

**Life Christian Adventure  
Target initiative**



# Contents

<b>1</b>	<b>Introduction</b>	<b>1</b>
	1.1 Project Proposal	2
<b>2</b>	<b>Marketing</b>	<b>4</b>
	2.1 Target market	4
	2.2 Sponsors	4
<b>3</b>	<b>Conclusion</b>	<b>5</b>

## 1 Introduction

Life Christian Adventure (LCA) is an organization that has been in existence for more than three years.



LCA is all about combining Christianity with the outdoors. We live in a beautiful country where we are blessed with many activities where we come in contact with God's creation. Through different types of contributions, we would like to provide food and necessities to needy people and organizations. We focus mainly on children from disadvantaged and abusive families. Through camps and mentor programs we try to have a positive impact on their lives.



We work mostly through the principal of networking. We continually link people that have certain skills and gifts with people that are in need of that particular gift or skill.



We have therefore decided to do a project where we will target businesses, farms, and organisations with the "Target Project".



The intension with the target initiative is to get businesses and individuals involved with LCA. We would like to build a relationship with them and prove that we are a capable, well managed organisation.

Funds generated by the project will be used to sponsor 3 guide dogs (R30 000.00). These dogs are trained to work with Down syndrome and autistic children.

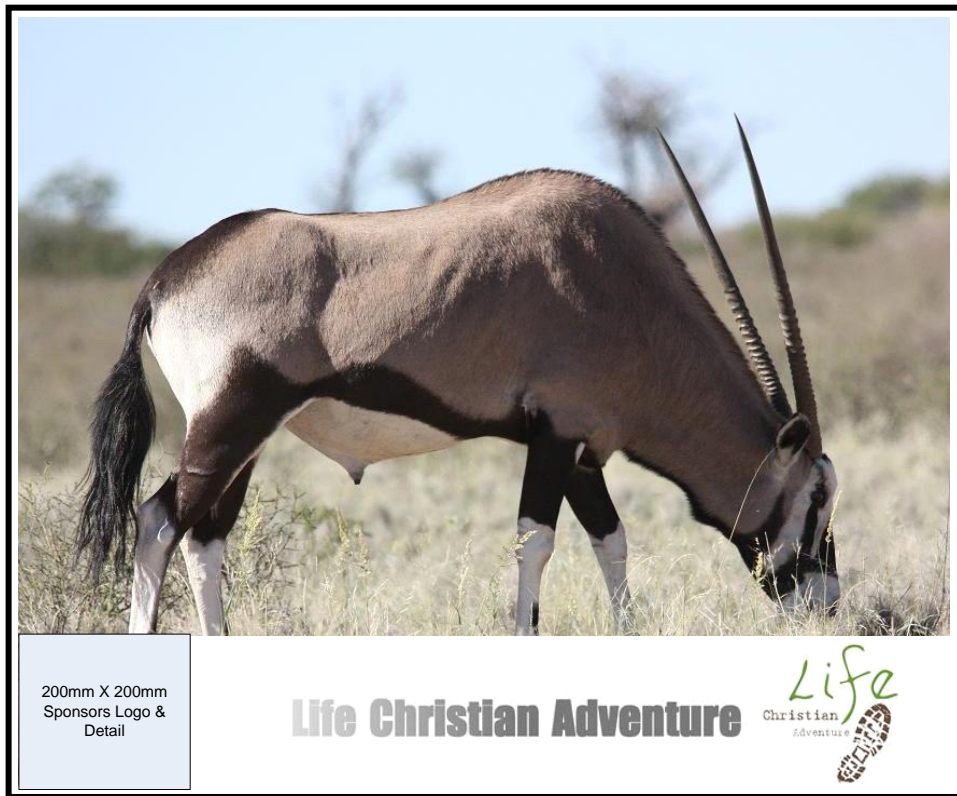


### 1.1 Project Proposal

More than 90% of our support, over the past 3 years, was from hunters and hunting farms. Although we would like to broaden our support to more outdoor activities, our foot print to date is the biggest in the hunting industry.

We have designed a shooting target, for bow and rifle use. It will be printed on PVC with dimensions of 1mx1m. An advertising area of 200mm x 200mm will be available to the business that sponsors the target.

These are high quality prints that can be left outside in the sun and rain. The sizes of the prints are also bigger than the standard prints available. The normal functionality is exactly the same as the current paper target available.



Each sponsor can select from a list of more than 80 photos sent to us by hunters. Please refer to the list in appendix A. A sponsor can also provide its own photo if they choose to.

LCA will sell these targets at R50/target, excluding postage.

The minimum order for a business or farm is 20 targets, sponsored value R2000-00. More targets can be sponsored at R100/target.

Individuals can also sponsor a target at a cost of R150 per target. In the case of an individual the target will be posted to the individual, therefore the higher price and postage will have to be added. If the individual does not want the target and allow LCA to sell it, the cost will be R100/target as well.

*Examples of prints:*



## **2 Marketing**

LCA will take responsibility for selling the targets. This will be done mainly on the Internet through forums where LCA is known.

Below is a list of forums where LCA is actively discussed as a topic:

- Jaracal.com – 1986 registered members
- Anchorpoint.co.za – 1920 registered members
- Bowhuntingforum.co.za – 1656 registered members

### **2.1 Target market**

We will focus on bow and rifle hunters. Market research suggested a high interest and willingness to support LCA through such an initiative.

### **2.2 Sponsors**

Any business can sponsor a set. The consumer spectrum among hunters is quite diverse, so whether you are a hunting farm or a lawyer there is definitely a market for you.

### 3 Conclusion

LCA would like to increase its foot print, but would also like to give credit to the hunters in South Africa for embracing and supporting LCA as a charity.

If there are businesses or individuals that do not want to participate in the target project, but would like to contribute in any other form, please feel free to contact us to discuss the detail.

For more information, please visit our website and Facebook page at:

- [www.lifeca.org](http://www.lifeca.org)
- <https://www.facebook.com/LCAdventure>

If you would like to sponsor a target or need more information please contact me at:

- [henrie@lifeca.org](mailto:henrie@lifeca.org)
- 083 280 7488

When God had made the earth and sky,  
The flowers and the trees,  
He then made all the animals,  
The fish, the birds and bees.

And when at last He'd finished,  
Not one was quite the same,  
God said, "I'll walk this earth of mine,  
And give each one a name."

And so He travelled far and wide,  
And everywhere He went,  
A little creature followed Him,  
Until its strength was spent.

When all were named upon the earth,  
And in the sky and sea,  
The little creature said, "Dear Lord,  
There's not one left for me."

Kindly the Father said to him,  
"I've left you to the end,  
I've turned my own name back to front,  
And call you DOG, my friend."

God Bless.

Henrie Degenaar  
Chairman

**APENDIX A**

**Buffalo**



**Blue Wildebeest**





**Swartwitpens**



**Tsessebe**



**Oryx**



**Jackal**



**Small game**



**Kudu**





**Rooihartbees**



**Impala**



**Springbok**



**Warthog**





**Waterbok**



**Zebra**

