Débriefing du 29e Congrès International de Fundraising

21-23 octobre 2009

War Child's facts & figures

- War Child was founded in **1995**.
- War Child reaches **800.000** children and **200.000** adults per year in **12** countries.
- Headoffice: **50** people, incl volunteers and trainees. Programme countries: **25** expats and **300** local employees.
- War Child additionally supports **75** local organizations.
- War Child has a constituency of **120.000** people/companies

War Child: Brand and target group

- Brand awareness 93 %.
- Brand associations: **passionate, positive, innovative, distinctive, decisive**
- Coolest Charity Award 2009; Transparancy award 2006 & 2007; Four Freedoms Award 2008
- Young target group: M/V 20 – 45 year
- Target group profile: highly educated, broadly interested, high social class & living in urban areas
- Core values: Creative/Innovative, Inspiring, Open & Lasting Impact

War Child: Events

WHY?

- Connection with young target group
- Emotional, binding and involvement
- Brand awareness, top-of-mind position

BASIC PRINCIPLES

- Fitting to target group and image of War Child
- Accessible for everyone
- 100% sponsored (partners)
- Content and entertainment
- Information and fundraising

Tell me, I forget

Show me, I remember

Involve me, I understand

Social and economical trends

A NEW ERA OF CREATIVITY AND GROWTH

MORE DOESN'T MEAN BETTER

SHIFT FROM SETTING THE WORLD TO YOUR HANDS TO BEING PART OF THE WORLD

CONSUMERS BECOME PRODUCERS

GREAT IMPLICATION AND MAJOR OPPORTUNITIES FOR EVENTS

THE MEANING OF INVOLVEMENT CHANGES. SHORT AND VARIATED

PEOPLE WANT EXPERIENCE

Social and economical trends

Consumers co-create & shift to the front end of innovation & production.

People value anything that enables personalization & creativity

Consumers shift from passive recipients to active players & participants

CONSUMERS BECOME PRODUCERS

Social and economical trends

People search individually and collectively for things that help them grow, experience and transform

The future will emerge through interaction and Co-Creation

GREAT IMPLICATION AND MAJOR OPPORTUNITIES FOR EVENTS

Social and economical trends

How do NGOs evolve with regard to the target group?

Charities institutionalize:

→ People get suspicious: 'sticks to fingers' and director salaries are hot topics.

At the same time:

→ There is a growing need to contribute directly; People do no longer want to give to established institutions but to concrete and recognizable goals and activities.

→ Insight: intrinsic need from consumers to be entertained. Consumers want more than a product and are willing to pay for an experience

PEOPLE WANT EXPERIENCE

Important conclusions for events & social activation

Allow co-creation & involvement.
See your target group as active participants instead of passive consumers who 'receive'.

Let GO; the more you tell and develop, the less you connect with your target group. Create an umbrella concept and let involvement and initiative come from the people.

Friends For War Child

Proposition: become Friend and you get a ticket for the Friends for War Child Concert.

Approach:

- Above the line promotion: Media partnership RTL
- Concert as reward and a means to loyalty
- Friendraising through concert ticket and Friends & fundraising through TV broadcast

Results:

- More than 38.000 new Friends
- More than 4.000.000 viewers

Alpe d'HuZes

Huge effort from a small group. This group inspires others to join. The request: I do this to support the fight against cancer: will you help me?

Approach:

- Bikers, individually or in a group, ride to raise money for the fight against cancer.
- They climb the Alpe d"Huez min. 6 times in one day.
- Anti-'sticks to fingers' policy

Results:

€ 9.870.000,--

250 participant individuels -> 10 000 € de collecte / 105 € d'inscription
250 équipe -> 30 000 € de collecte / 105 € d'inscription

So, what to do? Some ideas

- Organize an event that is a goal in itself: people will pay for the experience and do not need to know in detail where the money goes to.
- Create a challenge for a relatively small group (Alpe d'HuZes, Glazen Huis; DJs): that people are willing to support
- Let people invent or let them join someone else's interests. This creates personal involvement and drive.
- Power of contagiousness and addressing someone in person in stead of a request by a charity and donating in a large bowl. Create the snowball that makes people start addressing other people.
- Link your event to a concrete goal and step out of the way: Dance4Life

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How to save endangered Olive Ridley Turtles in 12 simple steps

Greenpeace is not saving the turtles... you are! That's because our campaign to stop the destructive port in Dhamra and protect the Ridleys is 100% crowdsourced. Which means you can pick and choose exactly how and when you want to apply pressure on the Tatas. Whatever you do, remember to tell us, and we'll make sure your efforts are recognised on the official Greenpeace blog. But act now, because we have less than a year to stop the port!

1. Ads so explosive, the TATAs wish they never existed!
View our newspaper advert and YouTube commercial. Then comment on them, share them with your world, and post them on your blog, website, FaceBook / Orkut / MySpace page!

2. Send an audio message to Mr. Ratan Tata!
Record an audio message for Mr. Ratan Tata. Greenpeace will ensure that your message gets delivered to him.

3. Find Ratan Tata's Number!
There are only Six Degrees of Separation between you and Mr. Ratan Tata. Which means someone you know, knows his personal cell number. Join our Global Online Treasure Hunt.

4. Call Ratan Tata!
Get on the phone with Mr. Tata's office and enquire what has been done to protect the Olive Ridley turtles' habitat in the wake of the port construction. Click here to find out how you can take this action.

5. Fax Ratan Tata!
Over 11,000 people like you have already faxed Mr. Ratan Tata with a click of the mouse. Last we heard, his fax machine has been running out of paper for the past four weeks!

6. Send Mr. Ratan Tata a photo!
What better way to tell Mr. Ratan Tata that you're concerned than sending him a photo message? Send us a photo of yourself with a message and we'll make sure it's delivered straight into his letterbox.

7. Join our FaceBook page!
You can fan Greenpeace India's Facebook Page and also join our "Rescue the Olive Ridleys campaign" group on FaceBook to show solidarity and apply public pressure on the Tatas.
You can also donate your status message to link back to this site.

8. Blog this campaign!
Over 1,300 blogs have already mentioned this campaign. Is yours one of them? Well, what are you waiting for? Extinction? Link back to this campaign website using 'TATA' as the anchor text.
(Check out some blogs that are already talking about this campaign)

9. Follow us on Twitter!
You can now save the world with the push of a button. Follow us on Twitter to know what's going on, when, and where...

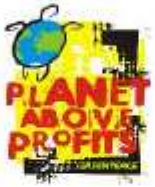
10. Goodies and Freebies!
They're good, and they're free. Grab the code for your favourite banner and embed it on

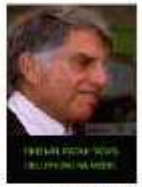
Search this site...

Sign-on for Greenpeace updates!

Your name *
Your email address *
Your phone number
(receive SMS alerts)
Sign me Up!

Find us on Facebook





Get the code >>

Neem deel aan deze site
met Google Friend Connect

Leden (358) Meer "

Al lid? Aanmelden

Comments(895)

- - add your comment here (please avoid abusive language) - -

Plaatsen | Een video toevoegen

TATA must be stopped under any circumstances TATA dom dom TATA dom dom TATA dom dom TATA dom dom... Meer "
Onbekend 10/11 Beantwoorden

http://www.greenpeace.org/india/turtles/light-a-candle?utm_source=Email&utm_medium=Signers&utm_campaigr

How many more will it take?

It's too late to light that candle!

Greenpeace activists have already lit over 7,000 candles at Ratan Tata's doorstep.

Watched closely by national and international media, this is just the kind of creative non-violent direct action that gets seemingly immovable corporations to change their ways. And exactly the kind of pressure the Tatas don't want.

You can add to that pressure, even if it's too late to take part in the cyberaction.

If you've already written to Ratan Tata, then blog about this campaign (seven new bloggers are doing it every single day).

Or download wallpapers, eCards and Flash animations from the goodies page.

Or call up your local media and tell them why they should be reporting more on this campaign.

And finally, if you haven't already written to Ratan, send him the mail on the right.

Write to Ratan Tata

Name*

Email*

Subject* Relocate the port, not the

Message *(editable text)*

Dear Mr Tata,

The Tata name is today omnipresent in India, through a choice of affordable products and has today grown from a national giant into an international financial player. At the same time, you insist that the TATA group has a firm commitment to environmental

privacy policy read full text

send

copyright notice | privacy policy

Thank You - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

https://p2-admin.greenpeace.org/gcms/serve-page?revision_id=2308808

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

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home | why save turtles? | join the march | speak up | goodies

96143 Tata customers have asked Ratan Tata to relocate the port.

How many more will it take?

Public pressure never smelled so sweet!

Thank you for ordering a rose for Mr. Ratan Tata. Even as you read this, Greenpeace activists are writing your name on a "Thanks in Advance" note and attaching it to the rose before they deliver it personally to Mr. Tata.

We're hoping he receives an embarrassing amount of them, so do ask your friends, family and colleagues to participate as well.

To get them to join, simply enter your name, email address and mailbox password (our system doesn't save this) and your contacts will be automatically imported into this page (our system doesn't save those either)...

Import Your Contacts

Your email address [Which webmails are supported?]

For LinkedIn accounts, add ".linkedin" behind your email address (eg. myemail@gmail.com.linkedin).

Password (Will not be saved)

Fetch

[I want to enter email IDs manually]

Messages for Ratan Tata from Tata customers | Tata can save the turtles - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

http://greenpeace.in/turtle/your-message-has-been-broadcast-to-mr-ratan-tata

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Your message has been broadcast to Mr. Ratan Tata!

(edit this)

Last Thursday morning, Greenpeace went around Mr. Ratan Tata's office and broadcast all the messages that Tata customers left for him.

Listen to the podcast

download this podcast (right click and save as)

Thanks for your support, and we'll send you pictures and video as soon as we've recovered our equipment from the police station.

tell a Friend

DONATE TO KEEP US GOING!

The campaign against the Tata port is only as strong as your support! We can fight to rescue Olive Ridley Turtles from the Dhamra port only as long as we have your support. You're only a few clicks away from providing the help that could make a difference. Help us win. Please donate.

DONATE

tell a Friend

Recent Posts

- Open message to Ratan Tata #6
- Open Message to Ratan Tata #5
- Open Message to Ratan Tata #4
- Open Message to Ratan Tata #3
- Open message to Ratan Tata #1
- Open Message to Ratan Tata #2
- Tata can save the turtles
- WPSI Letter to Ratan Tata

Tags

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Who is a G... Gmail - Ple...

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Cheap

Priceless

If TATA builds its port in Dhamra, Olive Ridley Turtles could pay the ultimate price.

Dear Mr. Ratan Tata,

The Nano is clearly the realisation of your dream and something you'd like to be remembered for. However, your port in Dhamra will undo all that the Tatas claim to stand for and have built their reputation on.

This forced marriage between a mega-port project and endangered species in an ecologically sensitive area, is a recipe for disaster. And that's just why Greenpeace believes the port must stop now.

90% of your own customers polled recently also think the port should stop now. Over 100,000 of them have already emailed, faxed and called you, asking that the port be stopped now. And over 200 respected scientists – 25 of them from IUCN's Marine Turtle Specialist Group – say the port must stop now. But construction continues day and night, threatening to bring an already endangered species closer to extinction.

Mr. Tata, we call upon you to uphold the legacy that your company claims to have stood for over 100 years. Place the planet at par with profits, because there are some things that money just can't buy back.

GREENPEACE
www.greenpeace.org/turties

can sa... Gandhigiri ...

MR. RATAN TATA:

Cheap

Priceless

its port in Dhamra,
Turtles could pay
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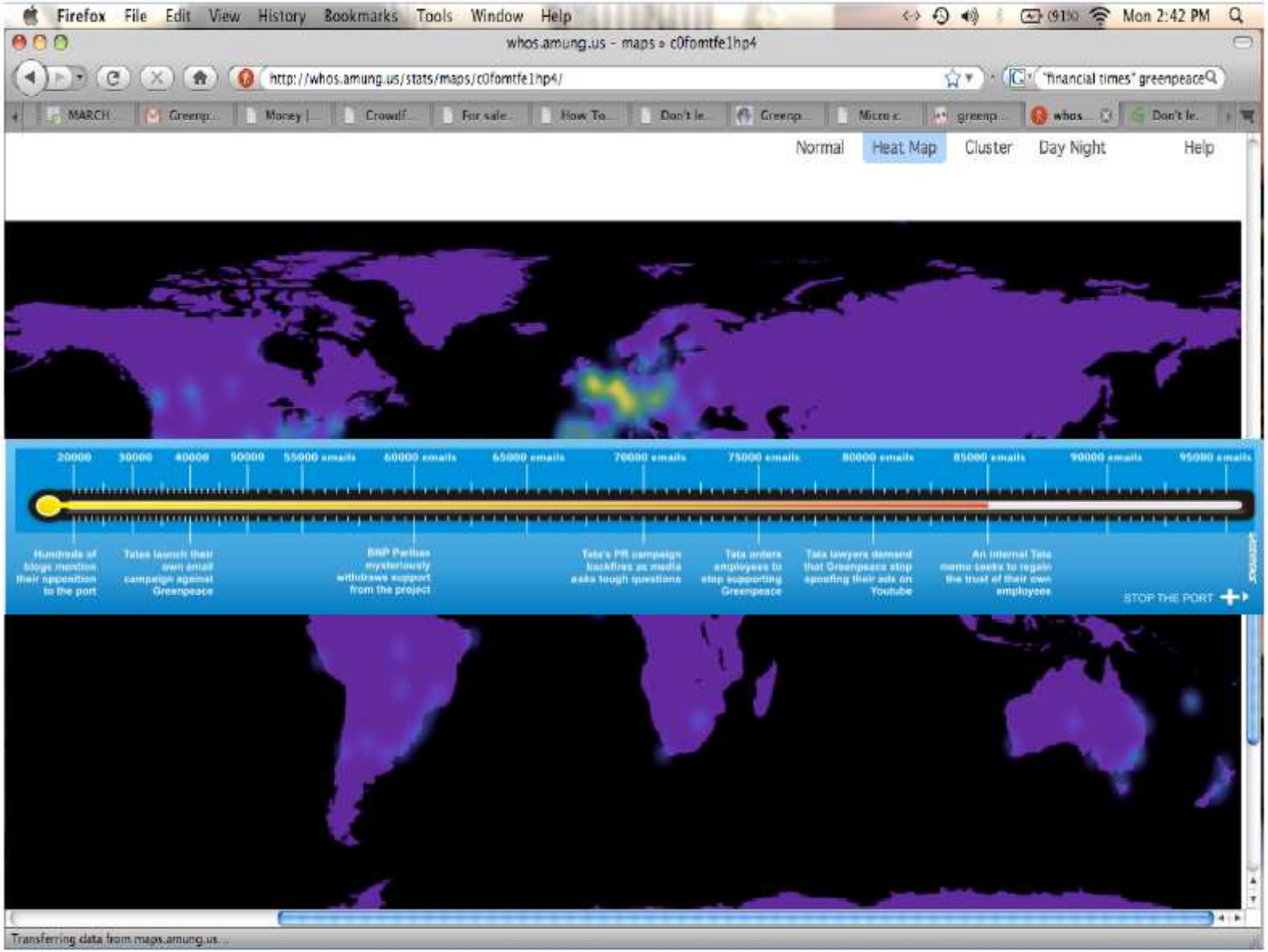
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95000 emails
Hundreds of blogs mention their opposition to the port
Tatas launch their own email campaign against Greenpeace
BNP Paribas mysteriously withdraws support from the project
Tata's PR campaign backfires as media asks tough questions
Tata orders employees to stop supporting Greenpeace
Tata lawyers demand that Greenpeace stop spoofing their ads on Youtube
An internal Tata memo seeks to regain the trust of their own employees
STOP THE PORT
Transferring data from maps.amung.us...

what have we learned?

Everything we knew about ROI was wrong!

- Someone, somewhere, was writing the TATAs a letter *every 14 seconds*.
- At peak of campaign, *10 new blogs* were mentioning the campaign every day.
- *115,000 new cyberactivists* have joined us since the start of the campaign.
- *17%* of cyberactivists polled said they'll put their money where their mouse is.
- 98% of Tata customers snap-polled want the port to be stopped.
- Tatas ordered their employees to *stop supporting Greenpeace*.
- BNP Paribas, a financier for the port, has *pulled out* of the project.
- Tatas ask the court for a restraining order against Greenpeace.
  Court rules in our favour.
- Counter-cyberaction is launched. Defamatory stories are planted in media.
- Tatas hire ad agency to counter Greenpeace videos.
- Tatas set up a "Greenpeace Department" to field cyberactivists' calls.
- Tatas *employ ex-GPI Comms Director* to greenwash the port project.
- Musclemen stop Greenpeace from investigative site visit in Dhamra.
- IHT/FT receive calls demanding explanation on Greenpeace Nano ad.
- Greenpeace comes under massive virus/hack attacks.
- Tatas didn't take our calls in years. They now want to *negotiate with* Greenpeace.

everything we knew about ROI was wrong

No. of mails sent out:	160,000	
No. of opens:	25,000	*15%*
No. of click-throughs:	6,000	*24%*
No. of donations:	281	*4%*
Total spent:	80,000	
Total earned:	800,000	
ROI:	10	

Getting India's most respected and powerful corporation to meet us at the negotiating table: *priceless*

what *else* have we learned?

1: Every second spent on doing a solid power analysis saves months afterwards undoing bad decisions.

2: It's not New Media itself, but ground-up integration with campaigns, media and fund-raising that is cutting-edge. A slickly-designed website can *never* compensate for sloppy strategy.

3: New Media is *not* the silver bullet. Best practices are *not* static. All dogma – including the dogma of the fresh, new, radical and innovative – is to be challenged.

4. Boyle, David, Rama, Quixote, Obama… there's a Slumdog Millionaire in *all* of us!

5. If all you want to do is raise funds, you've been sitting in the wrong room.