

ONE NEW ORLEANS
Merci Beaucoup
“Many thanks”

**A complete month of thanks for
the city of New Orleans**

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Purpose

Merci Beaucoup uses concepts of Rethinking, Renewing and Reviving the people of New Orleans through the ONE New Orleans campaign. The ONE New Orleans campaign, Merci Beaucoup, will strategically target our city's recovering areas through a series of service project initiatives. Each event has been designed to serve as a launch for the full ONE New Orleans campaign. The ONE New Orleans branding on t-shirts, wristbands, posters and the like will be evident through each of the Merci Beaucoup events and provide the New Orleans residents not only with a familiarity of ONE New Orleans but a visible depiction of ONE New Orleans as well.

Strategy

- **By conveying appreciation to the people** (i.e. coming home, dedicated to the recovery, the “*will*” of the people)
- **By creating unity in the people** (i.e. through “Thanksgiving” testimonials, gratitude journals, group empowerment)
- **By demonstrating commitment to our people** (i.e. “wipe down,” book reading w/schools, branding presence)

The Events

- 11/04 Songs of Gratitude Concert (N.O. east)
- 11/10 ONE New Orleans Luncheon (Lakeview)
- 11/13 MLK Christmas in November (9th Ward)
- 11/15 Merci Beaucoup Dinner (Canal St. GNO)
- 11/23 Wipe Down!: Dillard/Gentilly (Gentilly)

Songs of Gratitude

- Targeted audience and issues impacting their community:
 - East N.O. residents :Schools, road home, lack of retail
 - Senior citizens: health care facilities, road home, safety
- Desired outcome: Residents are revitalized to continue rebuilding communities through faith. Develop an affinity for city's leadership and ONE New Orleans. (Rethinking!)
- Program: Gospel choirs, poets, ministers will give accounts of thanksgiving and gratitude. Tentatively held at Suburban Baptist Church 4537 Schindler Dr?