



SHARE THE PASSION

STOP THE EXCLUSION

Where is she now?

CHALLENGE & INSIGHT

- 50 000 young Finns (12-29 years old) are socially excluded
- Each permanent exclusion costs the Finnish society over 1 million €
- The health care costs of one year of exclusion can add up to 170 000 €*
- The challenge is to gather donations to help those in danger of becoming permanently excluded

Current solutions used to gather donations can reach the masses but the public is constantly bombarded with a plethora of world disasters, aid causes and other crises. Getting your message effectively through is extremely hard and people seem indifferent towards donations. General level donations do not inspire action and lack personalisation.

VOIMA face the same challenge:

How to stand out, get the attention and engage the people?

OBJECTIVE

- Get 1 000 new donors during the first year



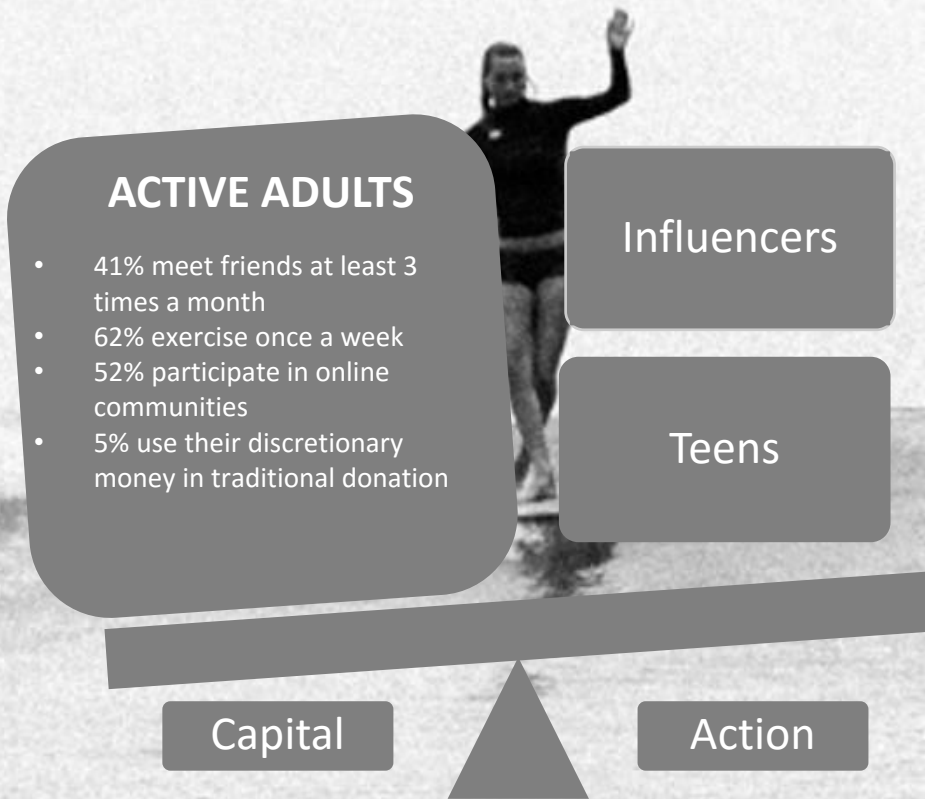
Passion leads to action

COMMUNICATION IDEA: SHARE THE PASSION. STOP THE EXCLUSION.

- Our solution is to tap into the power of digital: to use novel influencing **methods** and donation **channels** to complement existing channels
- We want to make donating more **relevant, tangible** and **easier** than ever before
- Online communities are built on **shared interests** – we will create a bandwagon effect with the aid of online influencers
- Strong emotions, like **passion and joy**, lead to action and sharing of content
- Our target **audience** is: active adults aged 18 to 40 who are socially and physically active, take part in online communities, yet have thus far been relatively reluctant to spend their discretionary income on charitable donations.
- Launch year media budget: 100 000 €

Donation methods	Traditional	Advanced
Media channels	TV, face-to-face, events	Online, social & interactive media
Connectivity	Individual	Communal
Trigger	Push	Referral
Objective	Generic	Customisable
Contribution mindset	Donation	Funding

Target group deep dive



	ACTIVE ADULTS	Influencers	Teens
Description	1,4 million Finns who live their passions: exercise and socialise	Social media influencers Association/union actives	High school students Vocational school students
Objective / value	Financial contribution Spread the message	Activate their networks	Grow awareness Strengthen safety nets Ideas for the programme
Motive	Passion/joy related funding Peace of mind Belonging/recognition	Money Goodwill PR	Relevance Interest (gimmicks)
Priority channels	Online Social Media DOOH Mobile	Direct contacts Social Media	Online Social Media Mobile School cooperation
KPIs	Number of funders Media KPIs	Number of funders Social media KPIs	Number of ideas Media KPIs
Success factors	Relevance Ease of use	Network engagement	Interest

Activation motives are multiple

Team sports teach you discipline and routine. Working for something bigger than yourself gives you a sense of belonging. I'd support funding of sports-related activities in my city.

Sports, hah! Don't get me started. Music is the food of the soul. The joy music brings to one's life is incomparable to anything else. Over time, your band mates become like another family to you. The group also acts as a safety net when someone is in danger of becoming socially excluded from the society.

Young people getting left out of the society is a huge problem. Unemployment rates soar. It doesn't matter what you donate for as long as you do it. The youth need all the help they can get!

The union I work for has been neglecting the younger members for quite a while now and we've been getting some stick for it in the social media. We could really do with some good PR. I'd challenge the union to take part in funding something concrete in Finland if we could also claim part of the fame.

Share the passion campaign execution

REACH & INTEREST

ACTIVE ADULTS
TEENS
GENERAL POPULATION

Display & video
Native advertising
SEM
Mobile
Social media
Ticket seller cooperation
DOOH
Portable vending machine
PR

PARTICIPATION

INFLUENCERS
TEENS

Social media, mobile
Video bloggers
(vloggers) GOSnap
Direct contacts
Email
Schools

FUNDING

ACTIVE ADULTS
GENERAL POPULATION

Campaign page
Display & video
Social media
Mobile

REWARDING

FUNDERS

Email
Social media
Own channels

RE-ENGAGEMENT

DONORS & FUNDERS

PR
Email
Own channels

Campaign

Funder & Donor Marketing

60 000€

30 000€

10 000€

Advanced communication

Advanced communication solutions grow public **awareness** and interest in the target audience as well as the general public. Some of the channels are chosen to curb problems such as adblocking which erodes the **effectiveness** of banner advertising— a phenomenon especially prevalent in our target audience.

Display and video ads

activate and convert donors. Dynamic, cross-device-optimised materials are displayed widely as well as targeted to databased custom audiences. In order to activate, the ads are placed where passions and content meet - for example, by targeting hyper-locally at concerts and sports events.

Cooperation with a ticket seller

enables reaching the target audience at a relevant touchpoint where their interests and wallets meet. The buyer is presented with an option to share their passion by donating 1 € to support VOIMA's work in a particular genre: e.g. music, sports or arts. The proposed funding target is chosen on the basis of the ticket being purchased.

Native advertising

allows VOIMA to take the expert role and control discussion by using media's own tools, such as articles and infographics (visual demonstration of the costs of social exclusion).

Portable digital vending machines

set up at "passion spots" such as stadiums, gyms, festivals, concert halls and movie theatres inspire users to share their passions. People are inspired to contribute by viewing dynamic videos corresponding to their location. Payment can be made via NFC, mobile pay or cash.

Digital Out-of-Home (DOOH)

solutions display funding scores of targets in real-time. Donors feel instant gratification as their contributions become immediately visible. Displays can be placed on larger digital walls (public awareness) as well as on smaller screens (public transportation).

Guaranteed attention

Teens are notorious for their short **attention** span when it comes to media consumption. Grabbing a young person's attention requires something special – unexpected media solutions and gimmicks that touch and cannot be ignored.

The primary purpose is to grow awareness and awake **emotions**; the users will not be instantly directed to the campaign page.

- **Lost Instagram Friends:** The user opens IG but her feed is full of just grey, unloaded posts. WTF! A simple, brief pop-up appears informing her about the social exclusion. The user may then proceed to use her IG normally, but will be re-targeted with a more informative ad.
- **Commenting Disabled:** The user is on Demi.fi and decides to engage in an on-going discussion related to her favourite topic. She writes a lengthy post but when submitting it, a pop-up appears informing that she has been socially excluded. After, a few seconds, she has the option to just submit the post, or to submit and read/view more about social exclusion.
- **The Monologue:** The user goes to her favourite Anime forum where a new thread seems to have become super popular over night; there are hundreds of posts and a dozen sub-pages. She opens the thread and realises that all the posts are by the same member. The posts comprise of thoughts and scribblings of a clearly secluded person with nothing to do. How boring! Why has the moderator not closed the thread? She returns to the previous page and a pop-up appears explaining how social exclusion can affect people's thought processes and can eventually lead to isolation.

Campaign activation

CAMPAIGN PAGE ELEMENTS

VOIMA funding (crowdfunding)

- Funding goals: 3 categories; sports, art, general supplemented with multiple micro-goals: e.g. football
- Real-time funding goal scoreboard
- Share and invite friends to fund your chosen target

Additional information

- Statistics about youth social exclusion
- Guides on how to prevent exclusion
- Guides for associations and unions on how they can encourage members to take part and fund

Ideas for programme

People can come up with their own ideas for youth activities and provide insights into how to develop the VOIMA programme

Traditional donation channels

Alternative channels for financial support

REWARDING FUNDERS

Accomplishment

Finished and executed funding goals will be reported to the funder to create sense of accomplishment and joy.

Engage the funders further

The objective of the report is to maintain the interest of funders and engage them further. The funder is encouraged to share their report and to invite other people to join VOIMA funding. They are also offered to join a new funding goal or becoming a monthly supporter.

THE THREE YEAR PLAN

Launch year

Build national awareness via media campaigns and launch VOIMA funding

2nd year

Repeat what's working, bring in new funding goals, engage public figures and institutions

3rd year

Crowd funding grand goal, i.e. organizing event/tournament or VOIMA specific phenomenon (e.g. crowdfunded orchestra)

Share the passion. Stop the exclusion.

WHY: Passion leads to action

VOIMA face the same challenge as other charity organisations: How to stand out, get attention and engage the people? Our solution is to tap into the power of digital: to use novel influencing methods and donation channels to complement existing channels. We want to make donating more relevant, tangible and easier than ever before

HOW: Funding made passionate and relevant

Awareness with advanced media solutions that engage the target audiences.
Influencers are used to harness the power of communities.
Funding VOIMA is made easy and rewarding.

WHAT: Stop youth social exclusion

Campaign outcomes: 3 000 new donators and supporters for HelsinkiMissio & VOIMA, engaging funding model to complement current donation channels, PR and a 3-year plan how to proceed.