



**CREATIVE
RESPONSE UNIT**

BECAUSE LIFE DEPENDS ON IT.

jointhecru.org

THE PROPOSAL

CHANGING THE PARADIGM OF PROLIFE MESSAGING. BY RYAN & BETHANY BOMBERGER

For more information, please contact The Radiance Foundation at 1-877-517-4463 or email ryan@theradiancefoundation.org.

WHAT IS CRU?

CRU (Creative Response Unit) is a collective of creative professionals* who provide a means to widely distribute creative content that responds to current events. The media assets produced (video, web, print, or full-scale ad campaigns) allow organizations that defend Life issues to combat hostile media and



other ideologically liberal sources.

CRU's ability to rapidly respond to current events empowers the Movement to quickly engage the public, on a large scale, with professional and creative content. **CRU** also enables organizations to save money on messaging by serving as a depot of resources that would cost them up to \$50k-\$150k or more through subcontracting or in-house means.

**Creative Directors, Directors of Photography, Editors, Producers, Graphic Designers, Web Developers, Social Media Gurus, Musicians, Sound Designers, Writers, and Consultants*

VISION

To creatively inspire people to embrace a prolife worldview.

MISSION

CRU will deliver **crucial** creative media content that identifies the **crux** of Life issues in order to **crush** propaganda.

Through video, print, social media memes and messaging merchandise, in both English and Español, **CRU** equips its member organizations with thought-provoking, original content. **CRU** mobilizes the Pro-Life Movement by unifying the messaging and allows members to individually brand all content.

CRU's MISSION IS BASED ON EPH 5:11

"Have nothing to do with the evil deeds of darkness, but rather expose them."

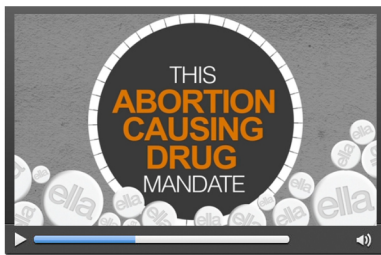


THE CONTENT

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WHAT CONTENT DOES CRU PRODUCE?



"THE CON" created by The Radiance Foundation

Each year, **6 videos** will be produced in response to current events and media misinformation. Two thirds of the videos will be powerful motion graphics spots. Up to 2 videos will be a mixture of High Definition footage of people (if budget allows) and motion graphics. Videos will be created

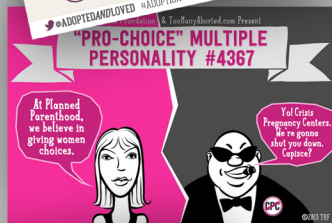
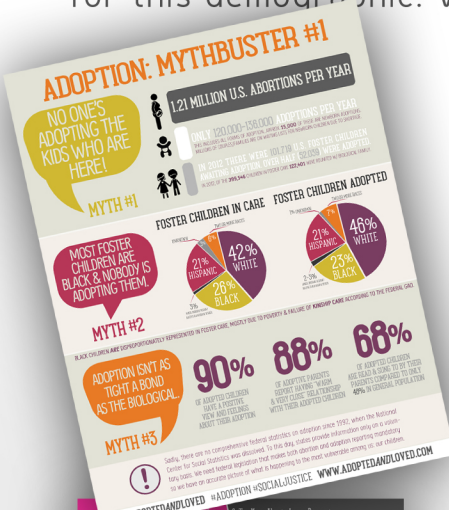


"THE CON" created by The Radiance Foundation

in Spanish, as well. This will require both visual and audio changes to the spots. The Hispanic community is growing and increasingly engaged in the fight to defend human dignity. Few professional quality resources are currently available for this demographic. We're excited to equip our Latino and Latina brothers and sisters.

Each year, **12 print/web graphics** (minimum) will be produced to help educate the public. These will be a mixture of visually friendly Fact Sheets, infographics, FB covers/profile images, and social media memes (e.g. Mock ads). Print resources will be available in Spanish.

Each year, various **collateral items** will be produced to reinforce the messaging (e.g. t-shirts, large posters, mugs, banners, etc). **Premier Plus CRU Members** have the rights to use these concepts, without limitation, on merchandise of their own choosing. The production/distribution of such merchandise would be handled through the member organization, not through **CRU**.



MEMBERSHIPS

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Contact The Radiance Foundation at 1-877-517-4463 or contact

Ryan Bomberger directly at 757-535-7926.

WHAT'S IN A CRU MEMBERSHIP?

Each membership lasts for a duration of one year. The inaugural year for CRU begins **FEBRUARY 1, 2014**. There are three tiers of **CRU** membership: Premier Plus **CRU** Members, Premier **CRU**



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Members and Supporting **CRU** Members. To serve as an introduction to this initiative and incentive for organizations to join immediately, the first year is discounted. Members will qualify for the same introductory fee for the second year if they join and pay by 02/01/14.

PREMIER PLUS CRU MEMBERS

- Full access to all 6 videos & 12 print/web graphics
- Rights to use any merchandise designed or to utilize theme/concept in own preferred merch application
- Can have minor tweaks to print ads (e.g. minor copy changes, addition of own URL or other branding)
- FEE: \$12k per year (discounted)

PREMIER CRU MEMBERS

- Access to 4 videos, 12 print/web graphics
- FEE: \$7k per year (discounted)

SUPPORTING CRU MEMBERS

- Access to 12 print/web graphics
- FEE: \$2k per year (discounted)

BENEFITS TO MEMBERS

This initiative enables the ProLife movement to have a greater impact as unified messaging hits a broader American public. Prolife organizations save money...**lots of it**. They don't have to pay per project, freeing up their scarce marketing/advertising dollars to go toward other efforts. One motion graphics video ad (60 seconds in length) would normally cost between \$7k-\$15k to write/produce/design/edit. Premier Plus **CRU** Members get 6 videos (mix of :30 and :60 spots) for \$15k (plus print and merchandise rights).

