

THE ACT OF KINDNESS

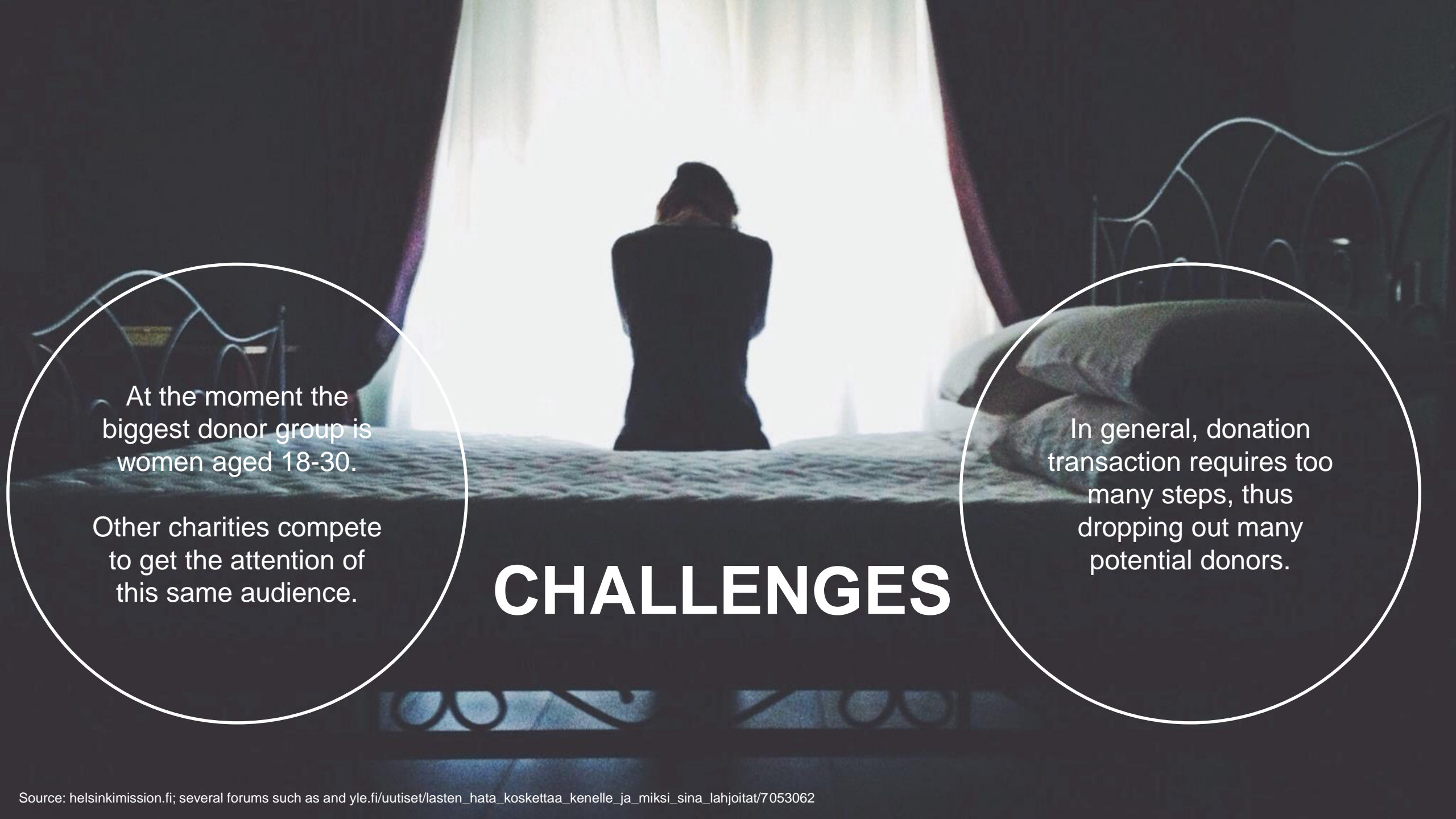
**HELSINKI
MISSIO**



OBJECTIVES

1. Raise awareness about social exclusion of young people
2. Recruit new donors among private persons



A person is sitting on a bed, looking out a window with white curtains. The room is dimly lit, and the person is silhouetted against the bright light from the window. The bed has a patterned coverlet and several pillows.

At the moment the biggest donor group is women aged 18-30.

Other charities compete to get the attention of this same audience.

CHALLENGES

In general, donation transaction requires too many steps, thus dropping out many potential donors.

INSIGHT

The most general family type in Finland is childless married couple (36%) and the amount of childless couples is increasing.

Tilastokeskus, Vuosikatsaus 2011, 1 Lapsettomien avioparien määrä ja osuus perheistä kasvaa, 11/2012

Income: average to high (median 32 300€/year).

Tilastokeskus, Pienituloisuus 2014, 4 Keski-ikäisillä lapsettomilla pariskunnilla korkeimmat tulot, 04/2016

Consider social status among their peers important.

Happiness Research Institute, Dragor Municipality The Happiness Survey, 2013; The Guardian, The science behind why people give money to charity, 11/2015

Seek to increase their own wellbeing and happiness.

Duodecim, Terveyskirjasto, Suomalaisten terveys, 07/2005

Constantly on the go, travel a lot, eat & drink outside.

Tilastokeskus, Suomalaisten matkailu 2015, Suomalaisten matkailu Keski-Eurooppaan kasvoi vuonna 2015, 3/2016



OPPORTUNITY

All adults aged 35- 64 do not have own children to take care of.
They are looking for ways to do meaningful things in life.

IDEA

1. To offer this target group a chance to leave a mark
2. Bring the option to donate to positive moments when they spend and make the transaction easy

EXECUTION

Challenge Finnish companies to participate by integrating option to donate on their existing payment methods

Connect with this target group in right state of mind and in right moments



AWARENESS AND SOCIAL ACT

Creating awareness in micro moments



HSL travel card



*Cash outs at RAY
slot machines and
Veikkaus games*



*At Finnair & VR
booking checkout*



Refueling at Gas stations



Transaction available in these moment to enable effortless donating

LOYALTY & BRAND ADVOCACY

Follow-up



Increased happiness
though helping others



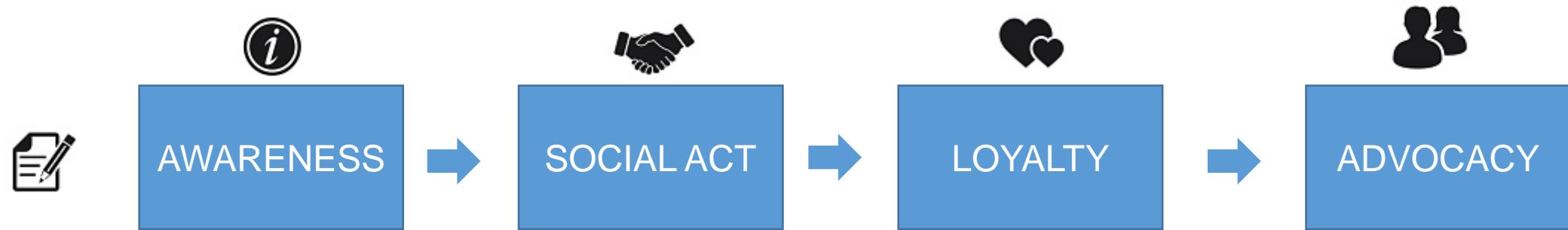
Loyalty and advocacy to
HelsinkiMissio



Continuity



MEDIA STRATEGY



Awareness for the cause through OOH, digital video and social media

\$\$\$ for the charity
4000 new donors
Engagement to the subject

Storytelling through CRM
"How young are doing, what have happened after my donation?"

Continuity through donors
Peer effect

THE KINDNESS PLAN



The cause gains more public attention because of the new target group

The Cause



Uplift in social status and increase of happiness.

The Donors



Better brand image, strengthened CSR strategy

The Partner Companies

**HELSINKI
MISSIO**

More than 1000 new donors a year and continuity through new advocates.

HelsinkiMissio

About 4000 new donors
Reach about 900 000 new potential donors