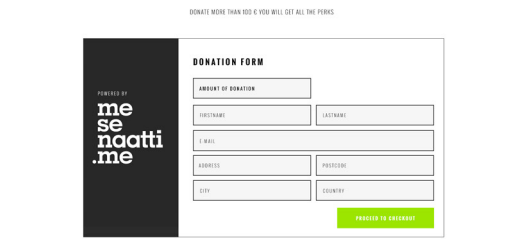
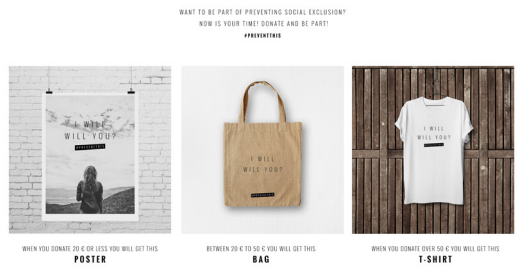
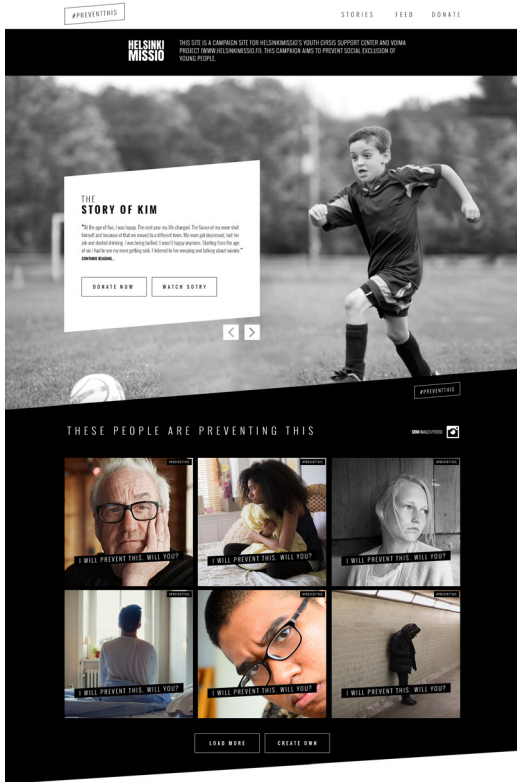


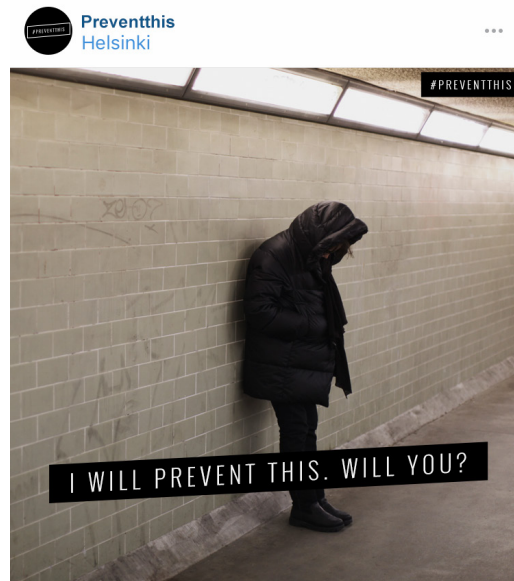
I WILL
WILL YOU?

#PREVENTTHIS



PREVENT THIS - CROWDFUNDING CAMPAIGN INTEGRATED SOCIAL MEDIA CAMPAIGN SUMMARY

We created a communal crowdfunding campaign that will get the attention it deserves in the two biggest social media platforms in Finland. Everything on this campaign aims to lower the gap to donate. We use real life examples to raise emotions in potential donors and by this we believe that they will also share the campaign in their social communities.



105 likes

Preventthis I'm preventing it! Will you? #preventthis

View all 9 comments



WRITTEN SUBMISSION

CREATIVE INSIGHT

The key is to create feelings for people that see the campaign or hear about it. Emotions create conversations and curiosity towards social exclusion of young people. The message needs to be communicated in a brave and graphic way to actually matter and make a difference.

SOLUTION TO THE BRIEF

A short-term communal crowdfunding campaign. We will create a landing page and a crowdfunding campaign with Mesenaatti (mesenaatti.me). The crowdfunding page will be embedded in our landing page. The campaign only lasts for two months but it will give the needed attention in media and social media that HelsinkiMissio needs to gain more monthly donations. Donors will get campaign merch depending on the amount they donate. The campaign merch will help spreading the awareness.

Instagram will be crucial part of gathering donations and raising awareness. If one wants to donate and create more hype around our campaign he can send us a picture of him with message and donation promise. We will then modified the picture with filter to suit our campaign and then post the image to our Instagram. Donation promise means that he or she (the donor) will choose an amount that he or she will donate per one like.

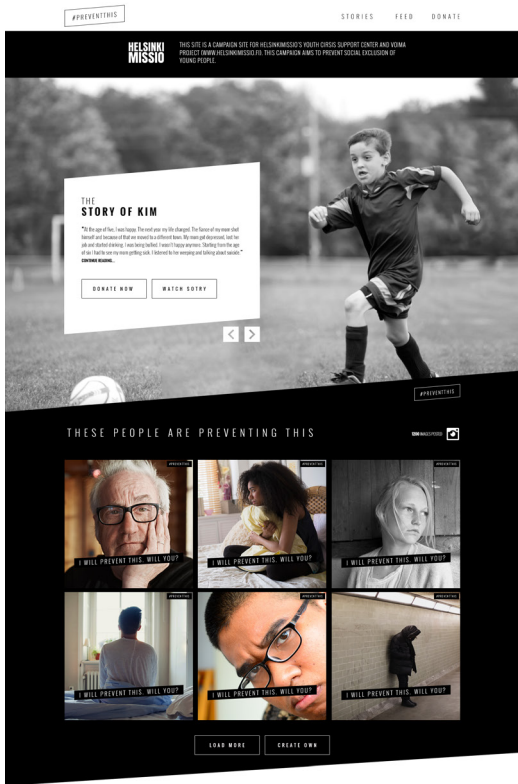
Facebook will be used as a sharing platform where donors can create conversations on their own page by sharing our picture after donating. This encourages their community to donate and lowers the gap to donate as well.

HOW WILL IT WORK?

People will arrive to our landing page and see a picture of socially excluded young person and a donate-button. As they move their mouse closer to the button the happier the image morphs. Landing page also has stories about people who have been socially excluded and what helped them to overcome the exclusion.

After clicking “Donate”-button a donation form opens. This form will be made with Mese-naatti. At this point people will be ready to donate. When the donation has been done the donor will see a share-button that goes straight to their personal Facebook-page with the text “I will prevent this. Will you? #preventthis”

On the landing page you will also find the form to submit the post to our Instagram feed with the donation promise.



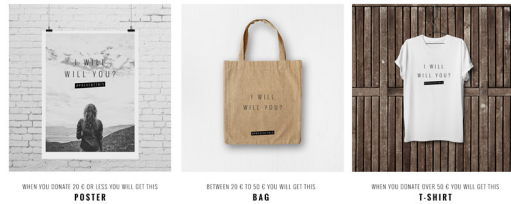
PLATFORM 1

LANDING PAGE / MESENAATTI

Stories and information about the campaign. The closer the mouse moves to the button, the happier the picture becomes. **You can prevent this by donating. #preventthis**

WANT TO BE PART OF PREVENTING SOCIAL EXCLUSION?
NOW IS YOUR TIME! DONATE AND BE PART!
#PREVENTTHIS

WANT TO BE PART OF PREVENTING SOCIAL EXCLUSION?
NOW IS YOUR TIME! DONATE AND BE PART!
#PREVENTTHIS



DONATE MORE THAN 100 € YOU WILL GET ALL THE PERKS

DONATE MORE THAN 100 € YOU WILL GET ALL THE PERKS

POWERED BY

me se naatti me

DONATION FORM

AMOUNT OF DONATION

FIRSTNAME LASTNAME

E-MAIL

ADDRESS POSTCODE

CITY COUNTRY

PROCEED TO CHECKOUT

POWERED BY

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PROCEED TO CHECKOUT



Preventthis
Helsinki



♥ 105 likes

Preventthis I'm preventing it! Will you? #preventthis

View all 9 comments



PLATFORM 2

INSTAGRAM

People will send their image to us on through the website with message and promise of donation. These pictures will be modified to fit the campaign. We will share the pictures on our Instagram account.

PLATFORM 3

FACEBOOK

After donation people will be encouraged to share our campaign on their own Facebook page.

“I will prevent this. Will you? #preventthis”



The image shows a simulated Facebook post interface. At the top right, there is a small downward arrow icon. Below it, the user profile for "John Doe" is shown, including a profile picture, the name "John Doe", and "1 t · 🌐". The post text reads "Hey! This is important! Spread the word". Below the text is a video thumbnail featuring a person in a grey hoodie from behind, with the text "I WILL PREVENT THIS. WILL YOU?" overlaid in a black banner. A hashtag "#PREVENTTHIS" is visible in the bottom right corner of the video. Below the video, the text says "Want to take part of preventing social exclusion? Now is your time! Donate and be part of better future!" followed by the URL "WWW.PREVENTTHIS.FI". At the bottom of the post, there are icons for "Tykkää" (likes), "Kommentoi" (comments), and "Jaa" (share), along with the text "2 kommenttia 2 jakoa".

THANK YOU