

HelsinkiMissio

VOIMA-group

POWER THE FUTURE- Campaign

To create awareness for Finnish youth social exclusion and to recruit new donators

How to tackle obstacles for donating?

How do I benefit from donating?

Will my donation have an impact?

I don't have time to donate

I don't want to think about it, it makes me sad

It does not concern me or my family

Create understanding about multiple effects of social exclusion

Together as a team social exclusion can be solved

Lower the barrier for donating

Make it positive

It can happen to anyone

How do we do it?

Tackle the obstacles and lower the barriers **through strength and positivity**, just like the VOIMA group.

Make participating feel like an easy thing to do and link it with something positive.





Who to aim?

Anyone can be a donator, but let's focus the media choices on **the most prominent donators.**

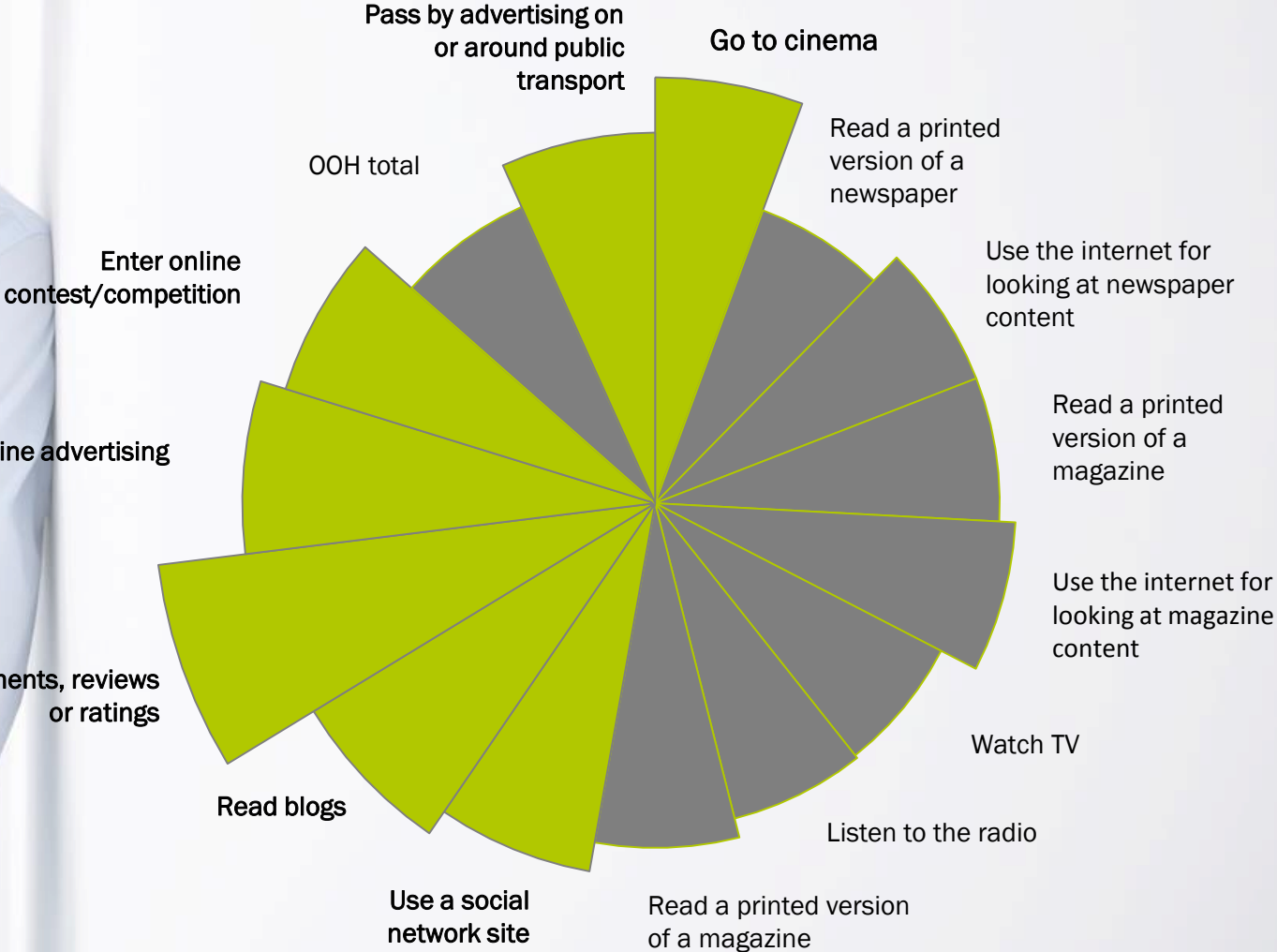
Our media target group: 25-64 year old adults who claim to be very likely to support education or human services.

These are the ones that are part of some community such as university, workplace, sport teams and hobbies.

56% have children of their own and 41% has over 15 year-old children
→ can relate to and sympathize with participants of VOIMA-group

Prominent donators are active social media users

Weekly reach by index
(Index over 114)
(Index under 114)



How do we reach them?



What's Power the Future- challenge?

So if youths social exclusion affects every Finn, why not do a challenge to showcase this?

Social media challenge to **show support** to campaign and to **raise awareness** on multiple affects of youths social exlusion. Use bloggers and ambassadors to **ease participation** and to **create discussion** around the topic.

*Power the Future! By donating I enable a socially excluded teen to join my team.
#lisäävoimaa #helsinkimissio*



Why social media?

Why to do Power the Future- challenge in social media?

To ease participation and lower the barrier for donating:

"New technology has increased my involvement with political and social concerns"

(Target group index 135)

48% upload photos to photo sharing site/social network monthly

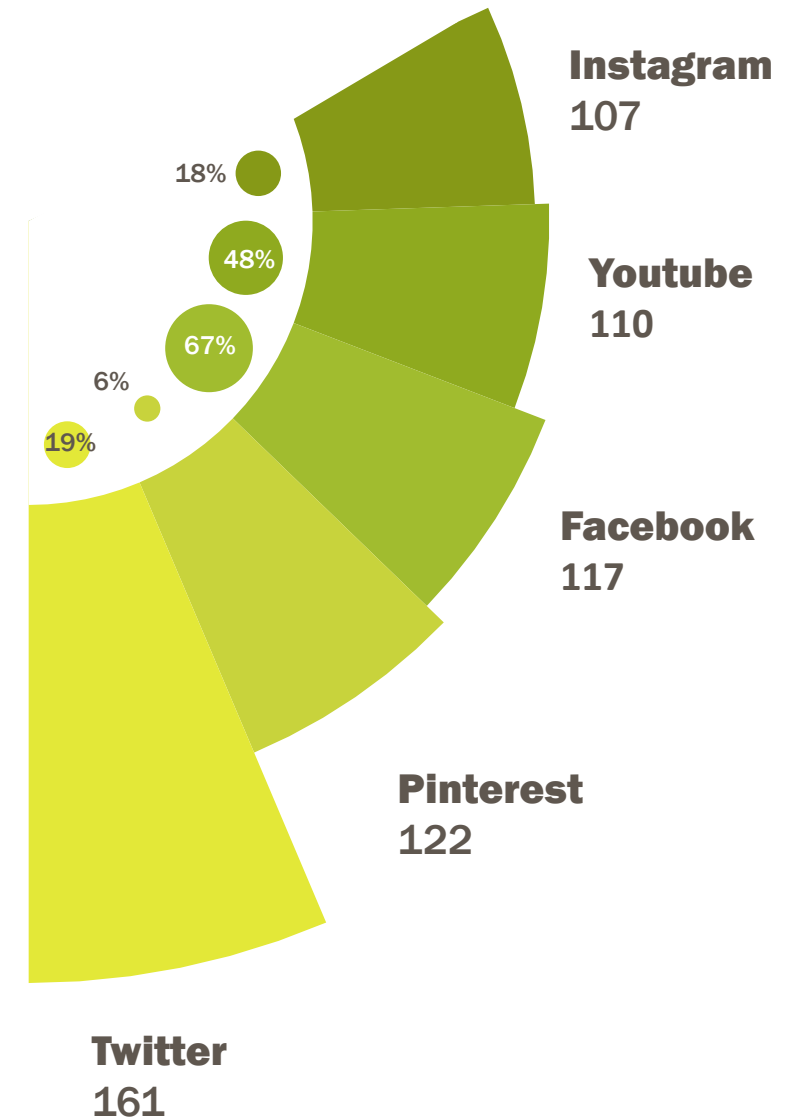
(TG index 124)

Why blogs and ambassadors?

To create dicussion and give an example:

"I am more likely to buy a product if it is endorsed by a celebrity I admire"

(TG index 144)



How about the budget?

40%

Blog campaign and ambassadors:

3-4 bloggers who will work as an ambassadors to the campaign.
Raise topics around social exclusion and preventing it.
Est. 40 000 unique readers per blog burst

10%

Facebook and Instagram advertising:

To support challenge and to create awareness to the campaign.
Reach 625 000 during campaign

30%

Banner advertising:

To create awareness and to drive traffic to campaign site in order to get donations.
Reach 830 000 during campaign

20%

Digital outdoor advertising:

To create awareness among wider audience.
Reach 71% of people living in Helsinki during 2 campaign bursts.

In short

Recognize
the obstacles
for donating

Reach the
right target
group

Challenge
everybody to
participate
and discuss

Support the
challenge
with other
medias