence and mission, helping to guide visitors effectively.



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Signage placed around Maritime Bethel’s physical space will help both the community and seafarers alike be more aware of Maritime Bethel’s presence and mission, helping to guide visitors effectively.





Sprinter Vans

A sprinter van design will make Maritime Bethel more recognizable to community members and seafarers, creating a sense of identity and placement.

Hard Hats

Branded hard hats will allow Maritime Bethel to both stand out and stay safe within the Port of Savannah, fostering a sense of safety and identity.



Leave Behind

Staying Top of Mind

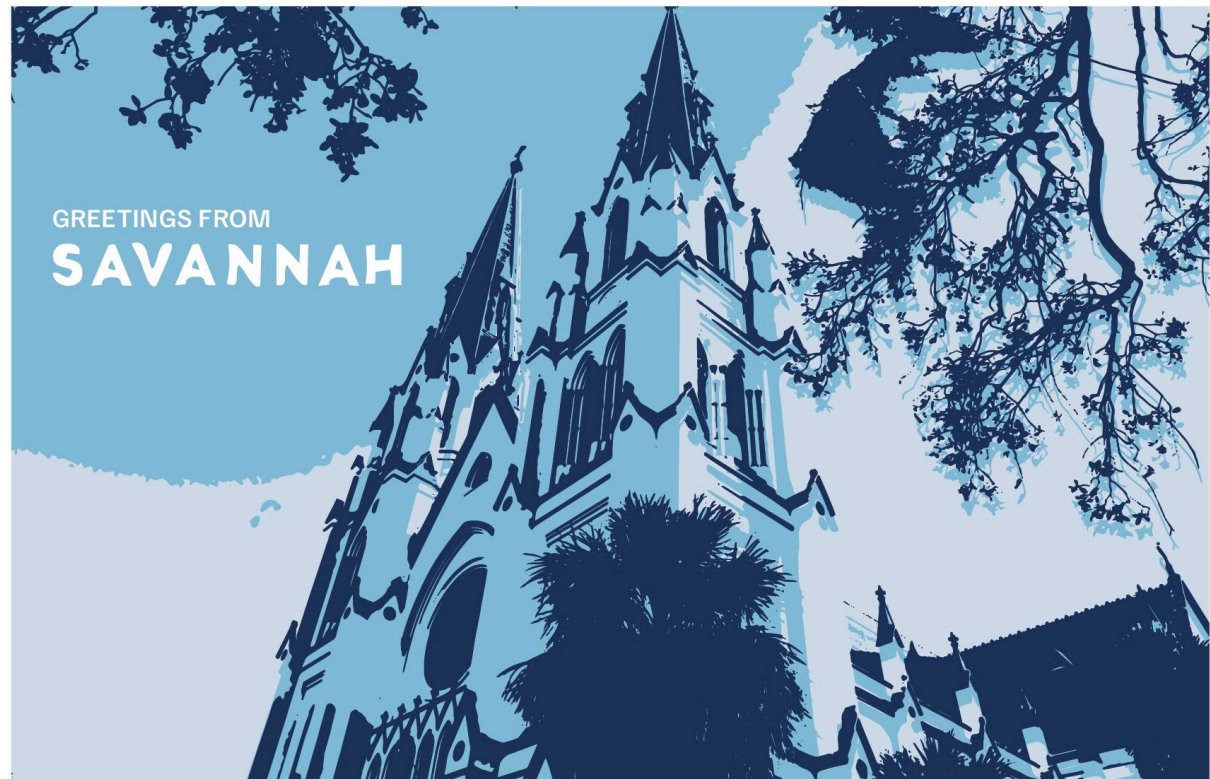
Promotional

Interactive & Everyday Touchpoints

Postcard Calendar

Our Postcard Calendar is designed for seafarers and donors alike, offering them a unique, Savannah postcard print for each month of the year.





january

SUN	MON	TUE	WED	THUR	FRI	SAT
				1 NEW YEARS	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



february

SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14 VALENTINES DAY
15	16	17	18	19	20	21
22	23	24	25	26	27	28



march

SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 SAINT PATRICKS	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



april

SUN	MON	TUE	WED	THUR	FRI	SAT
29	30	31	1	2	3	4
5 EASTER	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



may

SUN	MON	TUE	WED	THUR	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



june

SUN	MON	TUE	WED	THUR	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 SEAFARERS DAY	26	27
28	29	30				



july

SUN	MON	TUE	WED	THUR	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



august

SUN	MON	TUE	WED	THUR	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



september

SUN	MON	TUE	WED	THUR	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



october

SUN	MON	TUE	WED	THUR	FRI	SAT
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 HALLOWEEN



november

SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



december

SUN	MON	TUE	WED	THUR	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 CHRISTMAS	26
27	28	29	30	31		

Prayer Card Playing Deck

Our Prayer Deck Playing Cards feature 52 beautifully designed, customizable prompts to inspire reflection and connection.





Contact Stickers / Magnets

Our Quarterly Newsletter Template in PowerPoint/Google Slides offers 10+ customizable pages for effortless updates.

Capital Campaign

Connecting with the People of Savannah

Capital Campaign

Our Capital Campaign matches our Newsletter template — outlining the mission, vision, and fundraising effort of Maritime Bethel.





THERE ARE 1.8 MILLION WORKERS IN THE WORLD WHO CALL THEMSELVES "SEAFARERS"

The crew from a hundred different countries. 10% are women and the remainder is growing. They have 20% of the world's food, but, can receive one manufactured good. Each year 60,000 of them will die from malaria, dengue, and other tropical diseases. And, 80% even though they are "essential" workers and critical to our well-being.

Seafarers are one of those neglected professions seldom seen because they are either working or at sea or because they have no legs or hands when in port. They are truly "invisible people."

THE CHALLENGES THEY FACE

The work and life of a seafarer can be characterized as one of isolation, danger, and some serious thrills. Months are spent on board a ship away from family, friends, and home. Regular contact with loved ones is difficult. The weather, piracy and sea zones have to be navigated. It's not uncommon for employment contracts to last six months. These things take a toll on a seafarer's emotional, psychological, spiritual, and physical well-being. 2019 study by Yale University noted increasing depression, isolation, and suicidal thoughts among seafarers when compared to populations at large and workers in similar industrial settings.

MISSED OPPORTUNITY

Large seaports around the world have organizations with robust services to assist seafarers when they arrive in port. Maritime Bethel Savannah, founded in 2021, is located on the coast of Savannah, Georgia. Last year we assisted more than 4,120 seafarers and community members. We provide Christian services, counseling, personal supplies and transportation. Savannah is a world class port and a city known for its hospitality. We can and should do more to welcome these essential workers and minister to their needs.






The Opportunity

Maritime Bethel Savannah wants to be a catalyst for Savannah's ministry to seafarers. We have a rich history and volunteer base to provide. The work we have is very labor intensive and requires a lot of resources. We have a rich history of ministry to seafarers and we have a rich history of ministry to seafarers and we have a rich history of ministry to seafarers.

Good Shepherd is a perfect facility in an ideal location. It's centrally located, it's centrally located, it's centrally located. It's centrally located, it's centrally located, it's centrally located. It's centrally located, it's centrally located, it's centrally located.

The purchase of Good Shepherd Lutheran Church & Parsonage:

Church is 7,000 sq ft containing chapel, activity building, fellowship hall, offices & classrooms. Parsonage is adjacent to church and is 1,200 sq ft. Both properties together comprise 2.5 acres.

Our Vision

A world class center for seafarers that will enable the unique global Savannah and the volunteer to meet the seafarer's needs and the needs of the church and the community.

Benefits

- More time spent with seafarers in a relaxed and engaging way creating opportunities for support and volunteers with seafarers.
- Dedicated room for coffee, snacks, and conversation with seafarers.
- A relaxing lounge for conversation, games, and entertainment.
- A dedicated room with media to help seafarers with specific issues they face.
- A small group room for seafarers to meet and connect with other seafarers.
- A central hub and organizing place to engage more volunteers from local churches and community organizations.

Property Overview

Secondary activity building and classrooms comprise 7,000 square feet.

Two bedroom parsonage comprises 1,200 square feet.

Building is in good repair, cosmetic & minor renovations are included in the capital campaign.

2.0 acres of land with beautiful trees and outdoor area for seafarers to enjoy and utilize.








Newsletter

Connecting with the People of Savannah

Newsletter Template

Our Quarterly Newsletter Template in PowerPoint/Google Slides offers 10+ customizable pages for effortless updates.



A MESSAGE FROM OUR EXECUTIVE DIRECTOR



John Houchens

Click to add text

Click to add text

HOW CAN I HELP?

PRAY

Click to add text

GIVE

Click to add text


VOLUNTEER

Click to add text

Click to add text

Click to add text

Click to add text



A MESSAGE FROM OUR EXECUTIVE DIRECTOR



John Houchens

Your donations, prayers, and volunteer efforts make these moments possible. Together, we are ensuring that seafarers know they are valued, seen, and supported—even in the middle of the ocean.

Dear Friends,

Greetings from Maritime Bethel Savannah! As we embark on another month of service, I am continually amazed by the impact we are making in the lives of seafarers who pass through our port. These hardworking men and women spend months at sea, far from their families, and our mission is to provide them with a place of rest, encouragement, and spiritual support.

Through your generosity, prayers, and volunteer efforts, we have been able to offer pastoral care, transportation, and essential supplies to countless seafarers who arrive in Savannah's port. But our work is far from over. As the needs of these mariners grow, we remain committed to being a beacon of hope and a home away from home.

Thank you for standing with us in this vital mission. Together, we are making a difference—one life, one ship, one prayer at a time.

With gratitude,

[Executive Director's Name]

Executive Director, Maritime Bethel Savannah



HOW CAN I HELP?

PRAY

Pray for the safety of seafarers as they travel across the oceans.

Ask God to give them strength and comfort as they spend time away from their loved ones.

Lift up our chaplains and volunteers, that they may continue to serve with love and compassion.

GIVE

Your financial support helps us provide care packages, Bibles, and essential services to seafarers.

Consider a one-time donation or becoming a monthly supporter to sustain our outreach.

Visit MaritimeBethelSav.org to give today.

VOLUNTEER

Join our team to provide transportation for seafarers during their shore leave.

Help assemble and distribute care packages filled with toiletries, snacks, and encouragement.

Become a port chaplain assistant and share the love of Christ with visiting mariners.

Anchored in Hope: Serving the Seafarers of Savannah

A Surprise Reunion at the Port

It was just another day at the docks when a routine visit to a cargo ship turned into an emotional reunion. One of our chaplains, Pastor Jim, boarded a vessel to offer spiritual support and encouragement. As he greeted the crew, he was shocked to hear a familiar voice call out his name.

Standing before him was Luis, a seafarer from the Philippines whom Pastor Jim had met years ago during a Christmas outreach. Luis shared that, during his last visit to Savannah, he received a Bible from Maritime Bethel, which he had been reading ever since. "That Bible helped me through some of my toughest moments at sea," he said, his voice filled with emotion.

This touching moment reminded us all why we do what we do. God is using Maritime Bethel Savannah to bring hope to those navigating the vast and often lonely waters of life.



From the Shore to the Ship—The Impact of Your Generosity

Every month, thanks to the kindness of our supporters, we are able to provide much-needed care packages to seafarers arriving in Savannah. Recently, a Ukrainian sailor approached one of our volunteers and expressed his deep gratitude. "We don't always have time to go ashore, and sometimes it feels like the world moves on without us. But when we see these packages, we remember that people still care," he said.

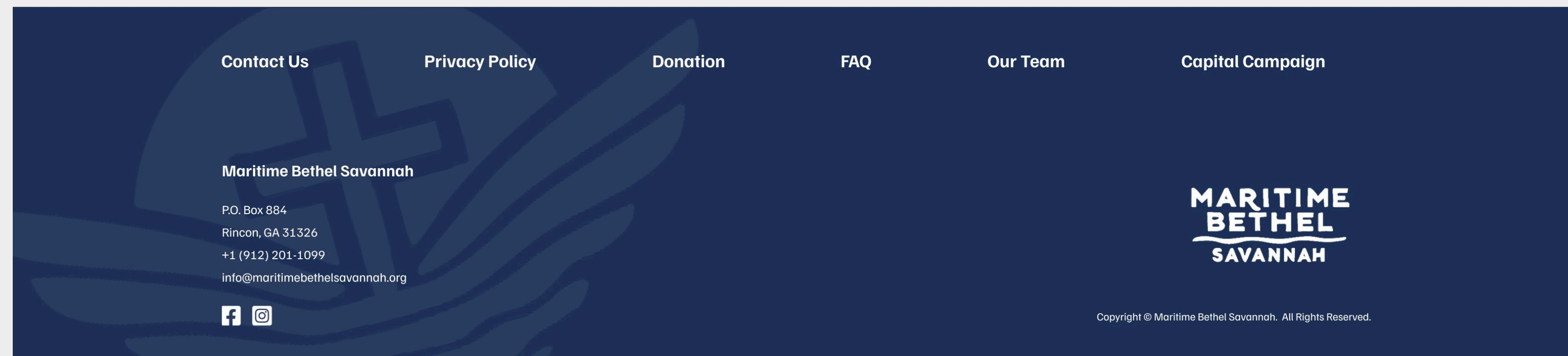
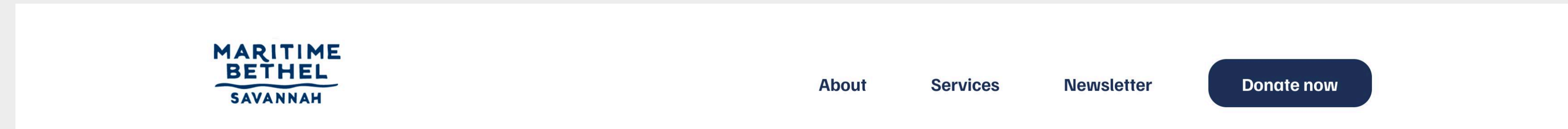
Your donations, prayers, and volunteer efforts make these moments possible. Together, we are ensuring that seafarers know they are valued, seen, and supported—even in the middle of the ocean.

Want to get involved? Visit [website or contact info] to learn how you can help.



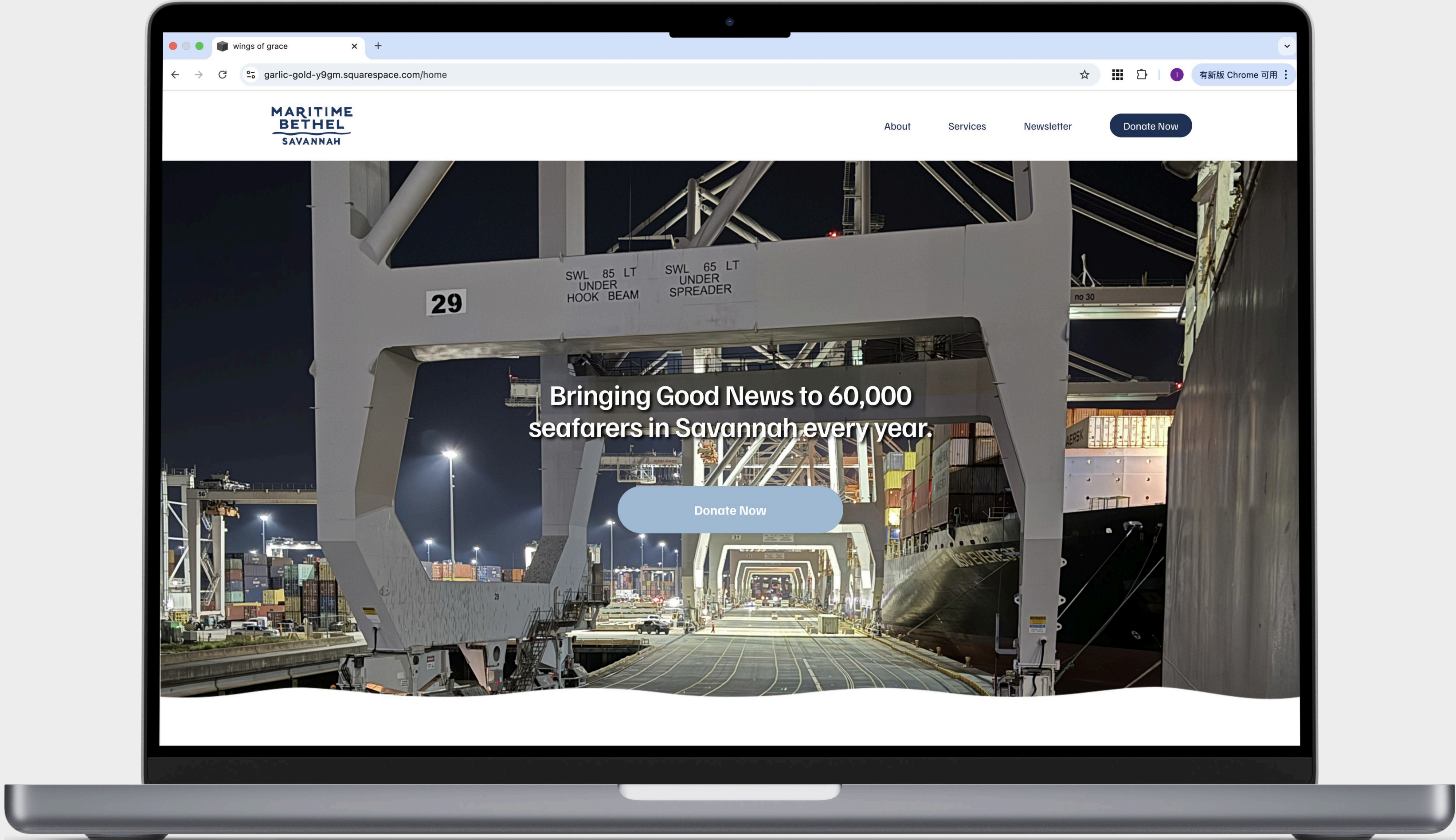
Website

Building Awareness & Engagement



Header & Footer

Our Header & Footer is designed to be clearer with the brand identity. Restructuring the site into nine well-defined sections to have a more focus and engaging experience.



Marketing & Social Media

Telling the Story



Human Centric Approach

- Share powerful stories of seafarers transforming lives through faith
- Build meaningful connections between donors and the maritime community
- Demonstrate your impact through authentic storytelling

Platforms



Facebook

Primarily used by older target audience like Dominic and other potential donors

- Main platform for target audience



Instagram

Reaches younger audiences like Hannah and Orion, and other potential volunteers and seafarers

- Spread the message of the lives of seafarers

Hashtag Strategy

#SeafarersMatter
#MaritimeMinistry
#FaithAtSea
#SafeHarbor
#LifeAtSea
#SeafarersLife
#MaritimeCommunity
#OceanStories
#PortOfSavannah
#SeafarerSupport
#NonProfitWork
#Community First
#MBS
#MaritimeBethel
#MaritimeBethelSavannah

Maximum Impact

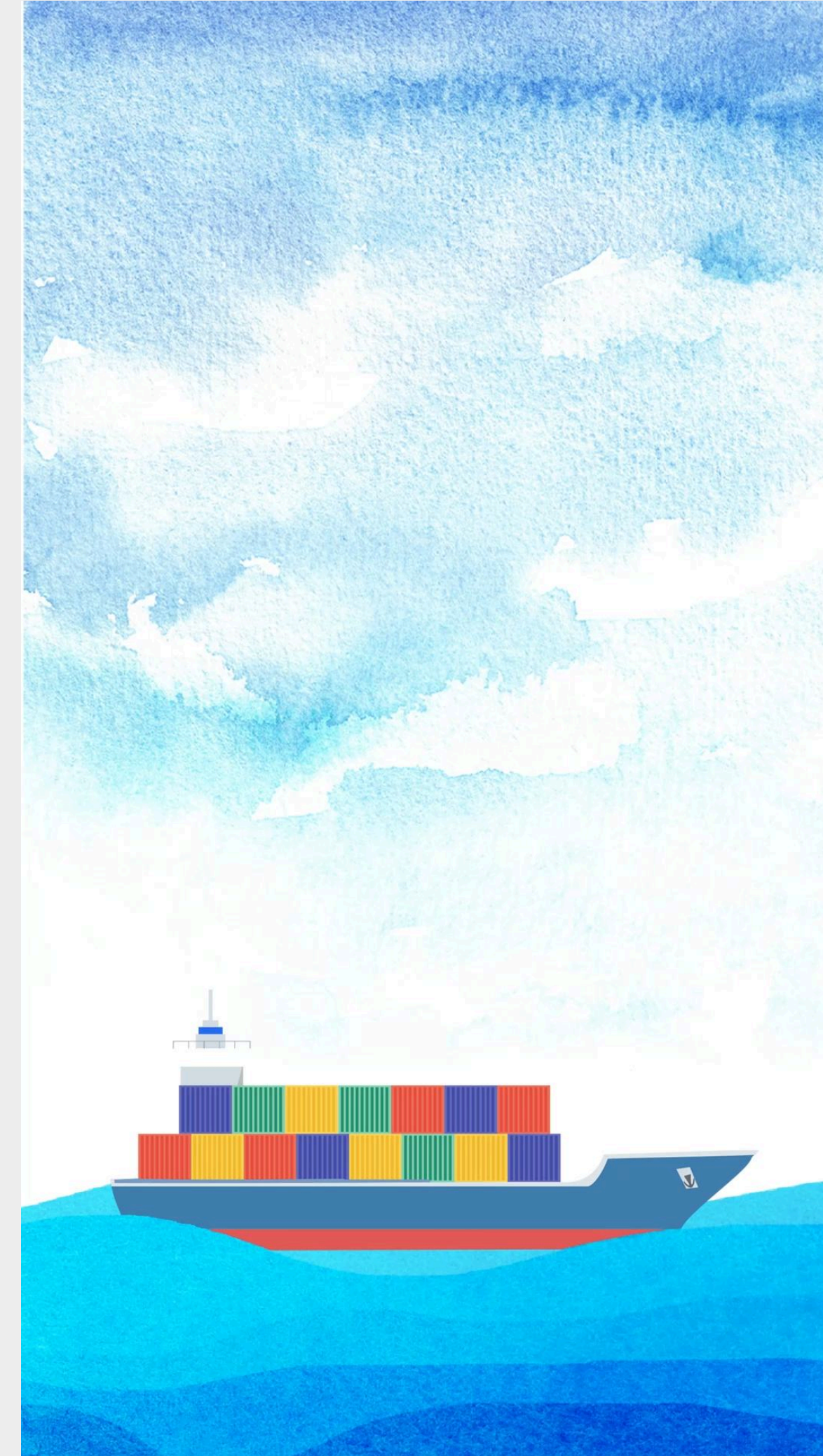
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#SeafarerSupport
#NonProfitWork
#MaritimeBethelSavannah
#Savannah

Promotional Reel

Bringing motion to your message

Promotional Reel

Bringing our brand to life through motion



Content Calendar

Your social media plan all in one place

Date	Day	Platform	Content Type	Topic/Theme	Post Copy/ Description	Media Type	Hastags/Keywords	Call-to-Action	Engagement Plan	Notes
03/24/25	Monday	Instagram	Reel	promotional vid	A glimpse into our creati...	Video	#BehindTheScenes	Follow for more!	Reply with what you'd like to see more of	Scedule in advance
03/26/25	Wednesday	Instagram	Story	engagement Poll	Check out our latest prod...	Video	#ProductShowcase	Leave a comment Below	Ask for feedback in comments	Use trendy /well known audio
03/28/25	Friday	Facebook	Short Video	promotional vid	Learn more about seafarers in 1	Image	#Testimonial #HappyCustom...	Tag a friend who needs to learn more about seafa	Encourage shares	Boost post
03/31/25	Monday	Instagram	Carousel	How-to Help	Learn how you can help us reac	Image Carousel	#HowTo #Guide	Save this for later!	DM for questions	Include call to action slides
04/02/25	Wednesday	Instagram	Post	Testimonial	Real life story	Post	#Trends #MaritimeBethelSavann	Read more on our website!	Encourage discussion and further engagment	Tag industry related profiles
04/05/25	Saturday	Facebook	Post	Engagement Poll	Vote with your answers!	Text	#Poll #VoteNow	Vote in the comments!	Poll with multiple options	Pin top responses
04/07/25	Monday	Instagram	Story	Event Teaser	Exciting event coming soo...	Image	#EventTeaser #ComingSoon	Mark your calender	Attend events/become excited about an event	Create countdown sticker
04/09/25	Wednesday	Instagram	Post	Weekly Prayer Request	See the transformation of...	Video	#BeforeAfter #Transformat...	Swipe to see the difference	Encourage reactions	Ensure high quality visulas
04/11/25	Friday	Facebook	Live Q & A	Live Q&A with Audience	Join us live for a Q&A se...	Live Video	#LiveQA #AskUsAnything	Join us live	Live interaction with audience	Prepare talking points
04/20/25	Sunday	Email	Newsletter	Monthly Recap & Offers	Catch up on this month's ...	Email Content	#MonthlyRecap #SpecialOff...	Sign up for exclusive news	Link to sign up form	Include a special code

Content Calendar

An organized content calendar will ensure ease of access to plan out post content, topics and media form that can be followed and expanded upon.

Social Media Posts

Creating a presence on multiple platforms

01

How Maritime Bethel Supports Seafarers

- Overview of the organization's mission and the impact it has on the seafarers.
- Incorporate testimonials from seafarers who have benefited from the services.

02

Mental Health at Sea: Challenges and Support Systems

- Discuss the mental health challenges faced by seafarers.
- Feature the counseling and emotional support services offered by Maritime Bethel.

03

Anchored in Faith: The Role of Spiritual Guidance for Seafarers

- Explore the significance of faith-based support for maritime workers.
- Highlight religious services and community gatherings.

Types of Posts

01

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- Explore the significance of faith-based support for maritime workers.
- Highlight religious services and community gatherings.

Types of Posts

04

Seafarers' Stories: Real Experiences from the Open Sea

- A series featuring firsthand accounts from seafarers and their journeys.
- Strengthen engagement with human-centric storytelling.

05

How You Can Support Seafarers: Volunteering and Donations

- A call-to-action blog post encouraging donations and volunteer sign-ups.
- Outline different ways the public can contribute.

Types of Posts

04

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Types of Posts

WANT TO MAKE A DIFFERENCE?



HOW YOU CAN HELP:

LINK IN OUR BIO TO DONATE!

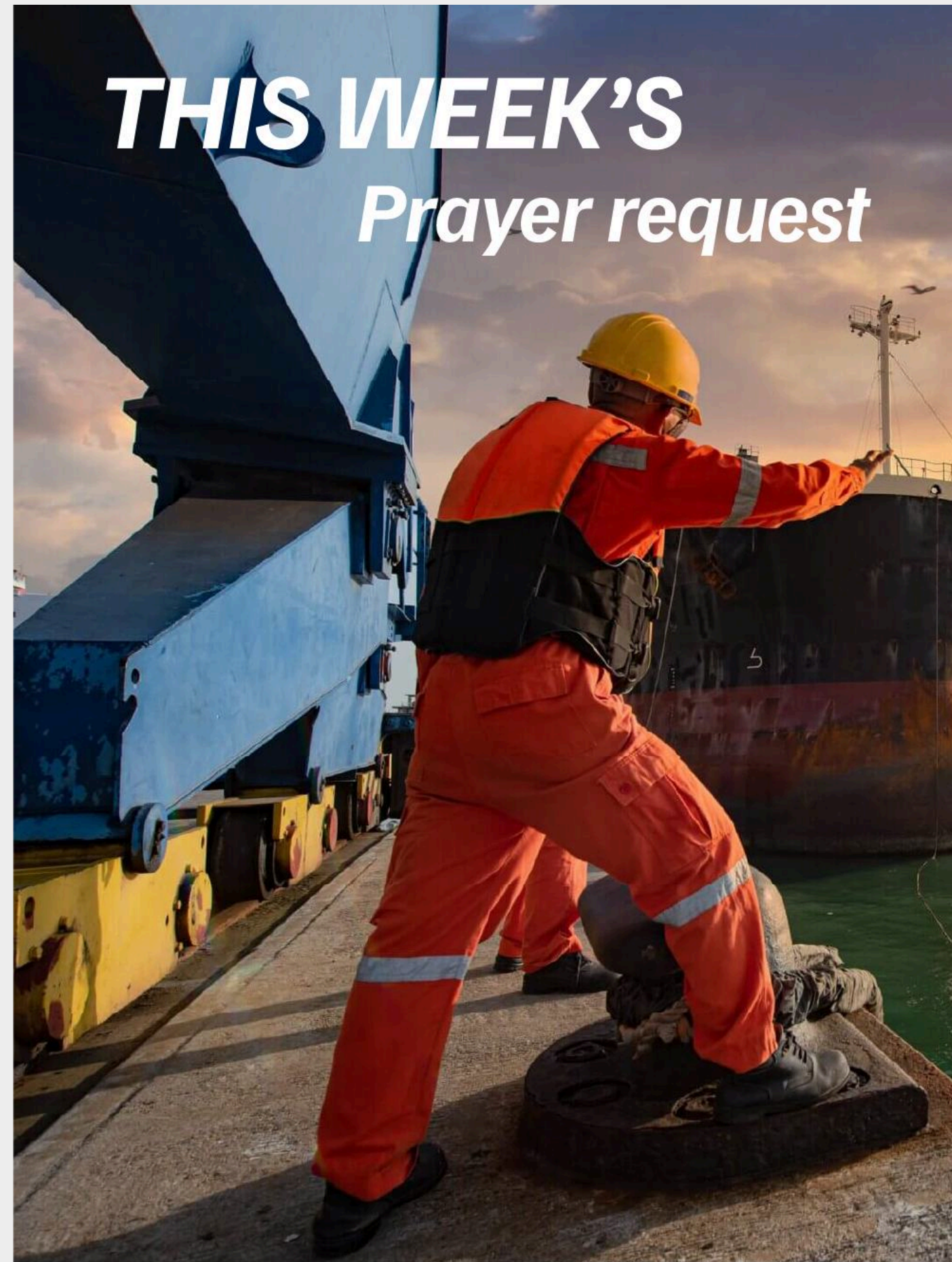
Our main goal is to purchase the Good Shepherd Lutheran and turn it into a world-class center for seafarers.

.....and you can donate to help make this happen!



MARITIME BETHEL

How to Help Post



THIS WEEK'S ***Prayer request***

Tom is a hardworking father who has been at sea for over 9 months now. We want to send our love and well wishes to Tom and his sick family members at home.



"When you go through deep waters, I will be with you." – Isaiah 43:2

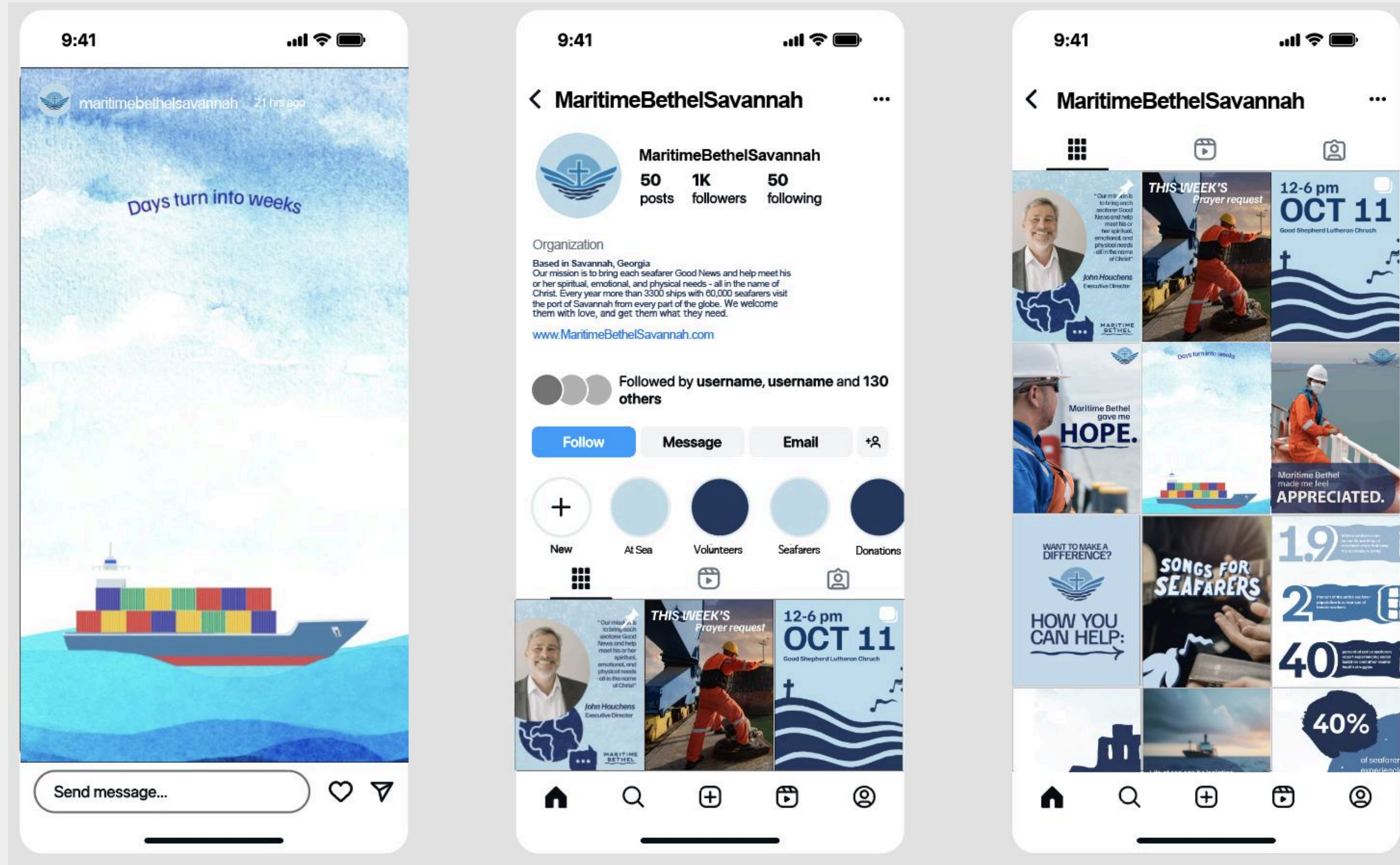
THIS WEEK'S ***Prayer request***

Type here...

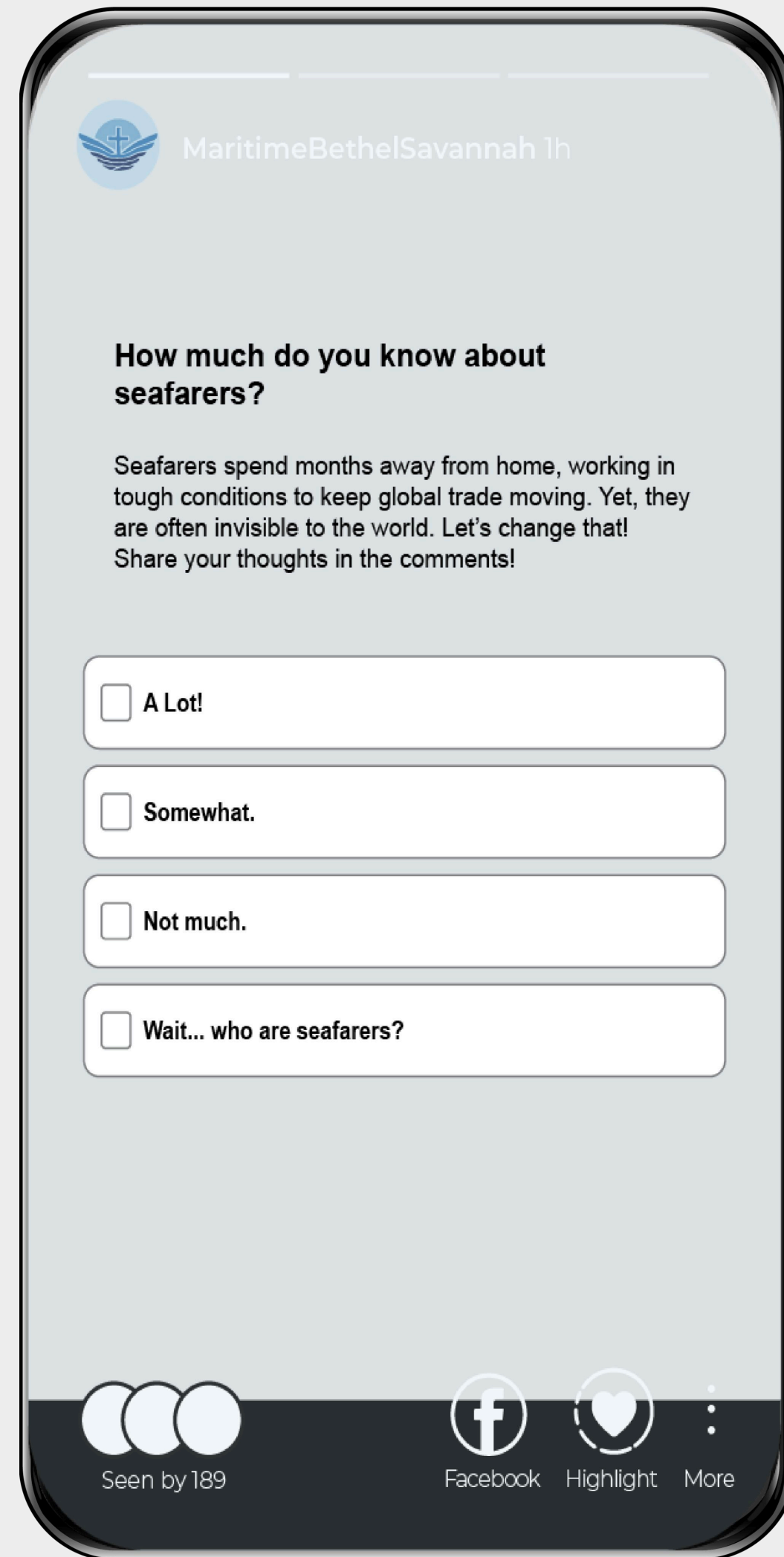


"Insert Bible Verse Here"

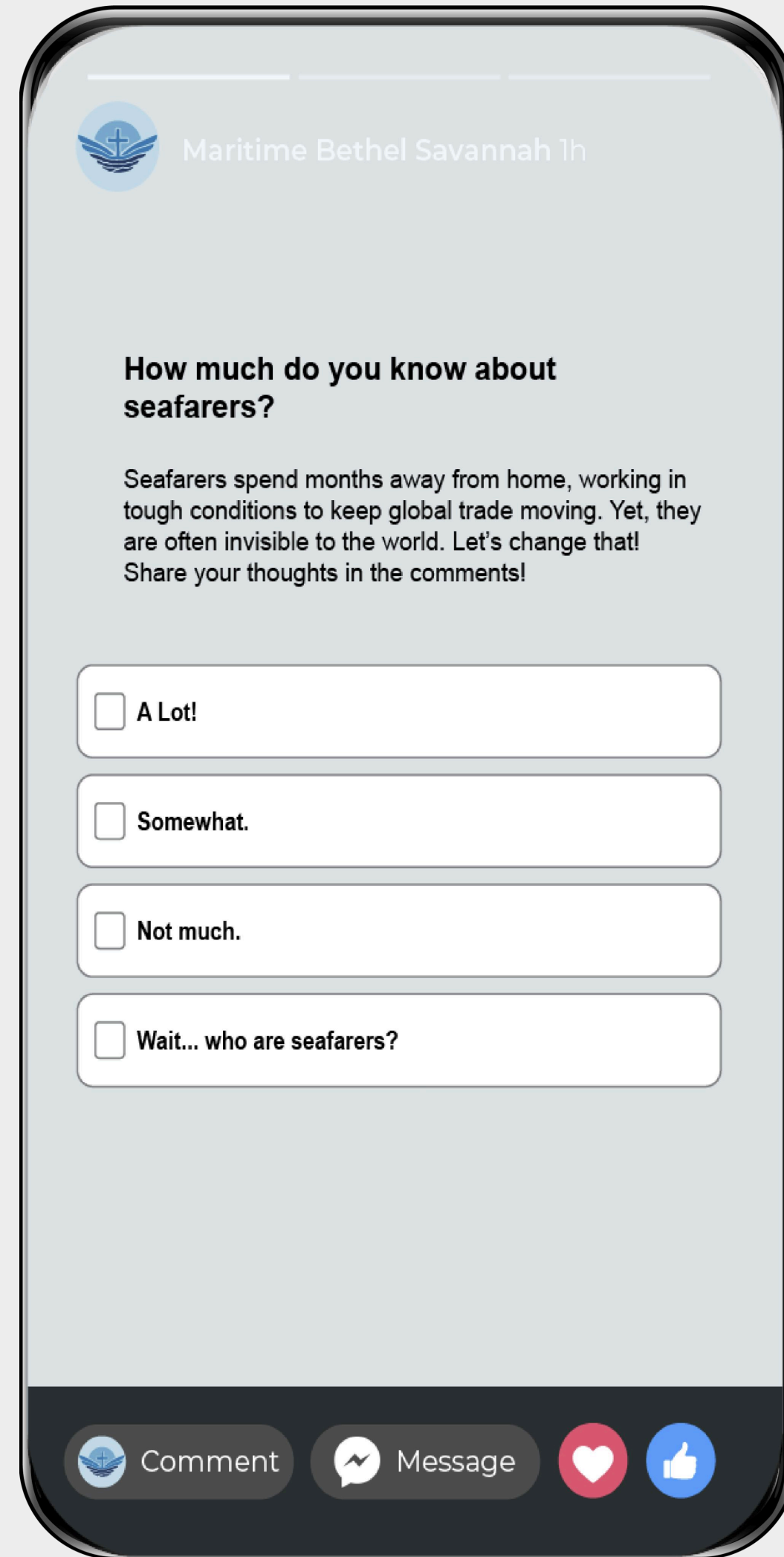
Prayer Request Post + Template



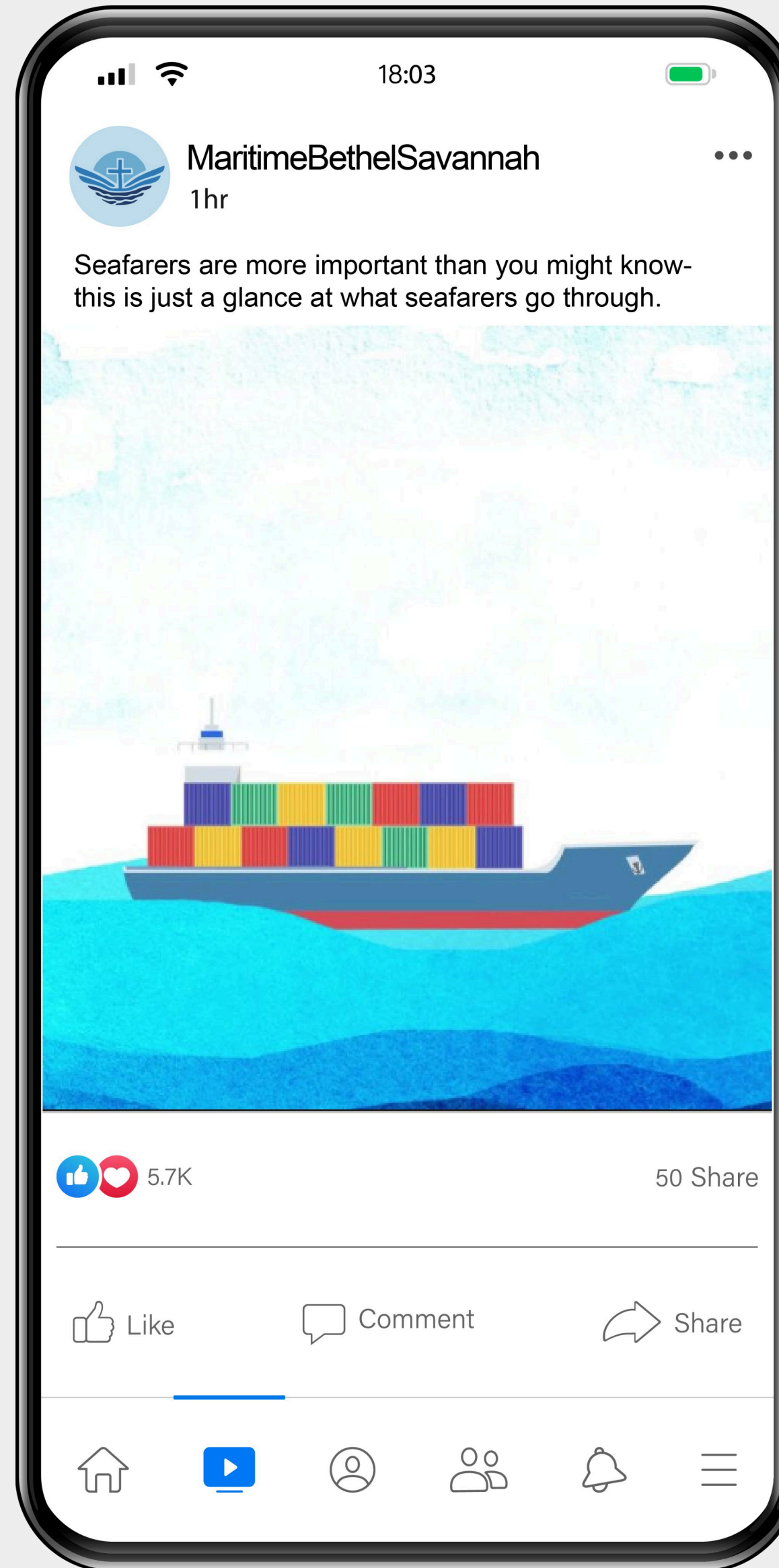
Instagram Posts



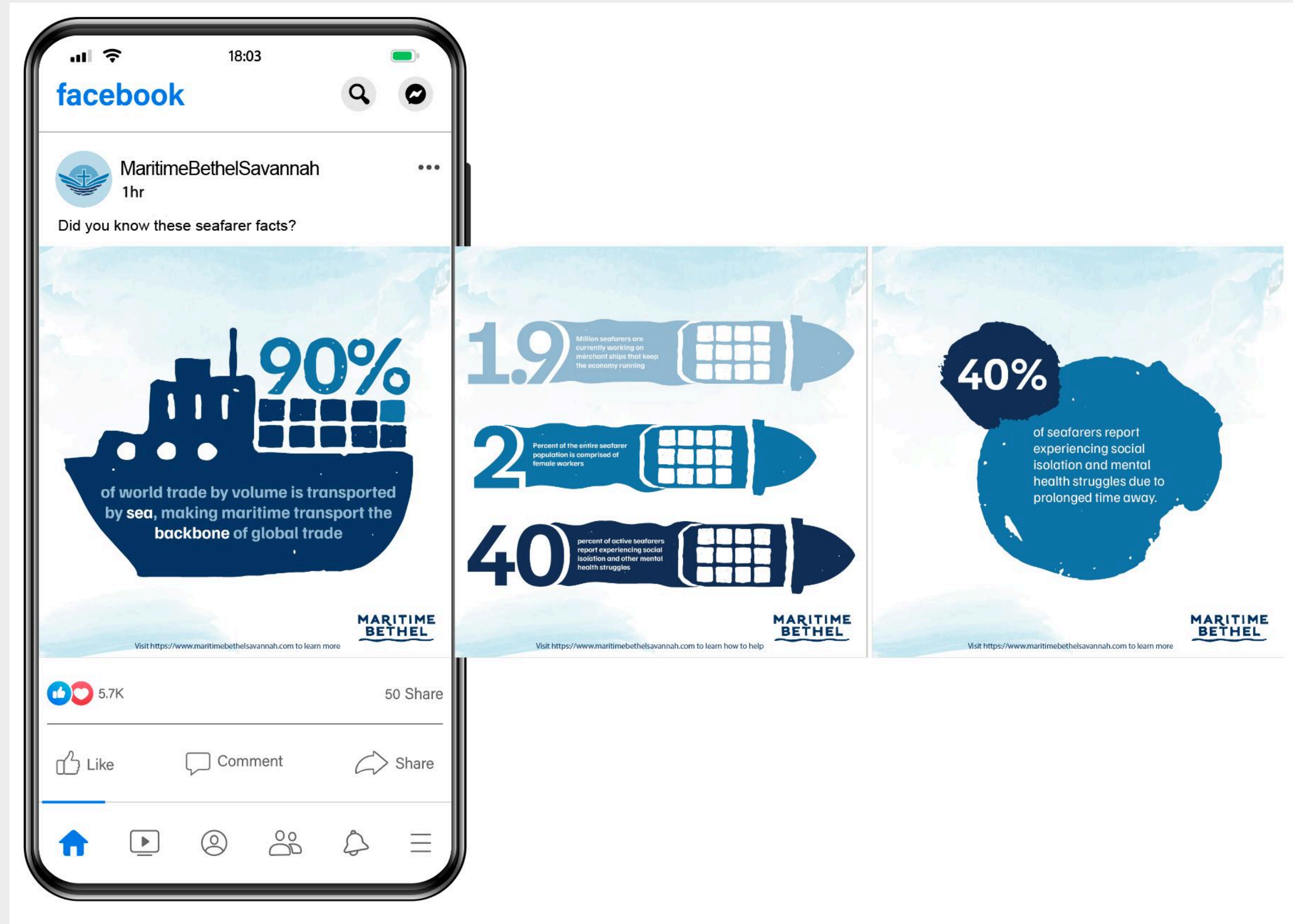
Instagram Story



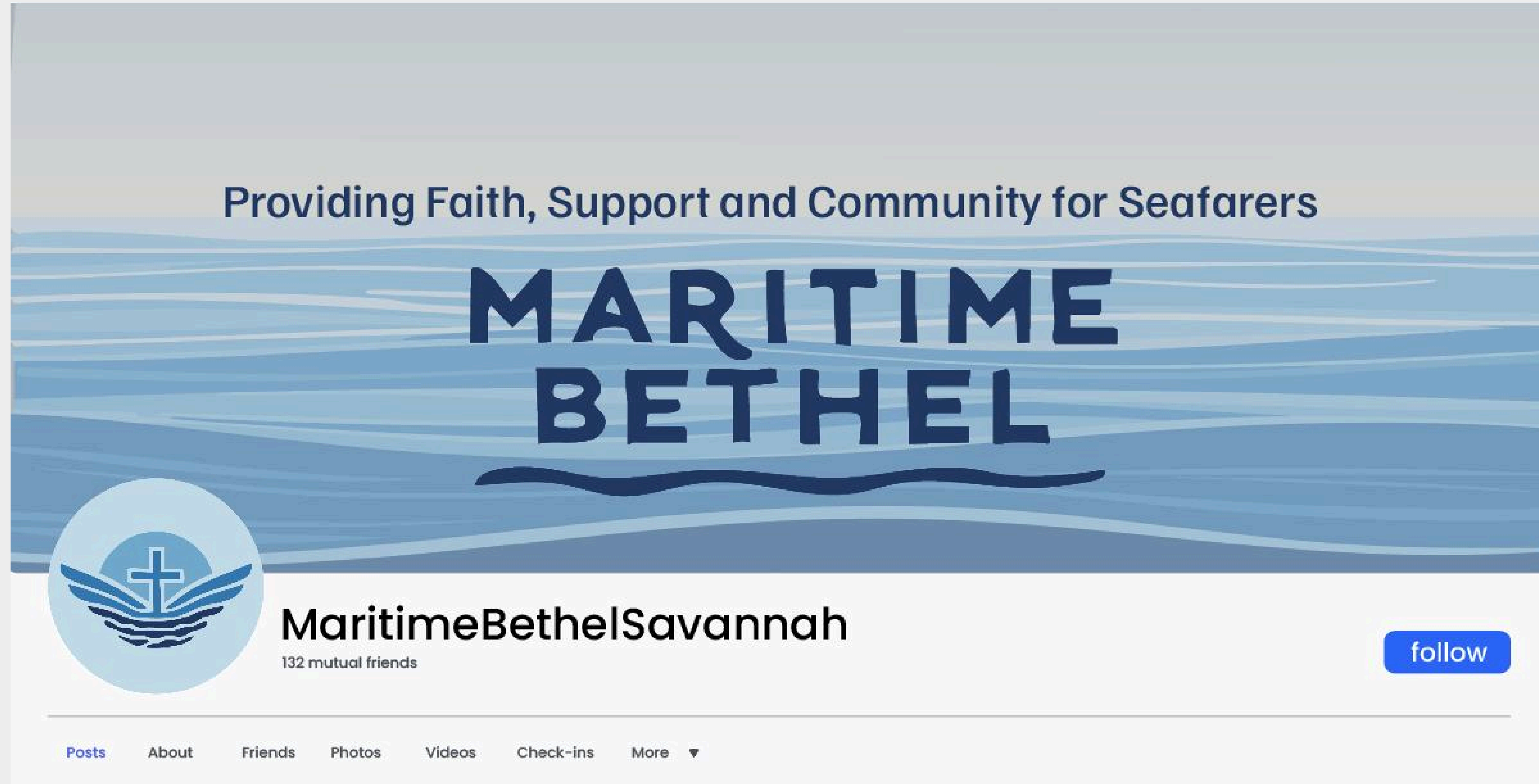
Facebook Story



Facebook Post



Facebook Post



Facebook Account Example

Newsletter

Consistency within your outreach



MARITIME BETHEL SAVANNAH

Exciting News! Maritime Bethel Launches \$1M Campaign for Seafarer Center



Maritime Bethel Savannah
45 Main St
Savannah, GA 31408

A MESSAGE FROM OUR EXECUTIVE DIRECTOR



John Houchens

Your donations, prayers, and volunteer efforts make these moments possible. Together, we are ensuring that seafarers know they are valued, seen, and supported.

Dear [Newsletter Subscriber's Name],

I'm reaching out today with tremendous excitement to share some news that has been months in the making. Maritime Bethel Savannah (MBS) has officially launched a \$1 million Capital Campaign to establish a dedicated Seafarers' Center—a welcoming haven where the men and women who sail the world's oceans can find community, support, and essential resources when they dock in our port.

As many of you know, this project has been close to my heart for years. Every day, I witness firsthand the challenges faced by seafarers arriving at the Port of Savannah. These dedicated individuals often spend 9-11 months away from home, confined to their vessels with minimal opportunities to step ashore, connect with loved ones, or simply enjoy a moment of respite from their demanding work.

With gratitude,

[Executive Director's Name]

Executive Director, Maritime Bethel Savannah

MARITIME BETHEL NEWS HIGHLIGHTS





Why This Matters

Every year, 60,000 seafarers aboard 3,300 ships arrive at the Port of Savannah, spending long months at sea away from their families. With no dedicated seafarers' center currently in Savannah, MBS is stepping up to fill this critical gap.

What We're Creating

We're transforming the Good Shepherd Lutheran Church into a 7,000 sq. ft. Seafarer's Center.



How You Can Help

We invite individuals, businesses, and organizations to join us in bringing this vision to life. You can contribute online at maritimebethelsavannah.com or by mail: 45 Main Street, Savannah, GA 31408

Stay Connected

For updates on our progress and ways to get involved, follow us on social media and visit maritimebethelsavannah.com

Thank you for your continued support in making a difference for seafarers!



Smooth Sailing,
The Maritime Bethel Team
Email: john@maritimebethelsavannah.org
Phone: +1 (912) 398-0896
Website: maritimebethelsavannah.com



Example Newsletter

CAPITAL CAMPAIGN NEWSLETTER

Subject: Exciting News! Maritime Bethel Launches \$1M Campaign for Seafarers' Center 🇺🇸

Dear [Newsletter Subscriber's Name],

We are thrilled to share some exciting news! Maritime Bethel Savannah (MBS) has officially launched a **\$1 million Capital Campaign** to establish a **Seafarers' Center**—a welcoming space where seafarers can find community, support, and essential resources.

Why This Matters

Every year, **60,000 seafarers** aboard **3,300 ships** arrive at the **Port of Savannah**, spending long months at sea away from their families. With no dedicated seafarers' center currently in Savannah, MBS is stepping up to fill this critical gap.

What We're Creating

We're transforming **Good Shepherd Lutheran Church** into a **7,000 sq. ft. Seafarers' Center**, which will feature:

- ✔ **Emotional, physical, and spiritual support** through chaplaincy and counseling.
- ✔ **Transportation & essential resources** for seafarers in need.
- ✔ **A relaxing community space** with a worship center, lounge areas, and outdoor activities.

How You Can Help

We invite **individuals, businesses, and organizations** to join us in bringing this vision to life. **Donations are crucial** to reaching our \$1 million goal. You can contribute online at **www.maritimebethelsavannah.com** or by mail: 📍 **Maritime Bethel Savannah**
45 Main Street, Savannah, GA 31408

Stay Connected

For updates on our progress and ways to get involved, follow us on social media and visit **www.maritimebethel.org**.

Thank you for your continued support in making a difference for seafarers!

Smooth Sailing,

The Maritime Bethel Team

✉ **Email:** john@maritimebethelsavannah.org

☎ **Phone:** +1 (912)-398-0896

🌐 **Website:** www.maritimebethel.org

Capital Campaign Newsletter

1. Subject Line (Engaging & Relevant to the Month's Updates)

- Examples:
 - "This Month at Maritime Bethel: Exciting Updates & Ways to Get Involved!"
 - "Seafarers' Stories, Upcoming Events & News – [Month] Update"
 - "Support Seafarers This Month – See What's New at Maritime Bethel!"

2. Greeting (Make It Personal & Warm)

- "Dear [Subscriber's Name],"
- Open with a friendly introduction, thanking them for their support.
- Mention the current month and express excitement about the latest updates.

3. Monthly Highlights (Key Updates & Announcements)

- **What's New?**
 - Any major milestones, partnerships, or campaign progress.
 - Example: "We've raised **\$200,000** toward our Seafarers' Center goal—thank you!"
- **Upcoming Events & Initiatives**
 - Include any community gatherings, fundraising events, or special initiatives.
 - Example: "Join us for our **Annual Seafarers' Support Banquet on [Date]**."
- **Seafarer Spotlights & Stories**
 - A short, engaging story about a seafarer impacted by your services.
 - Example: "Meet Captain Juan, who found much-needed support at Maritime Bethel."

4. Ways to Get Involved (Call to Action Section)

- **Donate & Support**
 - "Every dollar helps! Contribute to our mission at [[Donation Link](#)]."
- **Volunteer Opportunities**
 - "Looking for ways to help? We need volunteers for [[specific task/event](#)]."
- **Spread the Word**
 - Encourage subscribers to **share** the newsletter or follow on social media.

5. Stay Connected (Links & Contact Info)

- **Website:** [www.maritimebethel.org]
- **Follow Us on Social Media:** [Facebook | Instagram | LinkedIn]
- **Contact Us:**
 -  Email: [john@maritimebethelsavannah.org]
 -  Phone: [+1 (912)-398-0896]
 -  Address: [45 Main Street, Savannah, GA 31408]

6. Closing Message (Show Gratitude & Build Community)

- Express appreciation for the reader's support and engagement.
- Example: "Thank you for being part of the Maritime Bethel family. Your support makes a difference for seafarers worldwide!"
- Sign off with:
 - "Smooth Sailing,
The Maritime Bethel Team"

7. P.S. (Optional for Extra Engagement)

- Tease next month's updates or an exciting announcement.
- Example: "P.S. Stay tuned for a BIG announcement in next month's newsletter!"

Email Newsletter Template

Press Releases

Consistency within your outreach

FOR IMMEDIATE RELEASE**Contact:** [Your Name]**Email:** [Your Email]**Phone:** [Your Phone Number]**Website:** [Your Website]

[Headline: Concise Summary of the Announcement]




[Subheading: Supporting Statement or Tagline]

[City, State] – [Date] – [Organization Name] is excited to announce [major news], a significant initiative aimed at [key goal or impact]. This effort will [explain how it benefits the audience or industry].

[Main Initiative or Announcement Details]

[Provide an overview of the announcement, including important statistics, background information, or context for why this initiative is important. Include any relevant data, history, or supporting facts.]

[Key Benefits or Features]


-  **[Benefit One]** – [Brief explanation of how this supports the mission or audience].
-  **[Benefit Two]** – [Another major benefit, with supporting details].
-  **[Benefit Three]** – [Further elaboration on why this matters].

[Additional Details or Phases]

- ◆ **Phase One (Completed):** [Brief explanation]
- ◆ **Phase Two (Ongoing):** [Details of what is currently happening]
- ◆ **Phase Three (Upcoming):** [What is planned in the future]

[Call to Action]

[Encourage readers to take action, whether it be donating, attending an event, signing up for something, or spreading awareness. Provide website links and contact details.]

 **[Organization Name]**
[Address]

For additional information, interview requests, or media inquiries, please contact:

 **Email:** [Your Email]

 **Phone:** [Your Phone Number]

 **Website:** [Your Website]

Press Releases Template

01

Maritime Bethel Launches \$1M Campaign for Seafarers' Center

- Announcements about ways people can help
- Includes statements about why this is the BHAG

02

Maritime Bethel Hosts Annual Seafarers' Appreciation Event

- Details about any upcoming event focused on recognizing and appreciating seafarers.
- Include event logistics and a quote from an organizer.

03

Maritime Bethel Expands Its Outreach to Support More Seafarers in 2025

- Announcements about expansion efforts, new services, or partnerships.
- Includes statements from leadership and partner organizations.

04

Maritime Bethel Announces Partnership with [Corporate Partner]

- Official release about a new collaboration to enhance services or outreach.
- Impact of the partnership and mutual benefits.

Press Releases

Official announcements for the campaign

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- Impact of the partnership and mutual benefits.

Press Releases

Official announcements for the campaign

Ambassador Kit & Slide Deck

Tools for Advocacy

Ambassador Lanyard

On the Go - Branded Identification



Back of Cards

<p>HELLO!</p> <p>I'm _____ an ambassador for Maritime Bethel Savannah</p> <p>I want to thank you for your time before we begin to talk about Maritime Bethel Savannah and the services that we provide.</p> 	<p>MISSION To bring the good news of Jesus, in both word and deed, to seafarers calling on the Port of Savannah.</p> <p>VISION A welcoming sanctuary where seafarers find comfort, community, and essential resources—making the Port of Savannah a destination they look forward to</p> 	<p>VALUES These are the beliefs and principles that guide those who work with and at Maritime Bethel Savannah</p> <ol style="list-style-type: none"> 1. Serve with Purpose 2. Transparency 3. Teamwork 4. Share Knowledge 5. Respect 	<p>SERVICES</p> <ol style="list-style-type: none"> 1. On-board Ship Visiting 2. Chaplain Services 3. Advocacy 4. Transportation 5. Package Service 6. Connections to Home 
<p>HOW CAN OTHERS HELP through actions such as...</p> <p>Networking: We need people like you to spread the word and let your friends know about us and the needs of seafarers.</p> <p>Volunteering: If you volunteer with us you would help with providing daily services, and fundraising events!</p> <p>Financially: If you can't be a volunteer consider donating today! Every dollar gets us closer to our goal of a deeper, wider, and richer ministry to seafarers!</p> 	<p>HOW CAN YOU HELP as a volunteer you can...</p> <p>Participate in Activities Help organize meetings, dinners, and community moments.</p> <p>Support with Skills Use your talents in logistics, social media, fundraising, or other projects</p> <p>Spiritual Support Offer to pray with Seafarers, and share words of encouragement.</p> <p>Be a Friend Sometimes a small gesture of hospitality makes a big difference.</p> 	<p>CALL TO ACTION Make a Difference for Seafarers!</p> <p>We are looking for volunteers to support the hardworking men and women who spend months at sea. Whether it's providing transportation, offering a listening ear, or sharing a warm meal, your time and kindness can bring comfort and connection to those far from home.</p> <p>No special skills are needed—just a heart for service! Join us today and be part of this!</p> 	<p>THANK YOU!</p> <p>Thank you again for taking the time to learn about Maritime Bethel Savannah and the vital services we provide to seafarers. Your support makes a real difference. If you have any questions or would like to get involved, I'd love to help. We truly appreciate your time and interest in our work!</p> 

Fronts (in order from left to right)

Lanyard In Use

How the ambassador cards will look once printed and attached to a lanyard.



Booklet

Information at a Glance

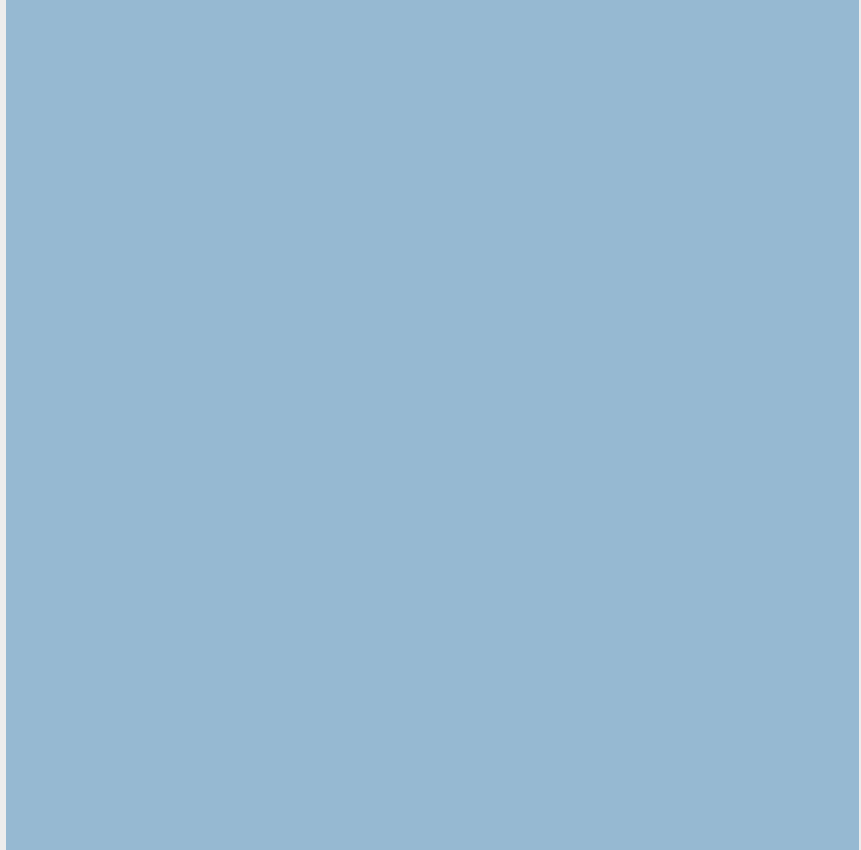


TABLE OF CONTENTS

- 1 Who we are / What we do**
Our mission and values
- 2 How we help**
Facts and statistics about seafarers
- 3 Main Activities**
Activities Maritime Bethel engages in
- 4 How you can help**
Volunteer opportunities
- 5 Join us**
How to volunteer

Mission

- For the seafarers**
We are dedicated to supporting and empowering seafarers by improving their well being and recognizing their vital contributions to global trade.
- Christian Charity**
Our mission is to serve others with Christ's love, providing compassion, support, and hope to those in need through acts of charity and kindness.
- Passionate Advocates**
Our mission is to passionately advocate for positive change, empowering communities and amplifying voices to create a lasting impact through dedicated service and support.
- A Trusted Friend**
Our mission is to be a trusted friend to those in need, offering support, compassion, and guidance with integrity and care to help them thrive.

OUR VALUES

- 1 Serve with Purpose**
Accomplish ministry tasks to the glory of God.
- 2 Transparency**
Maintain open and honest communication with our partners.
- 3 Share Knowledge**
Pass on expertise and experience with other volunteers.
- 4 Teamwork**
Partner with like-minded organizations to increase our impact.
- 5 Respect**
Treat all persons as children of God.

Main Activities

- Package Delivery**
Maritime Bethel delivers mail and packages to seafarers.
- Chaplain Services**
Maritime Bethel provides comfort, hope, and spiritual care whenever and wherever it may be needed.
- Connection to Home**
Helping seafarers provide for and stay in touch with family and friends by providing money transfer services and phone cards.
- Advocacy**
Speaking up for seafarers and raising awareness in the community about their needs.

Maritime Bethel Savannah truly goes above and beyond. Here are ways we aid the seafarers.



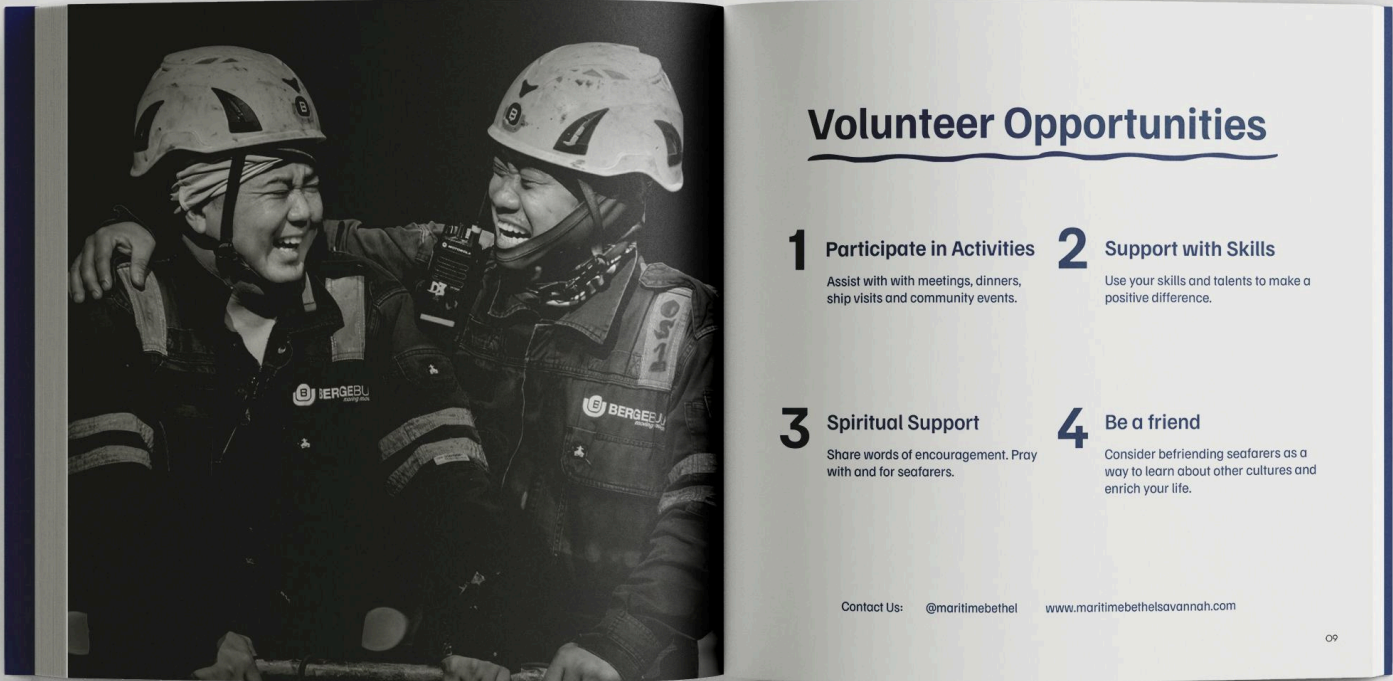
Volunteer Opportunities

- 1 Participate in Activities**
Assist with meetings, dinners, ship visits and community events.
- 2 Support with Skills**
Use your skills and talents to make a positive difference.
- 3 Spiritual Support**
Share words of encouragement. Pray with and for seafarers.
- 4 Be a friend**
Consider befriending seafarers as a way to learn about other cultures and enrich your life.

Contact Us: @maritimebethel www.maritimebethelsavannah.com







T-shirt

For volunteers after signing up



T-Shirt Design 1: Front



T-Shirt Design 1: Back



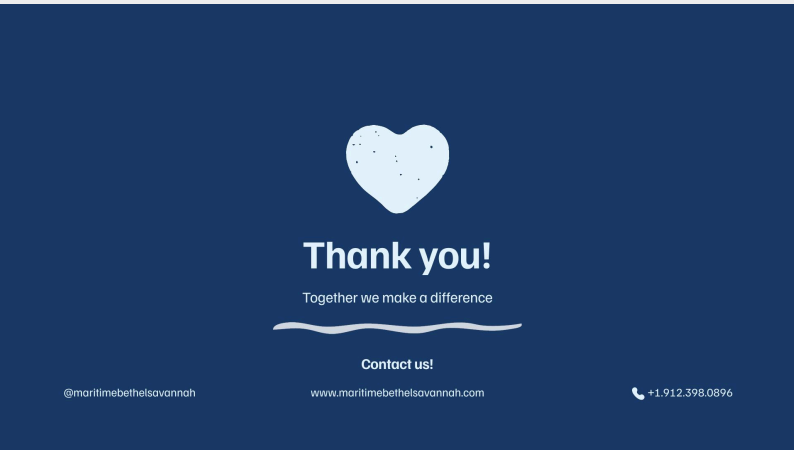
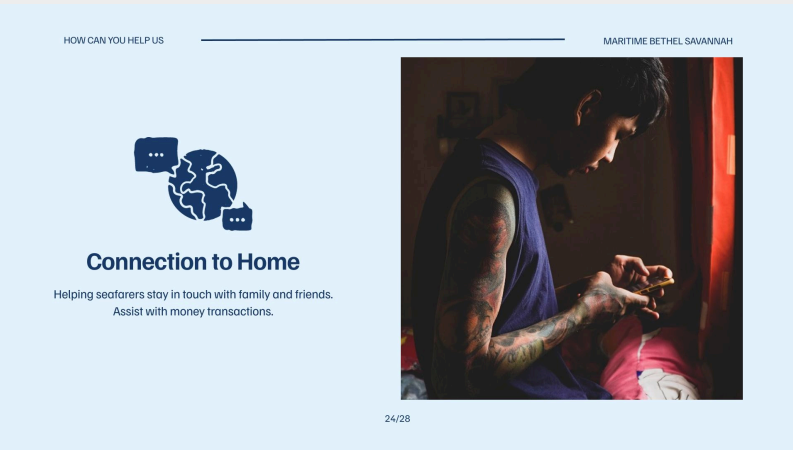
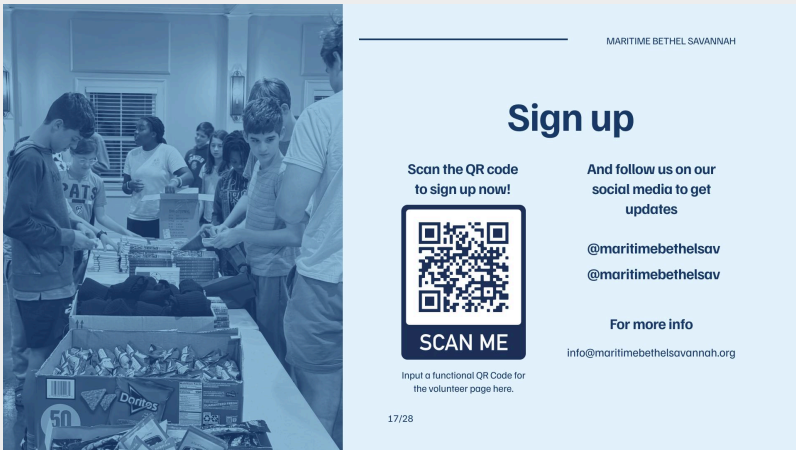
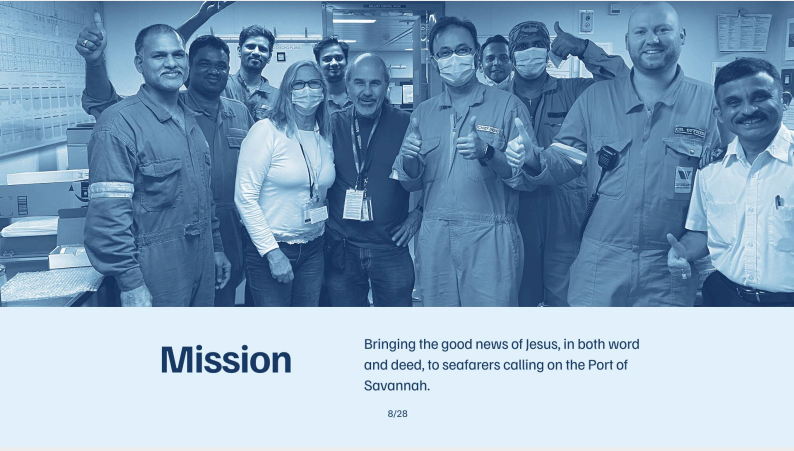
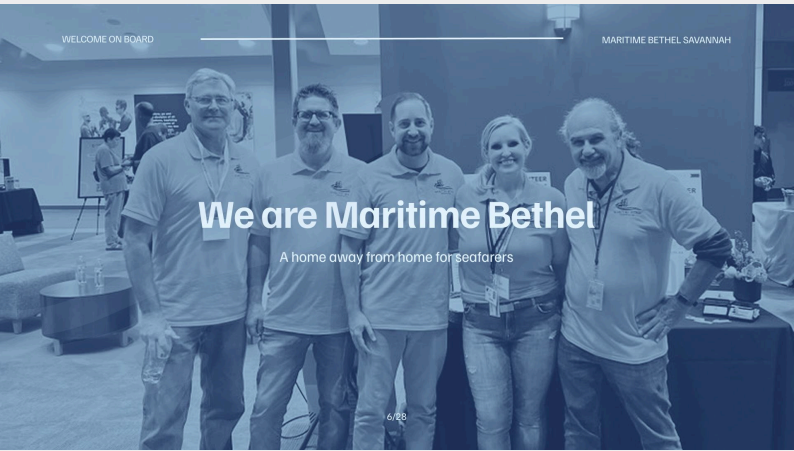
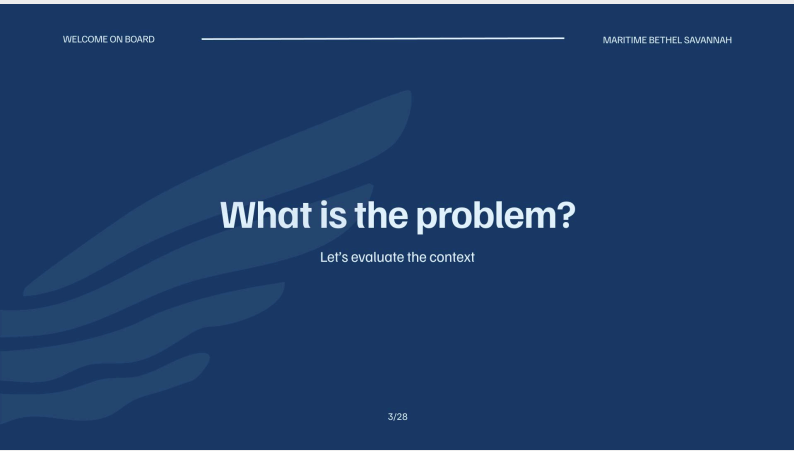
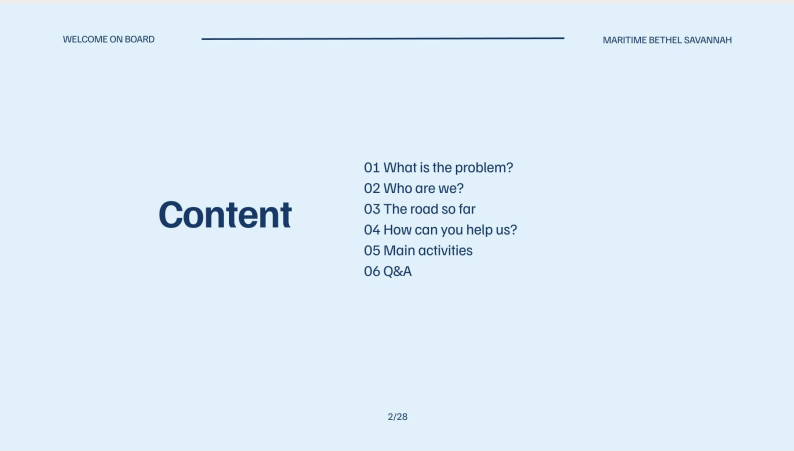
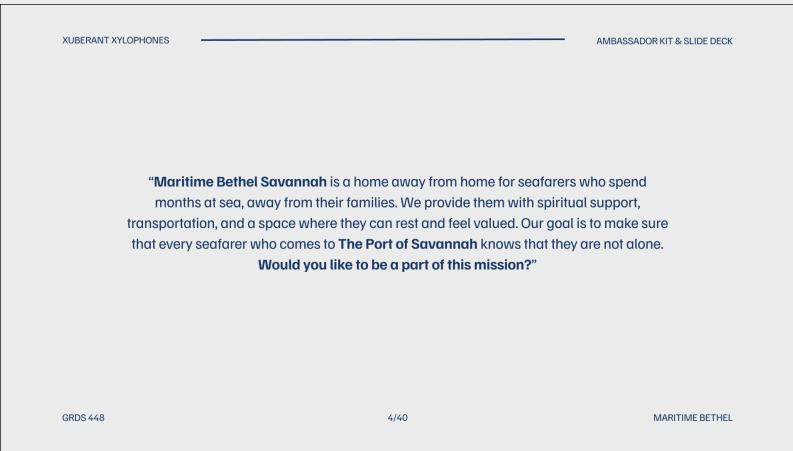
T-Shirt Design 2: Front



T-Shirt Design 2: Back

Slide Deck

Telling Our Story



Fundraising Event

Bringing Support to the Cause

Introduction

Addressing the issues

Maritime Bethel Savannah needs a fresh new fundraiser to bring in some extra money in an exciting way way. The auction event is great, but a more fun, family-friendly, and energetic fundraiser would bring an extra level of enjoyment for everyone.

The Problem

Songs for Seafarers is a fundraising event at Good Shepherd Lutheran Church, soon to become part of Maritime Bethel. Featuring **live music, food, drinks, and activities for the kids**, the event offers an affordable, family-friendly experience.

With potential for annual rotation across Savannah churches and **future expansion**, it could grow into a larger community event, possibly held at Forsyth Park with lots of attendees.

The Solution



The Feel

The visual ideation of Songs for Seafarers.

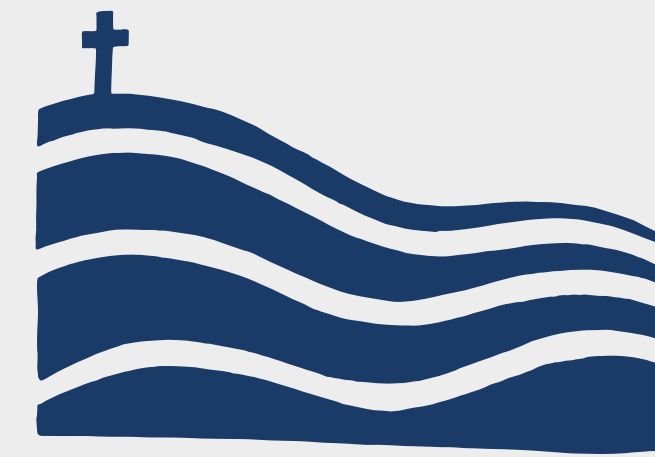
Branding

Plans for our Fundraiser



Fundraiser Logomark

The official Songs for Seafarers brand identity — to work alongside the Maritime Bethel brand.



Variations & Illustrations

Designing to compliment the brand.

The Event

How everything will shake out

Date:

10/11/26

Time:

Noon – 6

Location:

Good Shepherd
Lutheran Church

Entry Cost:

\$30 - Adult
\$10 - Kid

Booths:

Food: Bowtie BBQ, Leopold’s, Chick-fil-a, Savannah
Square Pops

Shop: Byrds, Savannah Bee Company

Drink: Service Brewery, Wet Willies

Extra: Donation/Volunteer Booth, Check-in Booth,
Merchandise, Craft Booth

Music:

12-2: Headin’ Home Bluegrass

2-4: The Spiritual Believers Gospel

4-6: The Dwelling Church

Games: Corn Hole, Ladder Toss, Giant Connect 4, Jenga

Logistics

January 15

- Finalize the event date.
- Secure the event location, including permissions.

March 15

- Book music performers.

April 15

- Book food and drink vendors.

June 1

- Order merchandise.
- Order printed materials, including invitations.

August 1

- Begin posting promotional content on social media.
- Recruit volunteers.

August 15

- Send out invitations.

September 1

- Confirm all bookings with vendors and performers.

October 1 (10 Days Before)

- Remind all bookings with vendors and performers.
- Remind all volunteers.
- Double-check merchandise and printed materials are ready.

October 10 (Day Before)

- Set up the event space, including decorations, sound systems, vendor areas, and merchandise booths.

October 11 (Event Day)

- Host the event and monitor operations throughout.



Annual Plan



Food Trucks

Potential truck vendors for delicious eats — from Dark Shark Tacos to Yoshi's Kitchen and Big Bon Pizza!

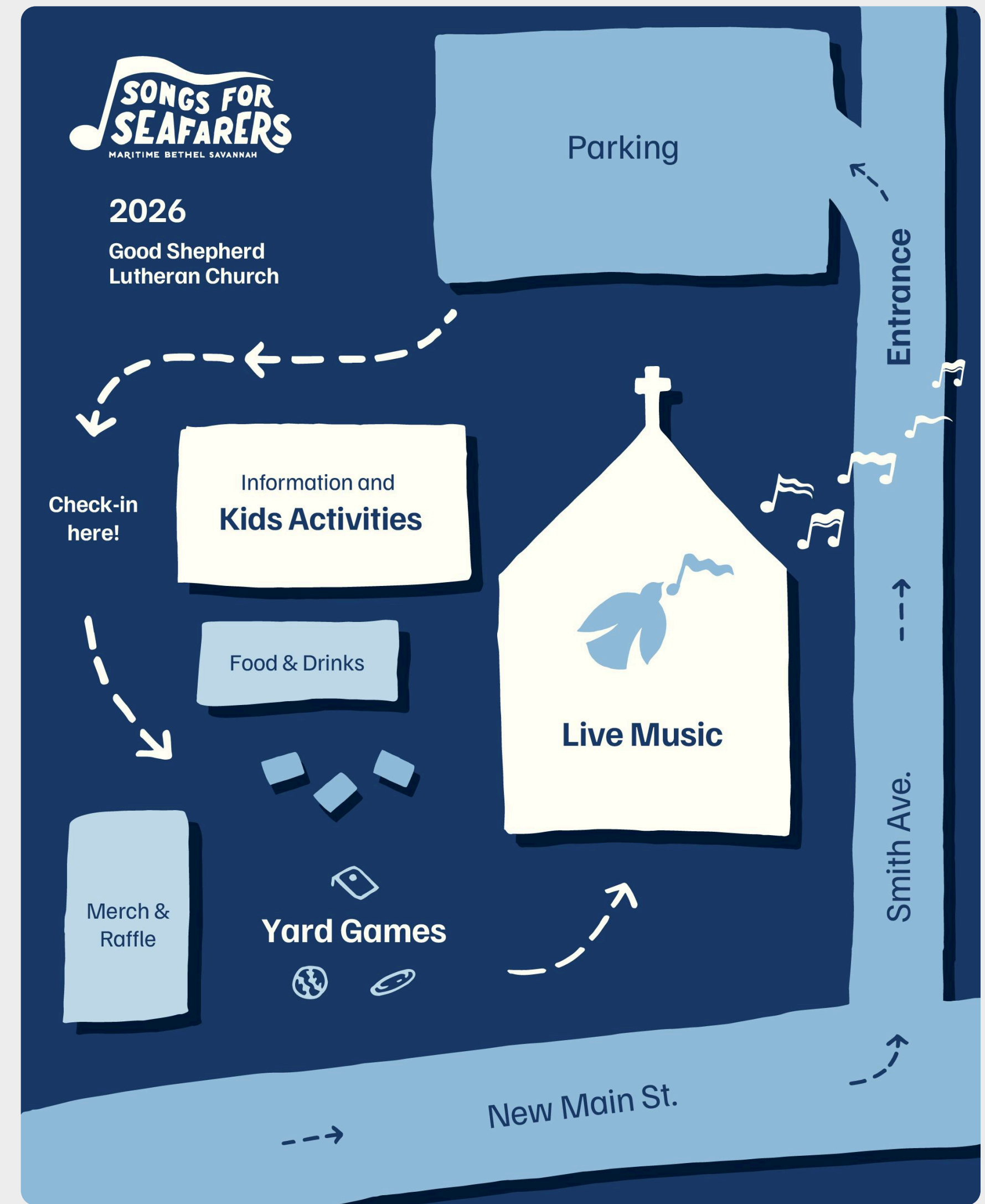


Setting the Scene

A look into our vision of the Songs for Seafarers event.

Event Map

A map of Maritime Bethel that attendees can find on social media or the website to see where to go!



The Space

Visioning the event area



Booth & Flag

Pop-ups that work both to advertise our fundraiser as well as informing people of our mission.



Signage

These will help move crowds of people along to ensure that everyone gets the best experience!

Cornhole

A must-have that will have anyone up off their feet!



Merch & Event Advertising

Bringing the fundraiser to life



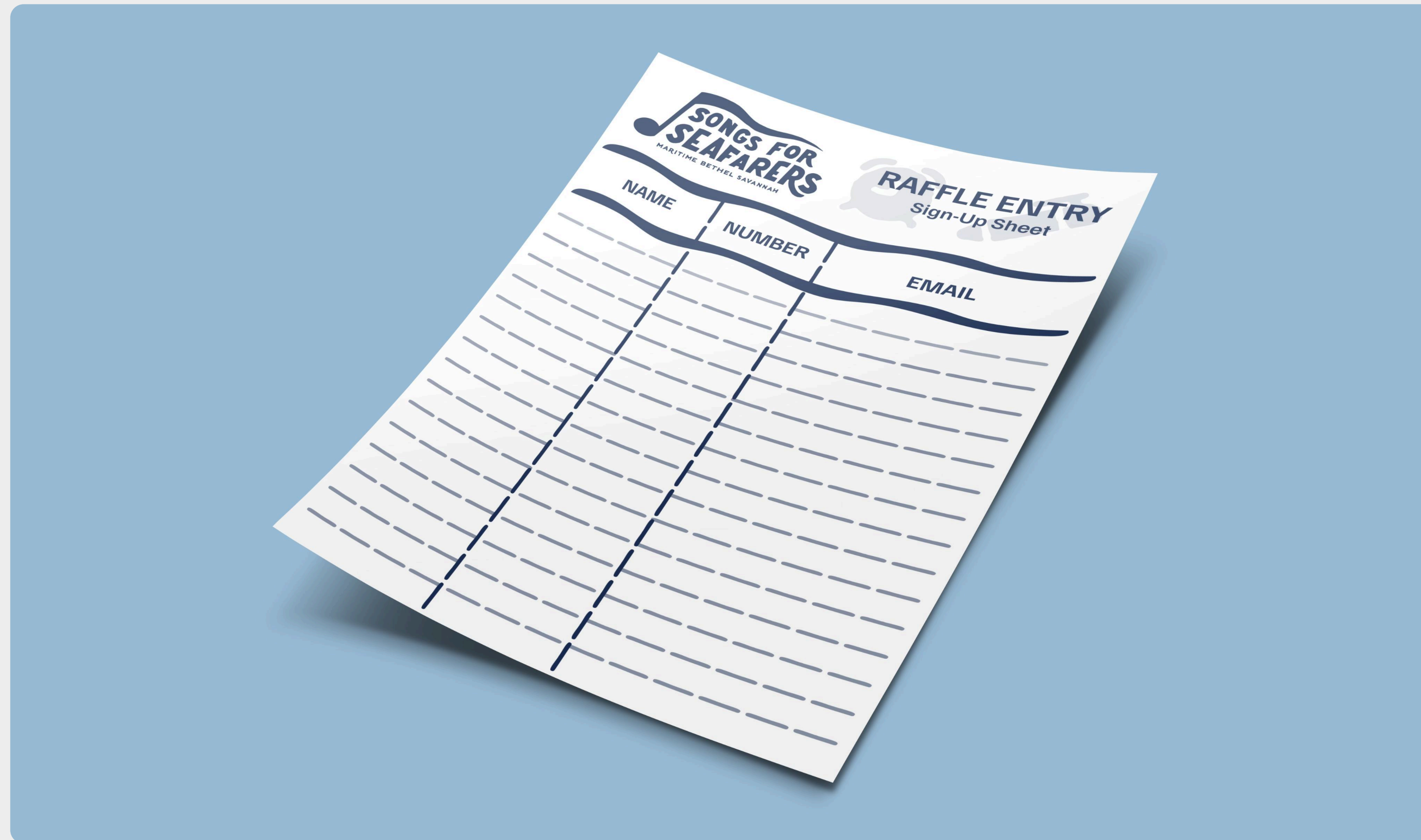
Paper Goods

Easy-to-carry items that are essential to a wonderful Songs for Seafarers fundraising experience.



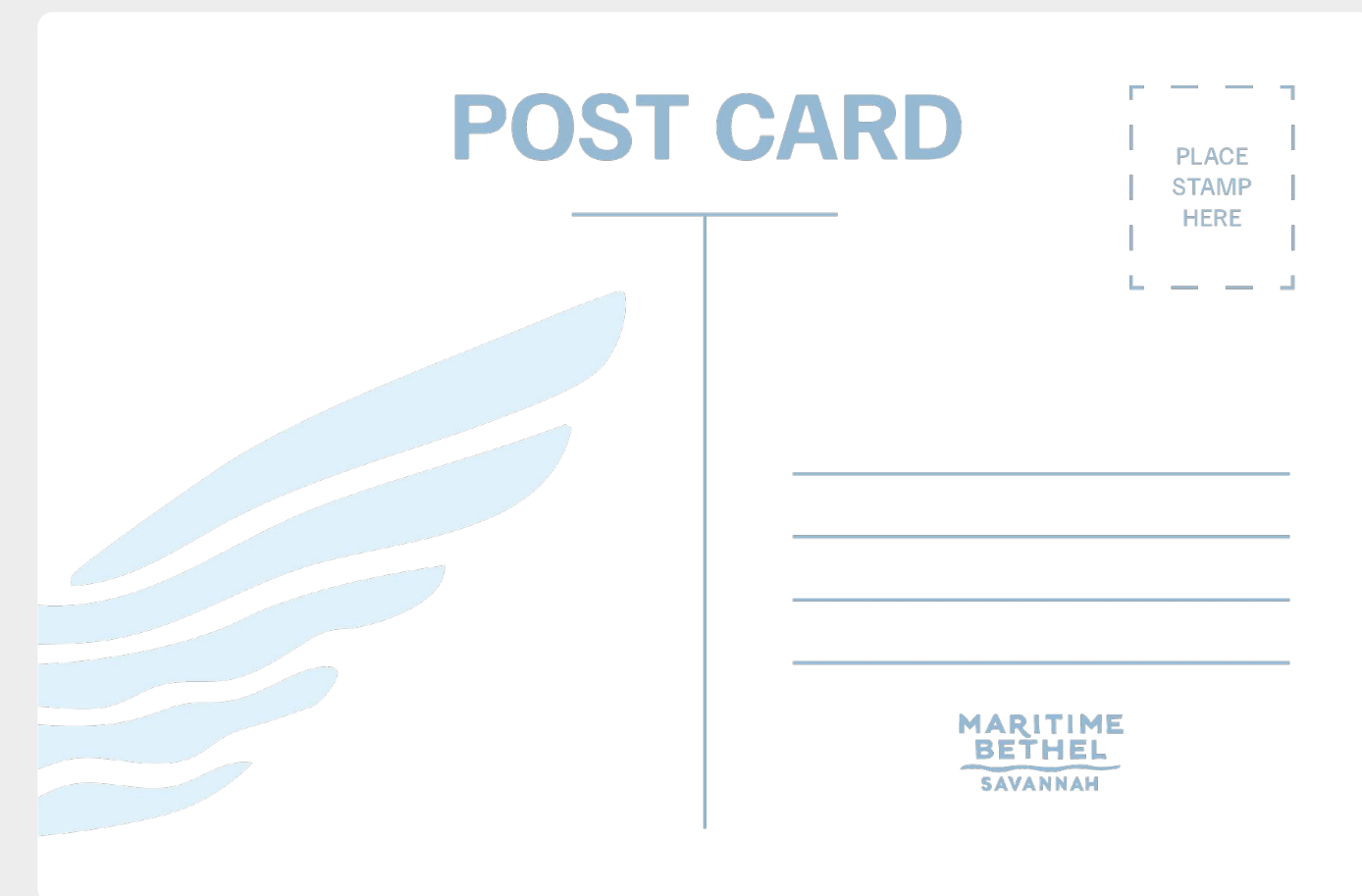
Merchandise

These enjoyable items for everyone also offer another way to help out both Maritime Bethel and Seafarers!



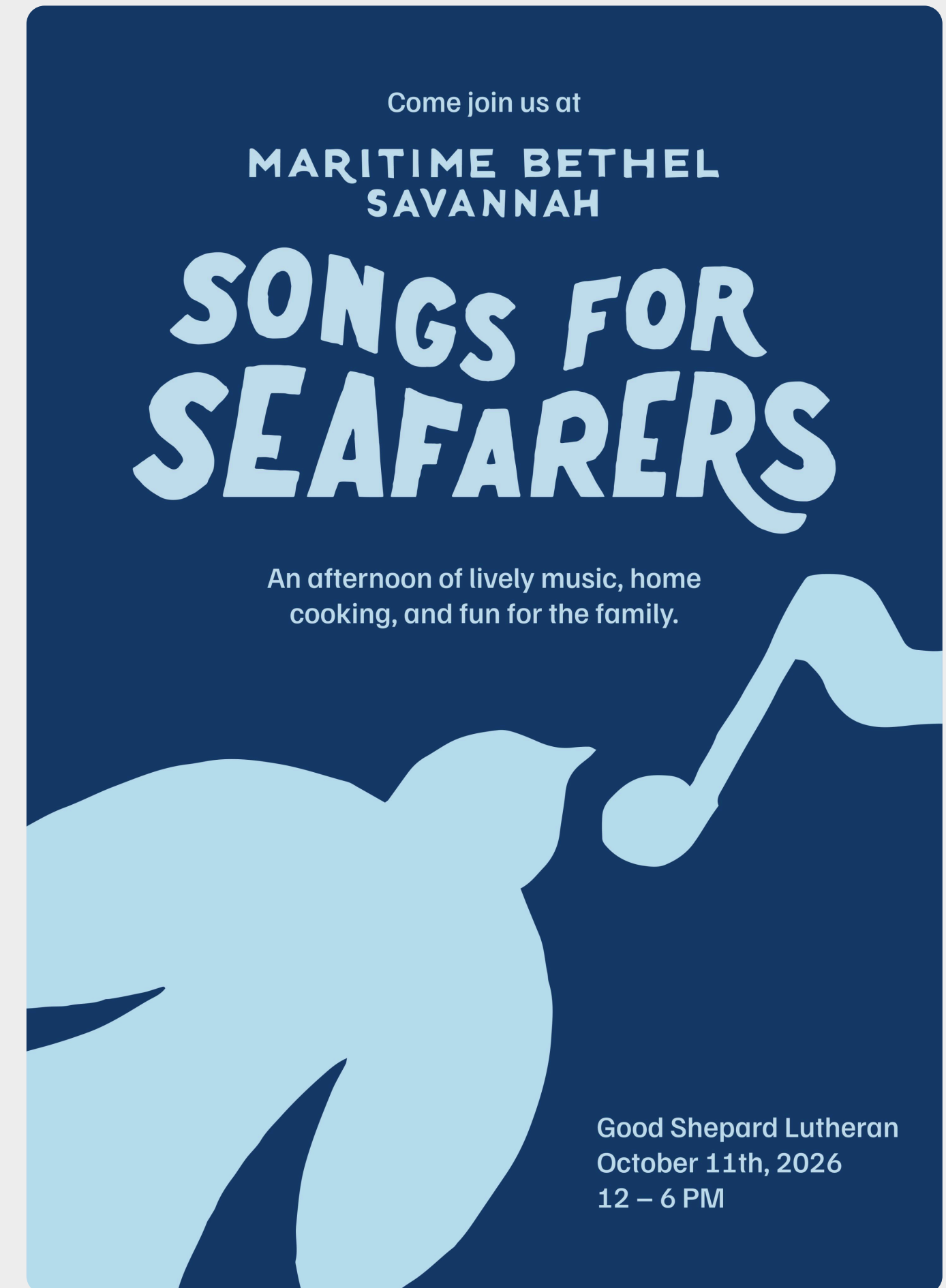
Raffle Event

Encouraging donations by offering a series of prizes!



Invites

Our word of welcome to our wonderful guests!



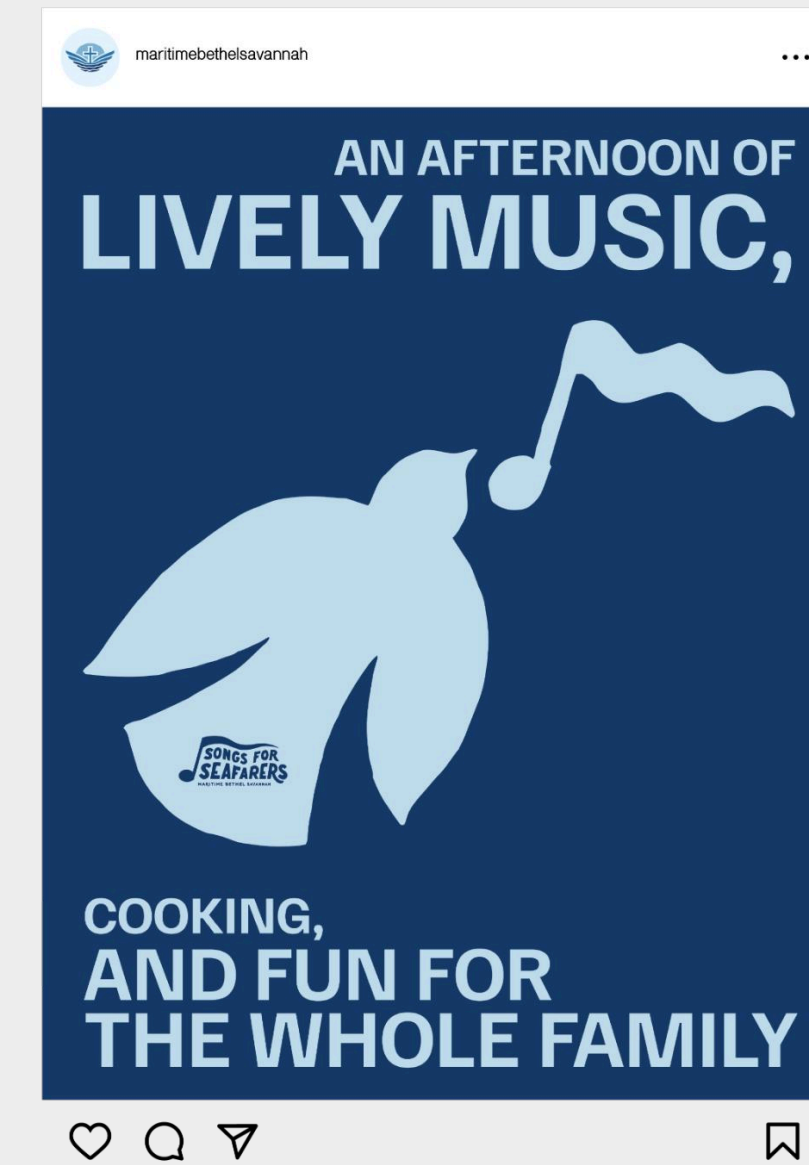
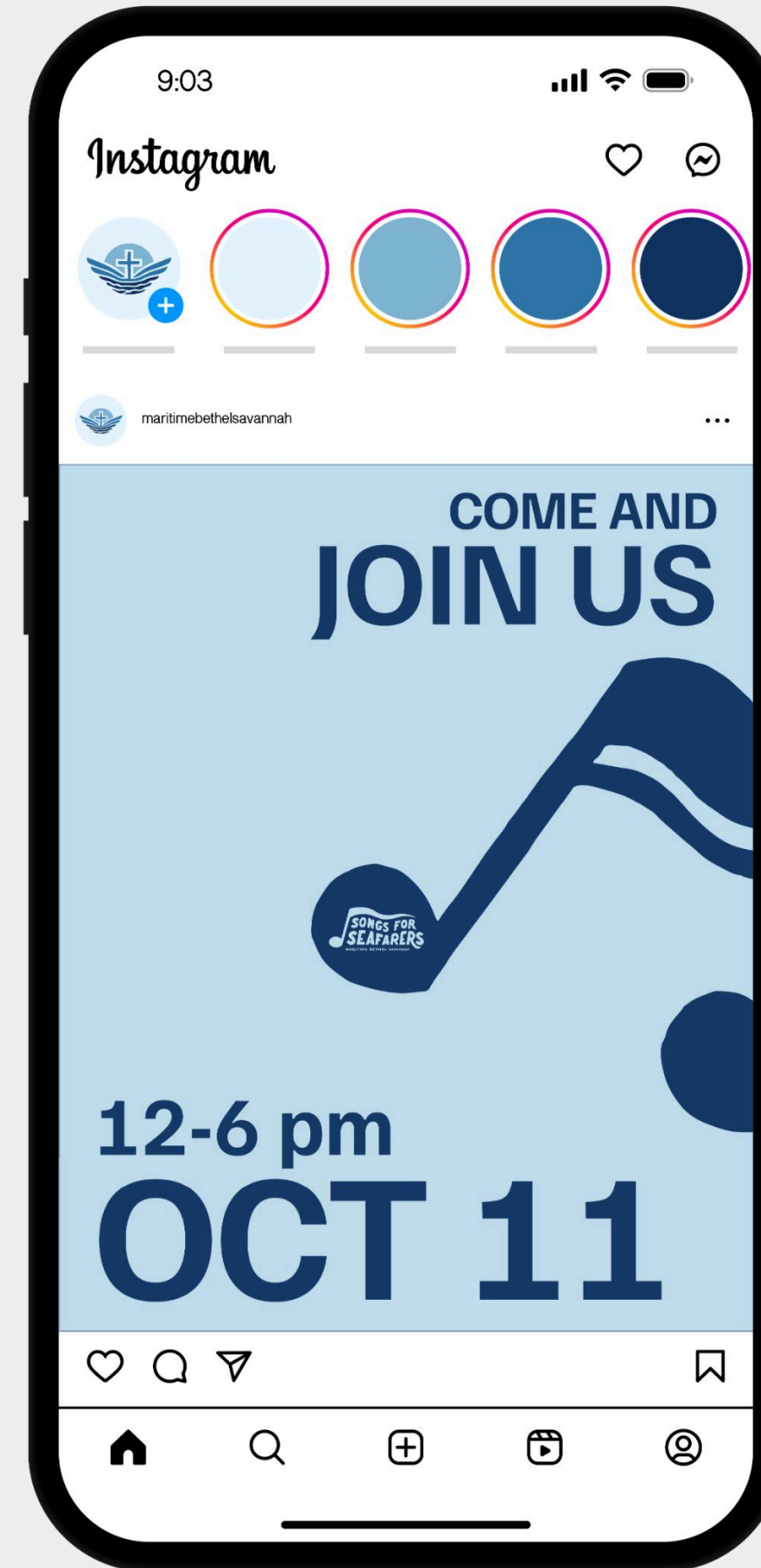
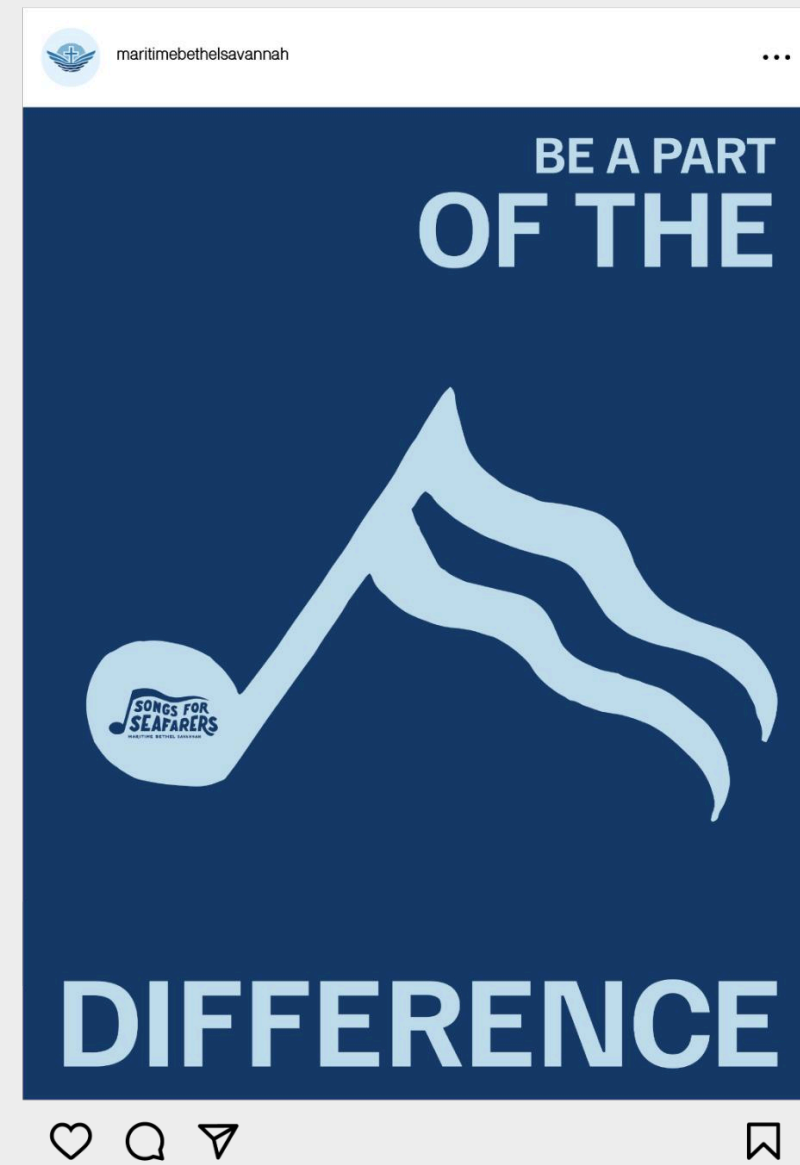
Posters

Spreading the word throughout the city of Savannah.



Brochure

A rundown of what to expect at our fundraiser.



Social Media

Our online campaign to expand the horizons of the Songs for Seafarers event.



Social Media

Our online campaign to expand the horizons of the Songs for Seafarers event.

Seafarer Container

Fueling excitement to help Seafarers



The Container

Looking closer at the importance of these shipments and the Seafarers that allow them to travel safely!

1 About the Seafarers:
The first section will show information about the Seafarer's life and their daily experiences.

2 Statistics:
The second section will display engaging infographics that gives thorough insight into the lives of Seafarers.

3 About Maritime Bethel Savannah:
The third section will be about the organization, why you do what do, and what your mission is.

4 How to get involved:
The fourth section will tell the viewers how to get involved and donate, and it will then lead them out of the container.

The Content

Conclusion

Tying It Back to the People

Designing with Purpose: Strengthening Connections for Seafarers, Donors, and Volunteers

Every deliverable was crafted with our key audiences in mind—Seafarers, Donors, and Volunteers—ensuring that our designs are not just visually cohesive, but also deeply impactful in their daily experiences.

Understanding Their Needs, Designing for Impact



Seafarers (Orion Tidewell):

Need access, recognition, and connection → Addressed through leave-behinds, social media, and environmental branding.

Donors (Dominick Wells):

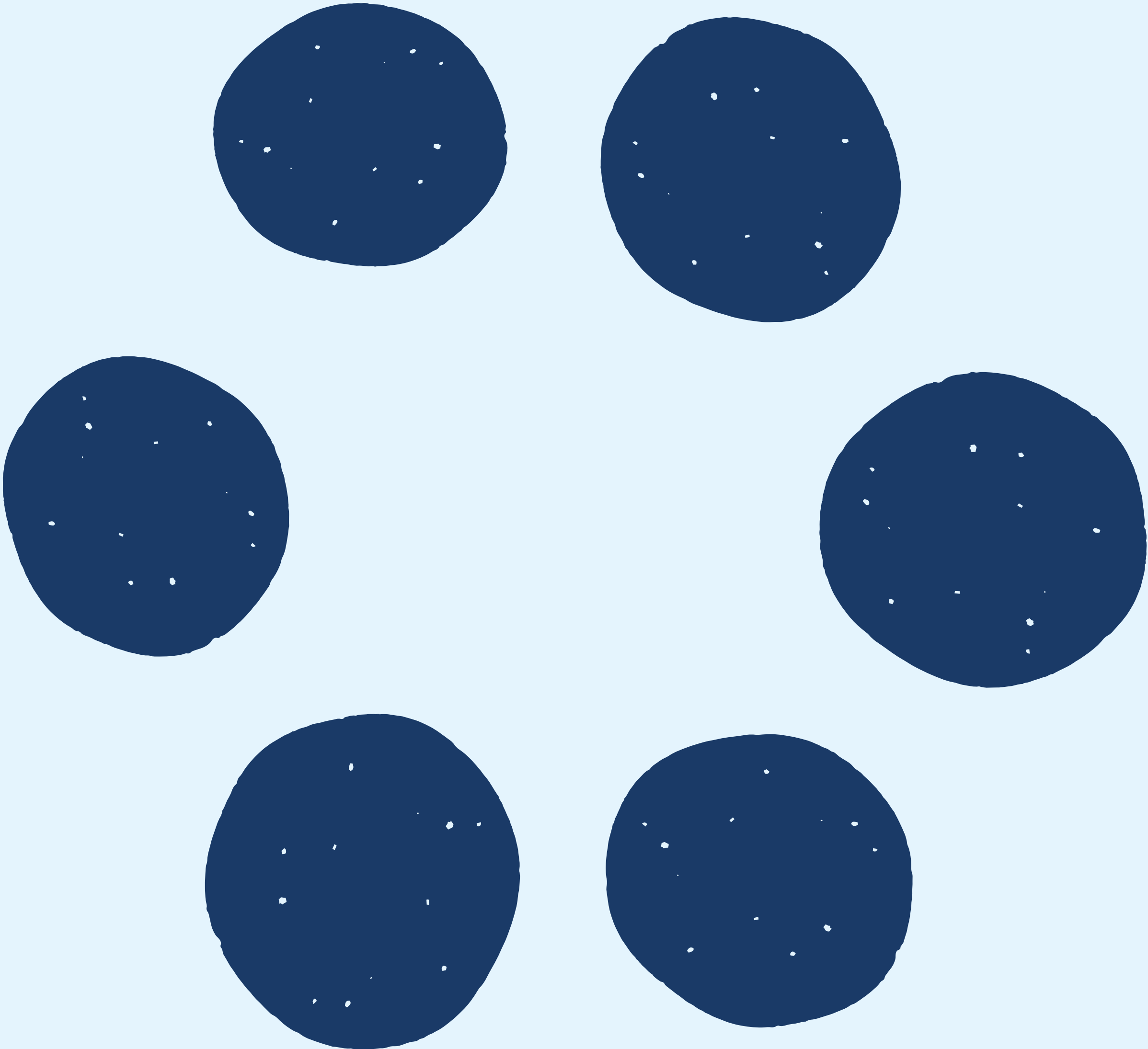
Need clarity, trust, and engagement → Strengthened through websites, fundraising materials, and branding.

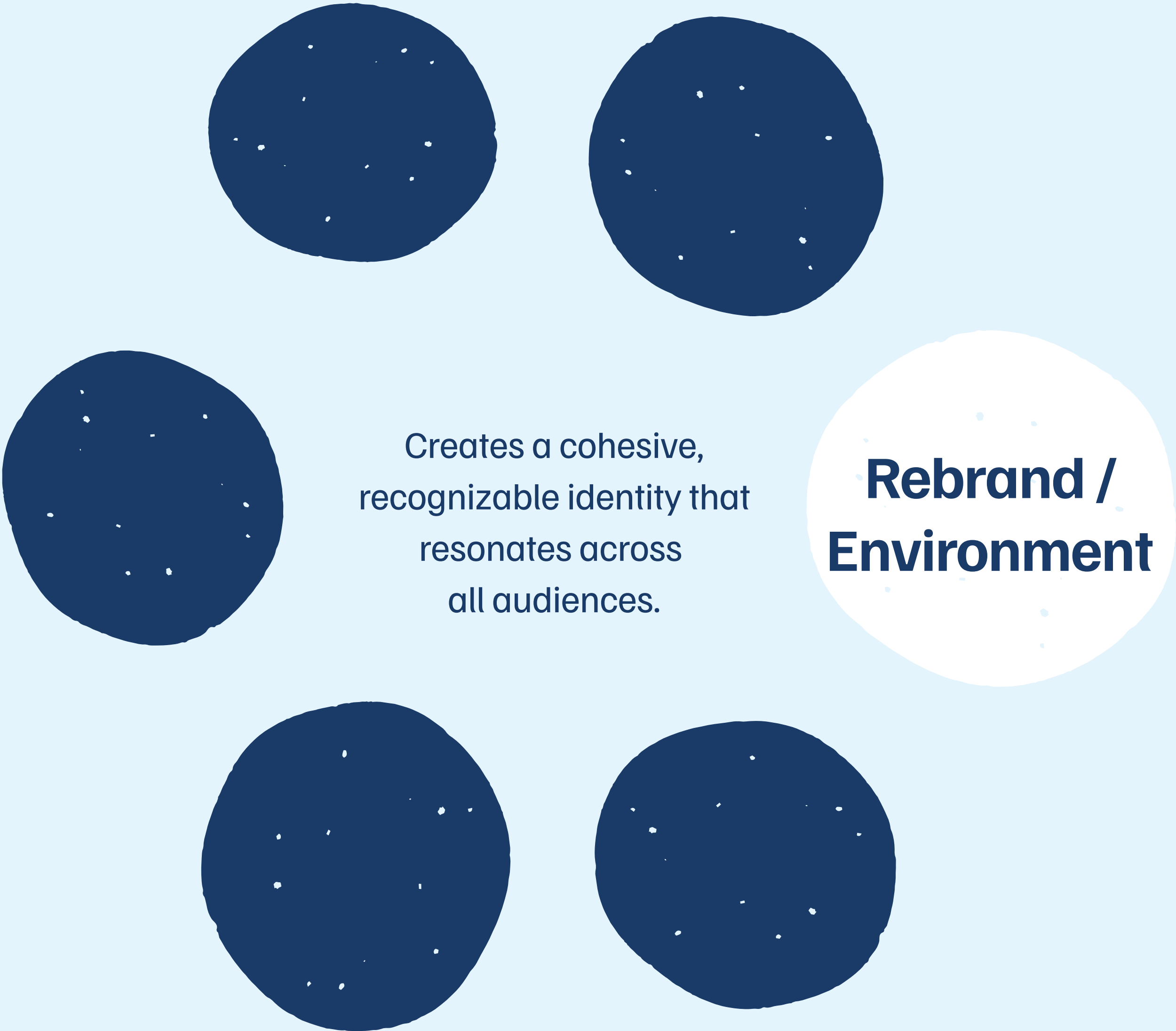


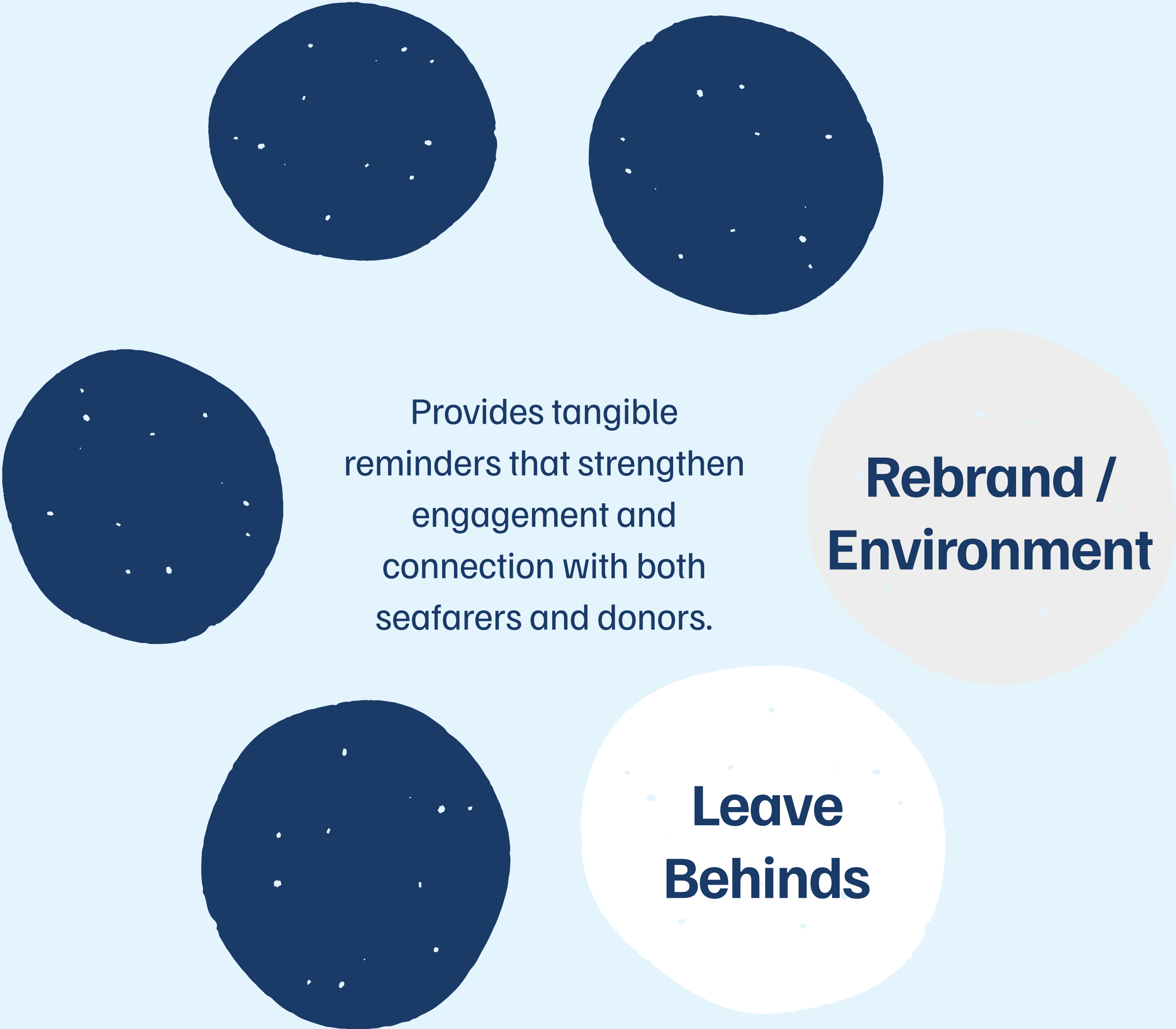
Volunteers (Hannah Longdecker):

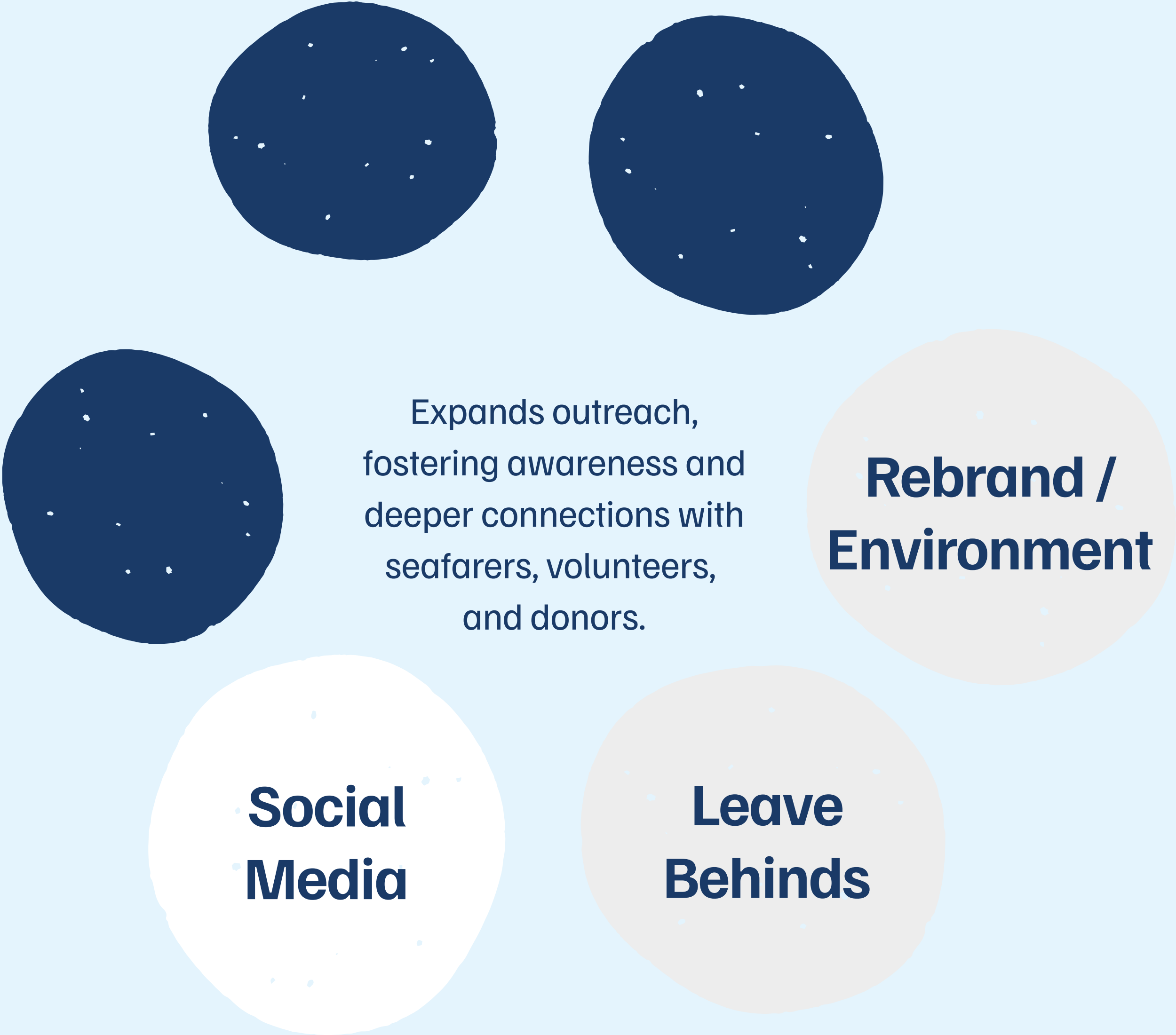
Need guidance, community, and purpose → Supported through ambassador kits, social media, and fundraising events.

How Every Touchpoint Builds a Meaningful Journey

















Website

**Ambassador
Kit**

**Fundraising
Event**



**Rebrand /
Environment**

**Social
Media**

**Leave
Behinds**





**MARITIME
BETHEL**
SAVANNAH