

# Dismantling the brief

## OUR TASK AT HAND

Creating a long-term campaign for HelsinkiMissio's youth crisis support center and VOIMA project to raise national awareness of social exclusion of youth and recruit new private persons to donate.

## GOALS WE NEED TO ACHIEVE

+1000 new donors/year within the next 3 years, and funding the Voima-project.

## WHAT WE KNOW

Although the official number of socially excluded youth is only 5 % (50 000) of the age group 15-29, a lot more are potentially at risk. Mental health plays a great role in handling the challenges the modern society poses, and mental health issues are the biggest cause of suffering and functional problems for young people. Currently, up to 20-25 % of Finnish youth suffer from different kinds of mental health issues.

## SO WHAT?

**That's every fourth kid.**

# Every fourth kid – that could mean you, your sister or brother, your friend, your kid or grandkid, 6 people from a classroom of 24.

And this huge group of kids are the ones more likely to be facing functional problems that can without support eventually exclude them from the society. Not only is this an unforgivable mass of individual tragedies, it also poses a threat of a significant economic and societal burden.

## What can be done?

The easiest way to prevent being excluded from the society are preventive actions and early intervention\*. Getting help when things haven't escalated. Or even if they have. Getting noticed and listened. Not being left alone. Being mentored and taught vital survival skills – mental and physical wellbeing. Regaining a sense of self and power of one's own life.

This is what HelsinkiMissio Youth Crisis center and VOIMA project does.

\*Sitra, 2015: Lasten ja nuorten palvelut 2020 – Jotta yksikään lapsi tai nuori ei tipahda turvaverkon läpi

# What's standing in our way?

Finnish media and great population have been dealing with youth's social exclusion as a matter of "us" and "them", painting a gloomy picture of the excluded.

We need to make the Finnish population see that it's not anymore a threat facing a distinct, small group of people – it's a growing nationwide problem that can touch every one of us through the growing amount of youth's mental health issues. Our goal is to make people understand the potential scope of the problem, and the ingredients for solution that are already out there.

# How do we overcome the challenge?

“We should all think of different scenarios to ourselves, families and children. **What kind of future awaits us?** To quote the wise Jope Ruonansuu: ”Just think if it was you!” (Aatteleppa omalle kohdalle!)”\*

Just like Jope said, we need to make the view of youth at risk of being socially excluded less narrow by making it more personal as a topic. Concretizing the issue and giving it faces.

Emotional connection will drive our goals through a sense of personal urgency.

**Our core campaign idea is to create the story of the Class of 2017 – the story of the kids whose future we can still have a positive impact on.**

# Our campaign strategy is built on three types of content in different media that drive towards the ultimate, joint goal of making the **Class of 2017** thrive and succeed



**Hero content:** Go-big moments that generate awareness, public discussion and earned media attention around social exclusion of youth, HelsinkiMissio and the services of VOIMA and youth crisis support center.



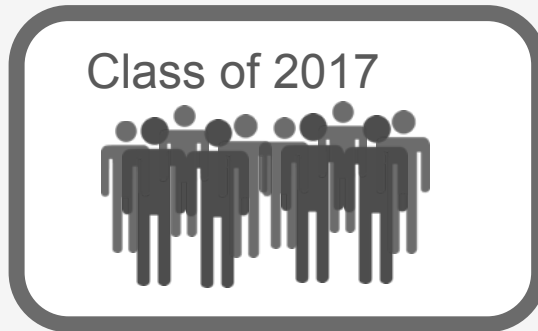
**Hub content:** Regularly surfacing push content through paid media, as well as the content shared in HelsinkiMissio's own channels, creating a direct call-to-action and/or reinforcing past positive behavior.



**Hygiene content:** Campaign website following the progress made with the **Class of 2017**, encouraging to monthly or one time donations and creating positive reinforcement to existing donors.



## HERO CONTENT KICKS THINGS OFF: INTRODUCING THE CLASS OF 2017 – School portrait in Kamppi



We kick the idea of **Class of 2017** off by organizing a performance two weeks before the graduation day of 2016 in Kamppi's Narinkkatori.

We have an imaginary classroom of 24 people: 15-year-olds standing as if posing for a class portrait. All of them hold signs in their hands, describing their future plans. Except for 6, who have empty signs.

The performance lasts for a day and is interactive – as people sign up as donors in Narinkkatori, the six kids with the empty signs gradually get future goals just like the rest of the class.

The message is simple: by donating, you give the young person a chance to write their own future.

**The one-day performance acts as a high-impact action to kick-off the campaign. It raises attention and creates media and social buzz by a stopping performance in a central place. Most importantly, it brings the problem into people's lives in a concrete manner.**

The performance reignites the public, nationwide discussion of social exclusion as a problem, the effect emphasized because of the overlapping graduation season, i.e. emotionally relevant context. HelsinkiMissio actively takes part in the discussion as an opinion leader through e.g. own social media channels.



**Jere Karalahti**

45 min

Happened to pass by Narinkkatori today and saw something that got me thinking about my story

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Keep reading



**Alexander Stubb** @alexstubb 2t

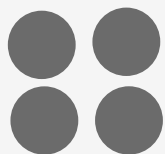
@HelsinkiMissio Important discussion opener in Kamppi today. Did you know that everyday 6 under 30-y.o's end up going to disability pension for depression? You can make a difference by helping #CLASSOF2017 !

**Reijo Karhinen** @reijokarhinen 4t  
@HelsinkiMissio We should all take responsibility for the future of Finland. Support #CLASSOF2017 if you can.

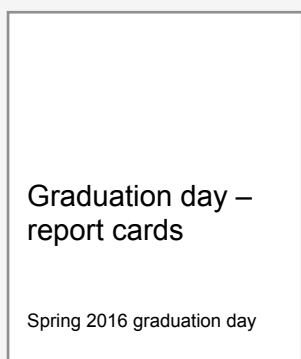


**"Ticking timebomb – what are the most horrifying scenarios for social exclusion?" – Helsingin Sanomat 30.5.2016**



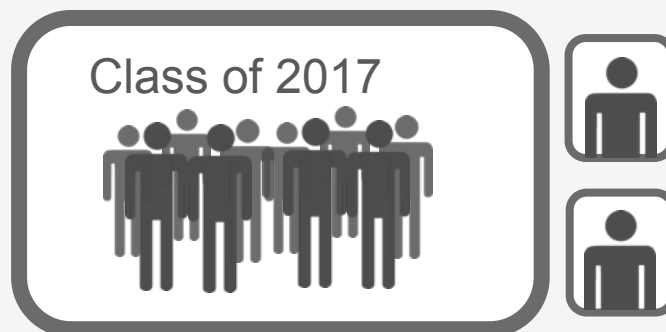
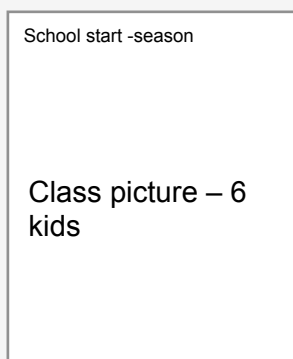


## HUB CONTENT DRIVES THE RAISED PUBLIC ATTENTION AND AWARENESS TOWARDS DONATIONS: emotional storytelling and activating content in selected media reaches the mass of potential donors efficiently.



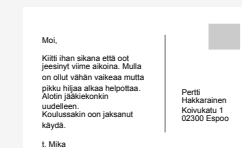
Print advertising on the front page of Helsingin Sanomat related to significant milestone dates for youth catch the attention of our target audience (donors) at the right moment and context and continue the theme of Class of 2017. **Emotional messaging reinforces the efficiency of the direct call to action to donate against social exclusion of youth. Mass media like HS efficiently reaches older consumers likely to donate bigger amounts.**

Graduation day – 3 diplomas from different schools and one wrinkled notification of absence.  
School start – A class picture of 24 kids, 6 of highlighted with a dashed line to be cut out.



We will set up an interactive display on central railway station metro entrance, again displaying a class picture of 24 people, 6 of them fading away. The display tracks the amount of donations real-time and each time a threshold is reached, one of the faded kids returns to the picture and starts to smile. Individual portraits of the classrooms' kids are present in the digital escalator panels taking passengers to the metro platforms.

**Crowdfunding-based approach and real-time updates engage donors, make an impact on viewers and create discussion around the common cause. Reaches a wide audience of city dwellers from all age groups and encourages to take action.**



Sending personalized thank you-reply texts to one-time-donors, with real feel interaction stories from young people who have received help through HelsinkiMissio youth crisis center and VOIMA programme offers an **immediate positive reinforcement for donating and encourages to monthly donatorship.**

Monthly donors are reminded of their good work with a hand-written post cards. With postcards as a concrete reminder of results, **we look to increase donation timespan, as donators often drop out after a few years.**

+ Class of 2017 and the situation of the 6 at risk of fading followed closely in HelsinkiMissio's own channels and on campaign website

# Class of 2017-campaign continues the emotional and bold line Helsinki Missio is known for

It brings national awareness to the issue by reigniting the discussion on social exclusion of youth and by widening the different viewpoints to the problems.

Most of all, it brings faces to the young people with a greater risk of exclusion, and makes a clear point of how private donors can have an effect on how the kids' future shapes out, creating tangibility to a before abstract and distant issue. Emotional connection and closeness drives reaching the goal set to the number of new donors.

