



**HELSINKI
MISSIO**
HELSINGFORSMISSION

Recruiting golfers to caddie young people

GoGolf x HELSINKIMISSIO in a fight against social exclusion of young people

The challenge

**HELSINKI
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HELSINGFORSMISSION

HELSINKIMISSIO

A 130 year old charitable organization focusing on **preventing social exclusion and loneliness.**

Operations are funded through governmental aid and private donations; majority of donations are from the female segment (18-30 year olds)

GOAL

Aims to raise awareness around social exclusion of young people (50 000 ppl!!) and increase the amount of donations towards preventing loneliness.

#challenge

THE CHALLENGE IS TO CONVINCEN MEN (41-65+) TO TAKE PART IN HELSINKIMISSIO'S CAUSE AND TO CREATE AN APPEALING WAY FOR THIS WEALTHY DONOR GROUP TO DONATE.



Insight: 50 000 youngsters in Finland are out of bounds.

They are in a need of guidance to get back to the fairway.

A caddie is needed.

“

In golf, a caddie is the person who carries a player's bag and clubs, **and gives insightful advice and moral support**. A good caddy is aware of the **challenges and obstacles** of the golf course being played, along with the best strategy in playing it. (Wikipedia)

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GO **GO** GOLF



THE BIGGEST GOLF COMMUNITY IN FINLAND

30 000 members, 50 golf course partners, a multimedia platform for media partners.

GoGolf

Offers a variety of golf products from golf news to green fees, training and golf travel.

240 000 unique visitors (GoGolf.fi 2015)
20 000 sold green fees (estimated 2016)

Weekly newsletter to + 30 000 subscribers
GoGolf Magazine: 4 issues per year, 30 000 copies

#whygolfers

Wealthy (household annual income)
44% +100 000€

Highly educated
62% academy level

Suitable age (larger donors by €)
60% 45+ year old

The solution

Caddying the youngsters

Raising awareness

"50 000 youngsters socially excluded"

To raise awareness a selection of campaign visuals are spread in the golf community.

Golfers are introduced to the campaign cause in a golf related context e.g. lone confused golfers on an empty golf course.

Creating appealing donation products

"Play golf to donate"

1 Voimaa golfista (poweredbygolf)

Selected products including fixed donations (a' 10-20€)

GoGolf Voimatreenit (practice)

2 Caddie-fee add-on

A cancellation insurance is added to your tee time. The paid extra (a' 5€) is donated to the campaign. GoGolf reimburses the insurance.

Forming a caddie community

"Get involved"

Be a caddie

For larger donations (>500€), a special community "Be a caddie" realizes into a golf event. The event gathers all contributors to share their stories and meet with the Voima project attendees.

GoGolf ambassador Mikko Ilonen pays a visit and plays a hole with the contributors.



Target group

Target Group ⇒ Golfers (144 000 registered Golfers in Finland) o Main Target Group: • Highly educated wealthy 45-65+ men living in Metropolitan area, and in bigger cities

The goal

A campaign to activate golfers to become caddies for the young.



Educational objective

- Highlight the seriousness of social exclusion among the youth
- Engage golfers to partake HELSINKIMISSION's fight against loneliness
- Further enhance GoGolf's brand image as an empowering player in the golf scene.
- Associate HELSINKIMISSION's VOIMA-project and GoGolf's golf practice as a mean to participate in the campaign

Business objective

Sales of the campaign products | 1st year

Poweredbygolf- practice (3% / GG-members, incl. a' 15€ donation)

1000 unique buyers

1000
in donors

15 000
in euros

Caddie fee 5€ (3% / GG-members; repetition cycle: 5x)

5000 added items

1000
in donors

25 000
in euros

Be a caddie (500 private. contributors, 1,67% / GG-members)

a' 500€ donations

500
in donors

250 000
in euros

Deliverables and budget

Deliverables

**Campaign visuals for
online/print/product imagery**

Social media activation
FB and Instagram strategy
- engage for social share after purchase

**Event concept design and
production**

Channels

Outdoor (golf courses)
Web (content marketing + ads)
Social media (FB, IG)
Print ads

KPI

- 1 No. of donors**
- 2 Amount of products sold in €**
- 3 Social share**
- 4 No. media instances**
- 5 Brand awareness**

Key message

**We enable golfers to participate in
HELSINKIMISSIO's cause for
socially excluded young with an
appealing alternative: play golf to
donate.**

Phases & 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.

Campaign launch – 1st June 2016

1st Be caddie event – 30th August 2016

Budget

Concept design and visuals 35 000 €
Events 25 000 €
Media 40 000 €

1 CHALLENGE & INSIGHT

Donations needed to prevent social exclusion

Most of the donors are younger women

The elderly tend to donate bigger sums

Average golfer well funded 45-65+ man

GoGolf & HELSINKIMISSION both bold and brave to act.

2 SOLUTION

WEALTHY GOLFERS TO DONATE BY PLAYING GOLF

3 CAMPAIGN GOALS

Increase awareness of socially excluded young in the golf community

Create an appealing way to raise money to support the cause

Further enhance GoGolf's brand image as an empowering player in the golf scene.

GO  GOLF

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Be his caddie – donate.

www.helsinkimissio.fi/voimaagolfista