

## DMEF Collegiate ECHO Direct & Interactive Marketing Challenge



*Become a marketing partner in the effort to provide clean water to people worldwide.*

### About charity:water

Scott Harrison spent 10 years as a New York City party promoter, producing fashion and music events at top nightclubs. In 2004, disgusted with the indulgent and selfish life he led, he returned to his Christian faith and volunteered onboard a hospital ship in Liberia, Africa as their photojournalist. Two years later, he returned to New York City to found the global non-profit organization charity:water. Almost a billion people on the planet don't have access to clean drinking water. Founded in 2006, charity:water is a non-profit organization that brings clean and safe drinking water to people in developing nations. Partnering with local organizations on the ground, they fund water solutions like fresh water wells, spring protections and rainwater catchments, giving people in need access to the clean, safe water they need to live. charity:water currently works with more than 20 implementing water partners in 16 countries to assess and determine areas and communities of greatest need.

### The Birthday Campaign:

charity:water was launched on founder Scott Harrison's birthday in September 2006. He had a birthday party, 700 people came and gave \$20 or more at the door and for a little over \$15K they helped build the first few wells in Uganda. A year later, the idea to "give up" birthdays, and invite individuals *not* to attend the birthday/anniversary party was born. charity:water found a hospital in Kenya with dirty water coming from its taps, and asked for \$32 donations. They raised \$59K. In 2007, 92 people signed up to "give up" their September birthdays and \$159K was raised. The goal for this year's birthday campaign is over a million dollars.

### Other Fundraising Campaigns:

Monies have also been raised with retail partnerships like a collaboration with Saks Fifth Avenue, charity:water bands were sold at a 100 of their stores to raise awareness; raising \$700K. Another partnership with a company called Brighton raised almost \$800K in 100 stores. Hundreds of thousand of dollars have been raised selling e-cards.

In less than four years, charity:water has raised more than \$20 million with the support of 100,000 donors. Social Media sites like Facebook, Causes, SocialVibe, Myspace, YouTube and Twitter among others have played a great role in raising money for the cause. The charity has also profited from media exposure. They've been featured on CNN, ABC, Good Morning America Now, FOX News etc. and although charity:water has never looked for celebrity spokesperson, they've have had several celebrities donate time, talent and money to the cause.

charity:water has also leveraged micro donations by giving individuals the digital tools they need to run their own campaigns. [www.mycharitywater.org](http://www.mycharitywater.org) was designed to give donors who were designing their own campaigns a community, a place to go to express themselves and own their fundraising. All mycharity:water campaigns have a limit of three months. The sooner fundraising pages reach their goals and can be closed, the quicker charity:water can put that funding to work giving people clean water.

## The Challenge

charity:water is a relatively new non-profit that has used communication and technology to accelerate their growth and impact. Your challenge is to identify the next strategic direction that will help charity:water continue the growth of its donor base. More specifically, how charity:water can increase recognition for students on campuses of colleges and universities across the nation. Explore various alternatives to increase and maintain campus awareness. Teams can be as creative as they would like but should keep in mind the culture, background and fundraising model of the organization.

Campaign requirements:

- Develop an integrated marketing plan with a strong emphasis on social media
- Develop plan to raise awareness and engagement in charity:water
- Develop plan to grow the birthday campaign to \$ 2 million in 2011
- Explore new sources to raise funds
- Develop a program that would require little to no staff management

## Target Audience

The target audiences for this campaign are college and university clubs, foundations, and individuals. You may choose to target specific sub groups within those categories. You must identify your target audience and include your reason for the specific group you have chosen in your submission.

## Budget

Your proposal should be based on a maximum budget of \$10,000 dollars (USD).

## Deliverables

Please submit your 1 page executive summary and the proposal in the form of a written document (no more than 10 pages, excluding appendices).

- Appendices should include the following (maximum 20 pages):
- Detailed Budget (allocation toward services by media)
- Creative samples
- Forecast results of the marketing campaign (ROI)
- PowerPoint Presentation (maximum 20 slides) - imagine that you have 10 minutes to pitch your strategy to charity:water, we encourage you to provide a video narrative of this presentation.
- A video (no more than 3 minutes) designed to get your target audience engaged with charity:water

## Deadlines

- Fall 2010 – December 17, 2010
- Spring 2010 – April 15, 2011

## Criteria for Success

While campaigns are typically evaluated based on how well they meet their stated objectives, this cannot be determined unless campaigns are put in the market and data is collected. Therefore, your proposed campaign will be evaluated based on how well it is *designed* to meet the stated objectives. Proposals will be selected based on a number of factors including:

- Effective use of marketing channels.
- Cohesiveness of the overall proposal; is the marketing campaign truly integrated?
- Choice of metrics for measuring the success of the campaign.
- Thoroughness of argument; argument supported with evidence/research.
- Creativity and originality
- Anticipated impact