



Challenge

There are around 8 million children living or working on the streets of Pakistan. To the common public, they are invisible, making them easy prey to systemic oppression.

Organization

IHDF is committed to turning these children's lives around by making them contributing members of society. Giving them meaningful education is the first step. Our model is to enroll children from high-need communities into our non-formal schools, eventually preparing them for enrollment in formal government schools.

Currently, our funding comes from donor organizations like Save the Children. Our immediate challenge is to raise more funds to increase the reach of our non-formal schools.

Our tone is of calm determination, encouragement and optimism.

Competitive Landscape

Pakistanis are amongst the most charitable people in the world (1% of GDP spent on charity – USD 2 Billion); spurred by compassion, most people make impulsive piecemeal donations to individuals, not causes. This is an opportunity of USD 1 Billion in funding.

Amongst the charitable organizations, competition for the public's donation is fierce: the top 3 children's charities spend 100 million PKR on media campaigns calling for donations. Our campaign must organically earn attention without relying on large media budgets and create a convenient donation mechanism.

Target Audience

Men and Women (with kids), aged 25+, SEC A and B.

Campaign Objective

To make education for street children the preferred cause of Pakistanis by creating empathy for their plight.

Insight

I give charity out of guilt when I am faced with someone less privileged. But mostly, it's out of sight, out of mind. My focus is usually confined to my own family's wellbeing.

The Campaign: Bring invisible street children to light.

Awareness Leg: Our campaign must be provocative: the content should earn attention, not pay to get it.

Can an adult handle the life of a street child? Celebrity brand ambassadors create provocative visual stories by living a day in the lives of street children. Creative springboard for 30 seconds digital ads, documentaries, art exhibitions. KPI: free earned media.

Fundraising Leg: Make donating convenient, personal, emotionally rewarding.

There are 7.5 million students in private schools, each student representing a ray of hope for their 8 million street children counterparts. This will mark a student-led revolution: children in private schools adopt a Friend (a beneficiary child from IHDF), soliciting donations from parents.

Emotional Benefit:

The gratification of my child and I being part of something bigger than ourselves.

Media:

≡ Major digital platforms

- ≡ TV - earned media
- ≡ Pamphlets, fliers, 1minute educational videos for educating kid ambassadors in school

Agency Deliverables:

- ≡ Brand logo and identity for 'No Child Left Behind'
- ≡ Celebrity content concept/development
- ≡ Fundraising launch stunt: we want something outside the box that will have reach and appeal to both children and adults alike.
- ≡ App for parents and students to track beneficiary progress and project their contribution to social media

KPIs

- ≡ Raise IHDF awareness (via a pre-post survey)
- ≡ Social Media Engagement (Likes/Comments/Conversations) and Amplification
- ≡ Earned media (PKR 5 Mn)
- ≡ Funds raised (PKR 15 Mn)

Timelines

IMC Campaign Presentation	2-May
Production	16-May
Awareness Leg Execution	30-May
Fundraising Leg Kickoff Stunt	6-Jun

Financials & Budgets

No. of Children in Private Schools	7,500,000	7,500,000	7,500,000	7,500,000	7,500,000
	Year 1	Year 2	Year 3	Year 4	Year 5
%age of Private children targeted	3%	6%	9%	13%	16%
No. of children reached	225,000	450,000	675,000	975,000	1,200,000
%age of targeted Kid Ambassadors converted to donors	1%	3%	6%	9%	12%
No. of Kid Ambassadors preferring donations	75,000	225,000	450,000	675,000	900,000
Average donation/Kid Ambassador	200	220	242	266.2	292.82
Total Funds Raised	15,000,000	49,500,000	108,900,000	179,685,000	263,538,000
Cost of Fundraising	9,000,000	19,800,000	32,670,000	47,190,000	58,080,000
Net Funds Raised	6,000,000	29,700,000	76,230,000	132,495,000	205,458,000

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