

**DONATE  
A VIDEO**



**HELSINKI  
MISSIO  
HELSINGFORSMISSION**



**HelsinkiMissio's youth crisis center and  
Voima project **needs donations** in order to prevent  
the social exclusion among Finnish youth.**





**Most people are more willing to donate when **getting something in return.****





**Is there something we could offer to the potential donors?  
Something they like? Something they spend time on daily?  
Something entertaining? Something free?**



**Let's give them funny videos**  
**in return of their donations.**

**This way people get to donate videos**  
**instead of money. And because of the**  
**nature of the films, their friends are going to**  
**want to see them. In order to see them,**  
**they need to donate money.**

**Win – win.**

# Creative Insight



We'll create and challenge people to share their funny, embarrassing or weird habits they have when being alone in the house. Some might pretend to be a rock star, other might walk around naked – whatever they do, it'll be funny and get people the satisfaction of peeping.

We'll encourage people to make their own videos. The video is then being shared to users' facebook friends to watch it. A small amount of money is required in order to watch the video, **so the money people pay to watch them is a donation.** The more they are watching the films, the more they end up donating.

**Giving people something entertaining at relatively low cost ensures they'll donate.**

By making them challenge their friends to share material themselves ensures that we will have more and more films and that people keep donating. At the same time we use the time they spend watching the films telling them about our cause and make sure they understand our cause.

# Campaign summary



## **There's a difference between being alone and being lonely.**

We all know the feeling when we are home alone free to do silly or crazy thing we wouldn't do in the company of others. We want to use that common feeling and the positive vibe to raise donations for our cause to stop loneliness among youth in Finland.

Most people are more willing to donate when getting something in return. We can't give them anything concrete, but we can do better - offer them entertainment. By showing them funny films and situations they get laughs and HelsinkiMissio get donations and everyone wins.

## **SOLUTION**

**Facebook & twitter + Youtube + Instagram  
+ Campaign page (donation page)**

**Funny videos = donations**



# Facebook and twitter



Facebook and twitter sharing the campaign video to inspire people and leading to campaign page. When a video is being uploaded to the campaign page, it automatically gets blur and teaser kind of look and shared to facebook friends to watch it. When uploading, there's an option to choose how much money is required to watch the film.

We'll use HelsinkiMission's and Crisis support centers own social channels to encourage people to make, share and watch videos on facebook, twitter and youtube. We'll actively share the videos and photos made by people to boost the campaign and to help their materials go viral.



# Youtube



One or two main videos to inspire people to share their videos. In these videos in people do funny, embarrassing or silly things when they are alone – sing, dance, play, walk around naked, acting, wearing funny clothes. Videos inspire people to make their own videos and share them under a hashtag **#AloneNotLonely**.



# Instagram



A photo campaign using the same idea as Youtube. Users can post photos or videos showing their behavior or habits while being alone. Hashtag **#AloneNotLonely** included for raising the awareness for the campaign.



A woman with a mustache and glasses, wearing a pink polka-dot shirt, is shown in a purple-tinted, semi-transparent overlay. The background is a blurred image of a person's profile. The text "HOW DOES THE CAMPAIGN WORK" is centered over the image in white, bold, uppercase letters.

# HOW DOES THE CAMPAIGN WORK

# Insight



People love watching funny films, and making funny videos is becoming more and more popular every day. This is why we believe videos are the best solution for this campaign. **We offer people a fun way of donating for a good cause,** get a laugh out of it and inspire others to participate as well. Laugh and genuine emotions helps the campaign going viral and we'll get our message through.



# Solution



We'll make one main campaign video that we share on youtube and facebook. The video is showing people doing silly and goofy things alone in the house. It leads to campaign page, with more videos that people had made and shared through youtube and/or facebook. When a video is being uploaded to the campaign site, it's automatically shared to facebook friends to see it in exchange of money. When uploading, there's an option to choose how much money is required to watch the film.

People can of course just donate money, but the main **idea is to get them to donate their videos and then get their friends donate money in order to see it.** Only by donating, people are able to watch the videos.



**EVERYTHING IS LABELLED UNDER  
#ALONENOTLONELY**

**DONATE  
A VIDEO**

# DONATE A VIDEO

**HELSINKI  
MISSIO**  
HELSINGFORSMISSION

**We all do weird things when nobody's watching.  
Share your secret moment and raise money for  
fighting loneliness in Finland.**

**DONATE A VIDEO NOW!**

### Step 1:

Upload a video showing what you do when no-one's watching.

### Step 2:

Share the video to your friend by clicking "share on social media" button.

### Step 3:

Your friends will donate money to fighting loneliness in Finland in order to watch your video

