#HELSINKIMISSIO KAHVIKUPPONEN

FOOD FOR THOUGHT

The cost of a young person becoming socially excluded and falling through the cracks of society is enormous: 1.5 million Euros[*].

However, the cost of preventing this from happening is: 15 Euros[**]. **That's because a donation of that exact amount gives one young person in need a chance to meet with a volunteer sponsor.**
And these meetings can have life altering effects[***].

[*] Nuorten yhteiskuntatakuu 2013 raportti – Työ ja elinkeinoministeriö (https://www.tem.fi/files/32290/TEMrap_8_2012.pdf)
[**] Pelastusrengas yksinäiselle nuorelle (https://lahjoita.helsinkimissio.fi/?q=aikalahjat/lahja&id=89)
[***] Kimin tarina (http://media.sanoma.fi/tiedostot/story-of-kim.pdf)

TARGET GROUP

According to the brief "The biggest donor group are people from 18 to 30 years old, but people from 51 to 65 years old donate the biggest amounts. — Most of the donations come from the metropolitan area."

We don't need big donations. 15 Euros is all it takes. Therefore the target group of our campaign are young people living in the metropolitan area.

This target group is best approached by using social media.

INSIGHT

No matter who you are, if you use social media, there's one thing you can't escape: pictures of food: people's breakfasts, lunches, dinners and cups of coffee are all over Facebook and Instagram.

According to a recent study 90% of people actually only eat fancy foods so that they can brag about it on social media*.

*ok, there's no study, but it sure does seem like it.

What if we gave them something real to brag about?

Introducing the #HELSINKIMISSIOKAHVIKUPPONEN

Cool! Does it send out tweets? - No. Is it powered by the hot liquid inside and shows you pictures from Instagram? - Um, nope.

Well, what does it do then? Nothing really. It's just a cup of coffee.

The idea is simple yet effective.

Together with selected coffee shops in the metropolitan area HelsinkiMissio will begin selling branded #HelsinkiMissioKahvikupponen cups of coffee.

Just one trick. That cup of coffee costs 15 euros. The coffee itself is nothing special. Maybe a cup of Saludo, perhaps Paulig or maybe plain old Juhlamokka.

But what you're really paying for is bragging rights. Because you've just donated 15 euros to a greater good.

So, order that coffee with a side dish being a saint. And while your at it post it to all your social media channels using the #HelsinkiMissioKupponen.

Show of on Instagram, brag on Facebook and flaunt it on Snapchat. You've deserved it because you've just potentially helped alter someones life and saved the goverment 1.5 million Euros while at it.
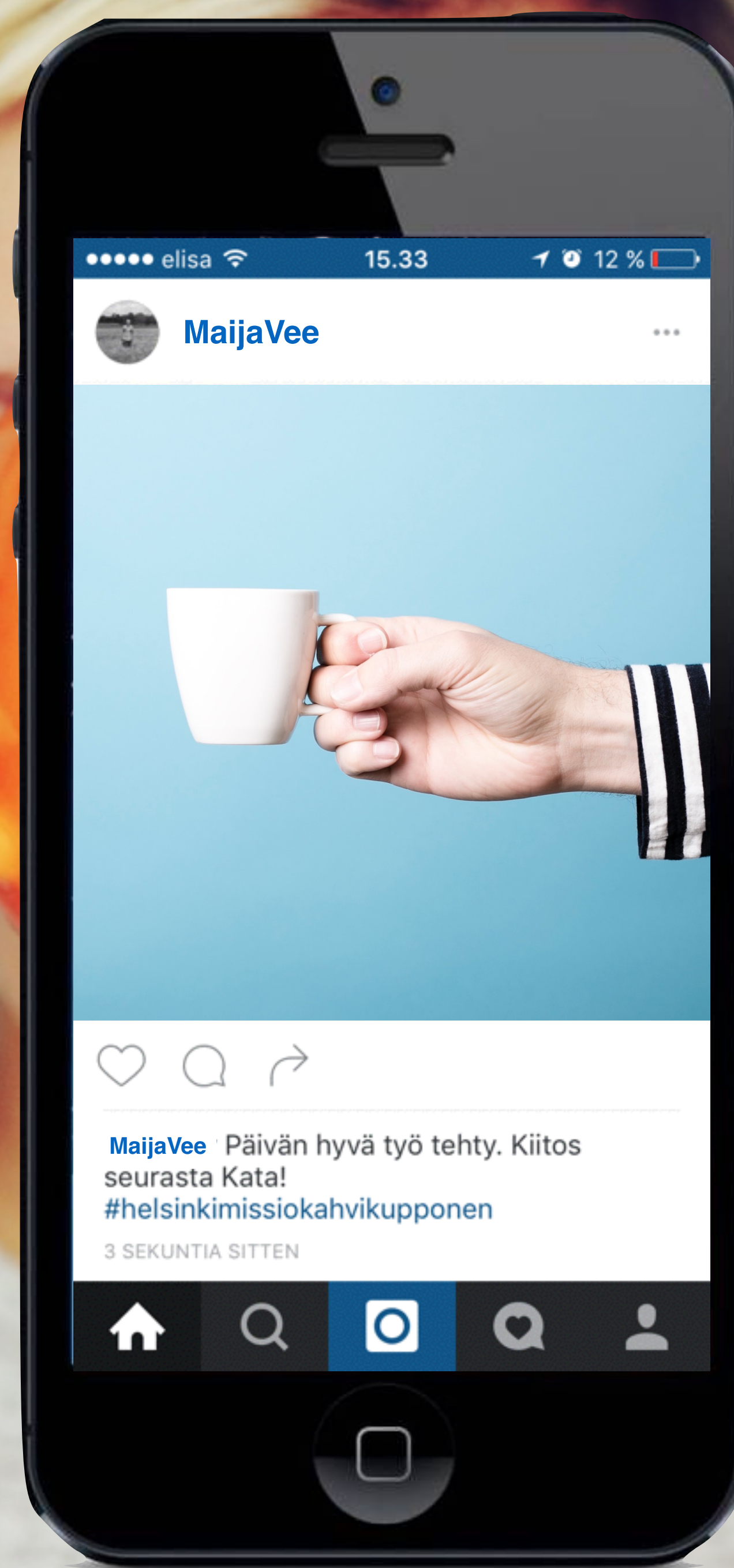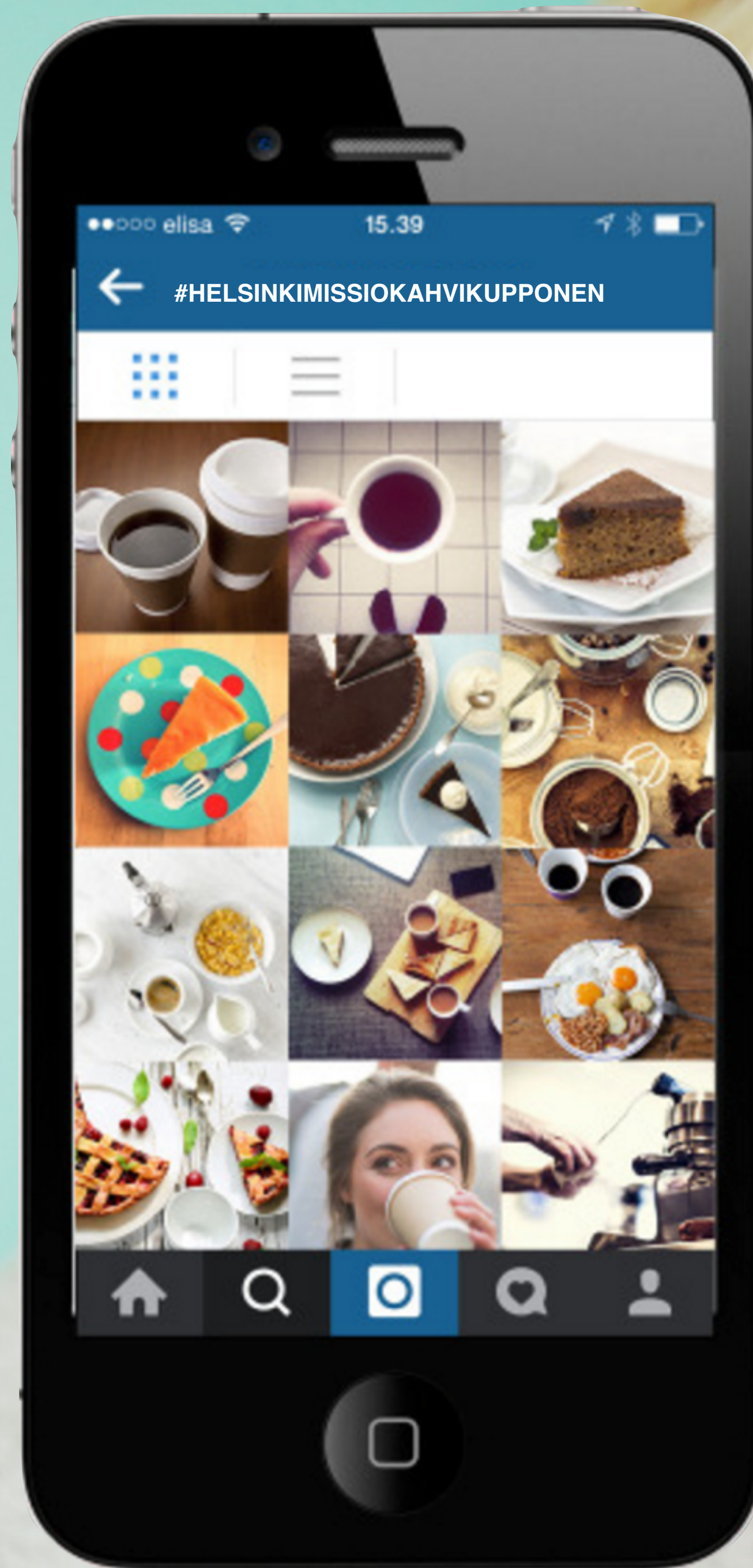
And if you're really feeling extra charitable you can buy a cup of your own to keep. Only 50 euros!

It's actually a bargain because you just donated a young person in need two visits to the HelsinkiMissio crisis meeting point.

Naturally HelsinkiMissio will repost all of the pictures in its social media channels (Facebook, Twitter, Instagram) as well as challenge bloggers and celebrities with a large social media fan base to participate in the campaign.

To build up awareness the campaign will also be supported with PR and bought media.

But the real question is how are you going to share your #HelsinkiMissioKupponen?

#HELSINKIMISSIO KAHVIKUPPONEN
IN A NUTSHELL
(it's quite simple really)

ORGANIC SOCIAL MEDIA VISIBILITY

PAID SOCIAL MEDIA

PR

YOU

AFFILIATE COFFEE SHOP

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HELSINKI MISSIO
HELSINGFORSMISSION

YOUR SOCIAL MEDIA BRAGGING POSTS

YOUR FRIENDS