



CAMPAIGN

DONATE

MEETING POINT

"I got a new friend and a hobby at Groundwork - playing guitar."  
- Jack, 23

### MAKE A DONATION

Groundwork is funded by you. You decide how it turns out and how it will help the people who have fell through the safety net.



### TAKE A PICK

Education & work  
1500-? €

Experiences  
500-1500 €

Supplies  
150-500 €

Essentials  
5-150 €

Groundwork needs certain supplies and tools to operate. (f.e. tablets, books, instruments, games)

### I WILL DONATE

150 €

TELL US WHERE YOUR MONEY SHOULD GO

I want Groundwork to have books so people can study

DONATE

### CAMPAIGN SUMMARY

The Groundwork digital marketing campaign will secure a steady flow of new donations while spreading awareness about the issue of social exclusion among our country's young.

Groundwork is an online crowdsourced philanthropy project which aims to create a dedicated and creative workspace for the young in the heart of Helsinki. By utilizing social media alongside paid and earned visibility we're letting the donors see and pick the things their money will actually be used for.

We're letting our donors directly affect which activities will be made available through their investment. It can be something the young feel passionate about like a few guitar lessons or maybe organizing a FIFA tournament with some soda and chips.

Building a unique community and sparking team spirit countering today's social exclusion is what will make us stand out from the somewhat generic promises of other charities.

### CREATIVE INSIGHT

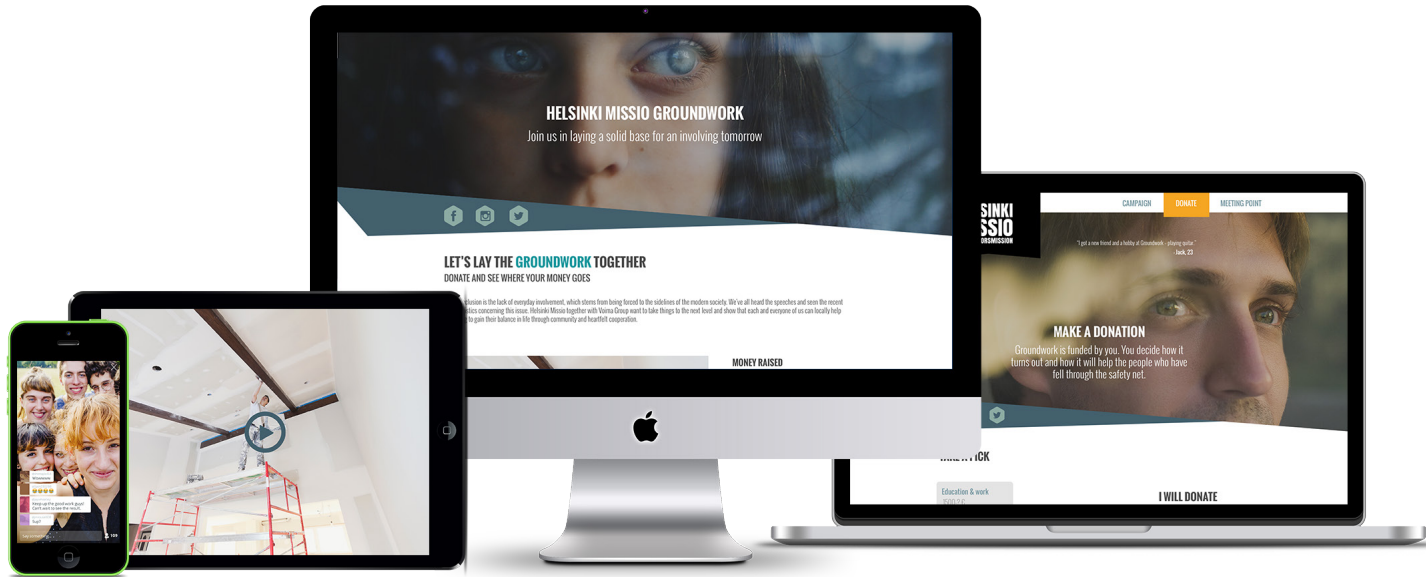
#### Everyone needs a proper groundwork to build on.

Social exclusion is the lack of everyday involvement, which stems from being forced to the sidelines of the modern society.

We would like to build a solid groundwork for the young people struggling to find their standing through a workspace where it's still possible to dream, connect and maybe even find your calling. By involving the donors in the planning process we are also building a platform which lets people see their donation do some concrete good locally.

Doing things together for some greater good is a current megatrend which shows no signs of slowing down (e.g. Uusi Lastensairaala 2017, Ravintolapäivä etc.). Our campaign is capitalizing on this trend for an extremely good cause. It's a surefire win-win for all the engaged parties.

We can still relight the passionate flame within these young people.



## OUR SOLUTION

The Groundwork campaign's beating heart will be a central landing page detailing how anyone can easily donate and locally make a real difference in the fight against social exclusion. The site will also display user comments, real time social media feeds and facts about the youth and social exclusion in Finland.

All of the major buzz going on at the Groundwork location will be available for viewing through the website and a variety of social media channels that support live video and 360° video content such as Facebook Live, Snapchat and Periscope. This content can also be used for display advertising and the probable earned media later on.

**#HelsinkiGroundwork** is the official, omnichannel hashtag used for the campaign around social media.

## HOW DOES IT WORK?

Our campaign provides Helsinki Missio with a scalable and long-term solution for activating the potential donors and letting them participate beyond just trustfully handing away cash like with many other charitable organizations.

The campaign site tracks the donations and displays the set stretch goals along the way. Reaching a certain sum will for example translate to acquiring some sofas for the workspace or maybe a small concert later on.

The Groundwork space itself will be somewhere in central Helsinki and it will act as the hub for the activities we shall organize for the youth. It can be an existing Helsinki Missio location or an entirely new one. The doors are open for anyone interested and the visitors are encouraged to share their thoughts on social media provoking discussion on the issue. The Voima Group will have an important part to play here mentoring our young participants.