Recruiting golfers to Caddie young people

**CAMPAIGN DESCRIPTION**

HELSINKIMISSIO is a charitable organization focusing on **preventing social exclusion and loneliness.** Their operations are funded through govermental aid and private donations; majority of donations are from the female segment (18-30 year olds).

**Challenge:** How to reach men at the 41-65+ age group to donate

**Solution:** By combining golf and the wealthy elderly golfers to partake in the the campaign, we are able to both raise the awareness of the campaign cause in golf context and make the donating easier and more appealing among the golfers.

**Play Golf to Donate - campaign**

Product 1: “Voimaa Golfista” golf practices include a fixed donation

Product 2: Caddie Fee (Add-on cancellation insurance to green fee products)

This paid extra (a‘ 5€) is donated to the campaign. GoGolf reimburses the insurance.

Product 3: Be a caddie community realizes into a golf event. The event gathers all contributors to share their stories and meet with the Voima project attendees.

**Educational objective:**

**Highlight the seriousness of social exclusion among the youth in a Golf context**

* + Engage golfers to partake HELSINKIMISSIO’s fight against loneliness
  + Associate the supporting the Voima projectpart of GoGolf’s Voima treenit
  + Brand awareness of Helsinki Missio

**Business objective:**

**Creating appealing ways to donate by playing golf**

* + Powered by Golf practice -> 1000 buyers -> 15 000 euros
  + Caddie Fee -> 5000 added items -> 25 000 €
  + Be Caddie -> 500 donors -> 250 000 €

**CAMPAIGN CHANNELS**

**Schedule**

PHASE 1 Raising awareness Promote the cause in a golf-related context.

PHASE 2 Solution Launch products that combine golf and the cause.

PHASE 3 Activate to donate Sell & share -> Play golf to donate.

**Media**

Outdoor (golf courses)

Web (content marketing + ads) ¯

**Budget**

Concept design and visuals 35 000 €

Events 25 000 €

Media 40 000 €