



**Introducing The Good Agency to Habitat for Humanity**

**May 2013**

thegoodagency

We believe people have the power to change their world. Our communications inspire people to use that power, and **make good things happen.**

# Working with us you would be in good company



# Your Challenge to us

To achieve significant income growth for Habitat for Humanity in the UK through:

- Developing a Strategic Implementation Plan to secure investment from your board
- Delivering a 5 year Direct Marketing strategy
- Focusing on recruiting committed givers

To do this you need an agency with extensive industry experience and a sound knowledge of market trends. We believe that's us!

Good work to develop a  
**fundraising strategy**



# Our approach to strategy development

**Strong  
campaign  
proposition**

- Single fundraising proposition
- Organisation wide buy-in
- Coordinated communication themes

**Product  
supports the  
brand**

- Acquisition led proposition links to brand proposition
- Integrated approach across media
- Strong audience insight required

# Brand led **Save the Children**



thegoodagency



# Save the Children



Mission: Helping 8 million children around the world to survive and fulfil their potential

Brand campaign message: No child born to die – every child born to shine.  
Help a child survive past five

**Born to..**  
Shine - Morrisons  
Cuddle - Mothercare

Corporate

**No child born  
to die..**

IG (inc HV)  
RG/Cash

**Born to...**

Run  
Party  
Sing  
Cook

Community

**Born to  
Shine**  
PR / Brand  
ads

Brand  
& Comms

**No child born to  
die** campaigning  
actions and  
petitions

Policy  
&  
Campaigning



Survive past five



Save the Children

thegoodagency



- Survive past five – the fundraising campaign
- Structured framework for fundraising communications
- Builds on No Child Born to Die.
- The primary story for Supporter Development, with clearly identified themes.
- Help a Child Survive Past Five – the call to action
- Consistent with brand, and a distilled expression of five year focus.
- Audience research confirms five years understood as a milestone; a sense of journey and potential as motivating; that comparisons are powerful, but should unite, not divide, and be inferred, not explicit.
- Case study stories to reflect themes and tone.





# THE STORY

	PRE AND POST NATAL CARE	PREVENTATIVE TREATMENT	NUTRITION	HEALTHCARE	EDUCATION
CHILDREN					
THOSE BORN TODAY					
WE'RE NEARLY HALFWAY THERE					
2015 GOALS					
THE SNOWBALL EFFECT					

THE FIVE PILLARS ARE THE LEAD THEMES

THE CROSS-CUTTING STORY AND MESSAGES  
DEPEND ON CONTEXT AND CONTENT

ALL WORK WITH BORN TO





SAVE HIS LIFE TODAY

NO CHILD IS BORN TO DIE. Especially on their first day of life.

He came into the world at 4.30am in a Save the Children clinic in Misserintshi, Ethiopia. That meant he was one of the babies there. He was already born with a better chance of survival.

But every year over one and a half million babies don't survive their first day of life. Donate to Save the Children today and you could help us give every newborn a fighting chance of survival. Your ongoing support could help us save the lives of many children with the simplest of solutions.



The patient was taken just 30 minutes after the beautiful baby boy was born.

**DONATE £5 AND HELP US PROTECT A VULNERABLE NEWBORN BABY. TEXT 'BABY TO 70555'**

- £5** could pay for two baby blankets - keeping newborns safe from pneumonia, one of the world's biggest killers.
- £5** could help cover the cost of a fully stocked kit for use in emergency situations - a baby from the side of a road.
- £5** could help to buy a specialist kit for newborns going south or north from their baby's country - safe delivery with a clean, sterilised kit to cut the risk of infection.

Thank you. Every newborn is precious, and we're people who help one that has one.

Save the Children is a registered charity in the UK (1131286) and in the USA (52-0901001). We are a member of the International Council for Child Health and Development (ICCHD). We are also a member of the International Council for the Child (ICC).

This book belongs to \_\_\_\_\_

**Soap for Rutia and Husseinat**

At the Misserintshi hospital in Ethiopia, we're bringing new soap to the women who use it. Clean and hygienic, it's fundamental to keeping mother and baby safe.

Having this programme early means that mothers can contact with ease to keep their water and soap for use. No stranger. Any sort of infection in the clinic they could be free.

Just £8 could help to provide two new soaps and the programme will help the women and babies who live long. They need to stay healthy.

**Antibiotics for Asha**

Without quick, effective treatment, a simple cough can quickly deteriorate into a deadly fever, the pneumonia. And when Asha has it, she has her chance of catching the infection on her face from anywhere else in the world.

Thankfully, our mobile healthcare clinic was nearby to help Asha when she became dangerously ill with pneumonia. With the support of people like you, we were able to give her the oral antibiotic tablets that saved her life. She is now a much healthier, happy girl.

Just £8 could pay for a course of life-saving antibiotics for 25 poor children.

Press it out and hold it in your hand. I think about how precious and full of potential every newborn child is. Then give as little as £2 a month and help us save the lives of 1.5 million children a year who don't survive their first day.

NAME: \_\_\_\_\_  
DOB: / / \_\_\_\_\_  
WEIGHT AT BIRTH: \_\_\_\_\_

Every baby's life is precious - no matter where they're born. That's why it's such a scandal that so many babies don't survive their first day. We can change this. And with your help, we will.

**NO CHILD BORN TO DIE**

SAVE THE CHILDREN WORKS IN MORE THAN 120 COUNTRIES. WE SAVE CHILDREN'S LIVES. WE FIGHT FOR THEIR RIGHTS. WE HELP THEM FULFIL THEIR POTENTIAL.

**EVERY STEP HELPS A CHILD SURVIVE PAST THE AGE OF FIVE**

PLEASE HELP CHILDREN SURVIVE TODAY.

Please place your completed donation form in the envelope provided today. You can also donate by calling **0800 0 140 140** (please remove journey) or donate online at **SAVETHECHILDREN.ORG.UK/DONATE**

**STEP ONE YOU CHOOSE TO SAVE CHILDREN RIGHT NOW**

**PLEASE HELP CHILDREN SURVIVE TODAY.**

The story of a birth

**BECAUSE FOR 1.5 MILLION CHILDREN A YEAR, TOMORROW IS TOO LATE.**

SAVE THE CHILDREN WORKS IN MORE THAN 120 COUNTRIES. WE SAVE CHILDREN'S LIVES. WE FIGHT FOR THEIR RIGHTS. WE HELP THEM FULFIL THEIR POTENTIAL.

Save the Children  
International Centre for Child Health and Development

When I took this picture he was just 20 minutes old. It was 4:30 am and freezing cold. I don't know if he survived day one. I do know that with your help, more babies will.

Caroline

0800-063 (No. 12) 0552

Registered Charity England and Wales (238904) Scotland (222876)

Photo: Caroline Tatham/Save the Children

Save the Children

**NO CHILD BORN TO DIE**

**DONATE NOW**

**£3 A MONTH COULD HELP HER SURVIVE DAY ONE**

**DONATE NOW**

**FRAGILE BUT FULL OF POTENTIAL**

**DONATE NOW**

Save the Children

Save the Children

**0800 035 5041**  
savethechildren.org.uk



**Save the Children**

Forward to a friend | Like on Facebook

**Dear Supporter,**

I hope you were able to read the letter I sent you recently. If you weren't, I don't want you to miss **what you can do** with a different perspective on what we're doing to save lives.

You're not just two months pregnant in Mtwara Central Hospital, Tanzania, where there are no incubators. The odds of your surviving are very low. But thanks to donations from supporters like you, he survived.

I was lucky enough to capture the special moment on film, and I really wanted to share it with you.

Moments like this are only possible because of you. Your ongoing support means many more babies like yours will be saved over the coming weeks, months and years - so thank you once again.

Colin Crowley  
Save the Children

**NO CHILD BORN TO DIE**

You will no longer receive this e-newsletter if you do not wish to receive it.

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**WE NEED TO TRAIN MORE PEOPLE LIKE DORIS TO STOP CHILDREN DYING**

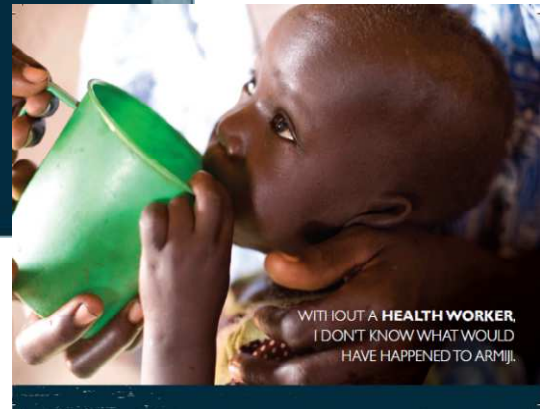
Where we support people like Doris, we have reduced the amount of children dying from preventable diseases by nearly 20%. But that's not enough. There are still millions of children who have little or no access to the most basic medical care. They will die this year.

Now gift cards will help us train more people like Doris, and give more children a chance of surviving past the age of five - so they can reach their potential.

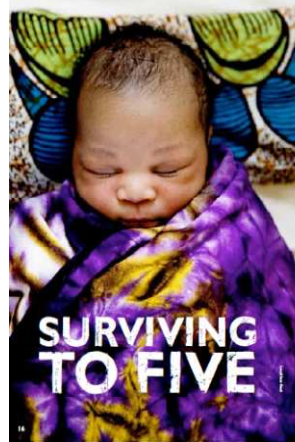
**PLEASE GIVE NOW.**  
PLEASE MAKE YOUR CONTRIBUTION TODAY BY THE SWALLOW PROGRAM.  
YOU CAN ALSO MAKE A DONATION BY PHONE: 800.800.8188  
OR ONLINE AT [SAVETHECHILDREN.ORG/USDONORS](http://SAVETHECHILDREN.ORG/USDONORS)

**Save the Children**

**HOW TO SPOT A KILLER**



WITHOUT A HEALTH WORKER, I DON'T KNOW WHAT WOULD HAVE HAPPENED TO ARMIJJI.



**FIRST GIGGLES, FIRST STEPS, FIRST WORDS...**

...the first five years of a child's life are a special time. From the moment they're born, they learn about the world around them, growing and developing.

Even when a newborn baby is healthy, it's a real racing time for new parents - because this is when their baby is most vulnerable, when they're just able to defend themselves against danger and stress.

That's why our No Child Born to Die campaign is all about saving the millions of children who die each year before they're big enough to fend for themselves. It doesn't mean we don't protect those children - once they're older - we'll still help them do whatever it is they were born to do. But the help we get them early on is most vital because it will make them stronger and better equipped for that time ahead. Every child needs care when they're sick or hurt.

From when their mothers are first pregnant, they need proper healthcare. Of course, during childbirth it's crucial - 1.5 million children die on their first day of life. Then, for babies and toddlers, which important is protection from the diseases that can be so deadly for tiny bodies: simple things like diarrhoea and pneumonia.

It's a truly shocking number of children in the world's poorest countries still go without the basic healthcare they need to get a fair start to life.

Seeing ten-day-old babies sleep quietly in the picture, it's hard to believe we are fighting for his life just hours before.

**Save the Children**

Home | News | What we do | Where we work | What you can do | Resources | Shop | Donate | Text form

**NO CHILD BORN TO DIE** SUPPORT OUR CAMPAIGN →

**A SPECIAL MESSAGE FOR YOU**

**Other ways to get involved**

**Take action**  
Become a campaigner and improve children's lives forever

**Leave a legacy**  
A gift in your will supports children for generations to come

**Join an event**  
You can walk, run, play tennis or organise your own event to support us

**Volunteer**  
Give time and help to save lives

Strong campaign proposition **WaterAid**







# The strategy

## Key insight

83% of people think that water is the most important thing that can relieve world poverty

## Creative strategy

Development issues are complicated – keep it simple! Water Changes Everything. The choice to support WaterAid with £2 each month should be a no brainer

## Campaign proposition

Choose water. Choose Life. Choose WaterAid

# Messaging and brand presence

Give water,  
Give life

Brand

Choose Water

Creative execution

DRTV

Digital

Door Drop

Inserts

Press



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**WaterAid**  
Urgent appeal  
0800 077 6900



They have no choice



**WaterAid**  
Choose water  
Choose life  
Choose £2 a month  
Text WATER to 70600  
0800 077 6900

The next sip could kill him

His mother has no choice

Give clean safe water now

Give £2 a month

You can ignore me if you want to. Choose life.

**Life or death? It's your choice.**  
Some children don't live. The water they drink is so dirty and full of germs that it can make them sick. When you have cholera, you can die in just a few days. In some parts of the world, the only water comes from a well that is so old and broken that it is contaminated with the same germs that can make you sick.  
Children with no clean water and no toilets are at risk of getting cholera and other deadly diseases. So the only way to keep them safe is to give them clean water and toilets. It's your choice to make. Will you give them clean water and toilets? Will you give them clean water and toilets? Will you give them clean water and toilets?

**I'm choosing to bring clean water to mothers like Beauty. It's my choice. It's my choice. It's my choice.**

WaterAid

**WaterAid**  
Life or death? It's your choice.  
Dear Frank,  
Some children don't live. The water they drink is so dirty and full of germs that it can make them sick. When you have cholera, you can die in just a few days. In some parts of the world, the only water comes from a well that is so old and broken that it is contaminated with the same germs that can make you sick.  
Children with no clean water and no toilets are at risk of getting cholera and other deadly diseases. So the only way to keep them safe is to give them clean water and toilets. It's your choice to make. Will you give them clean water and toilets? Will you give them clean water and toilets? Will you give them clean water and toilets?

**I'm choosing to bring clean water to mothers like Beauty. It's my choice. It's my choice. It's my choice.**

WaterAid

**Choose life.**  
You can ignore me if you want to.

Today 4000 children will die

Don't wait for 4001

Give clean safe water now

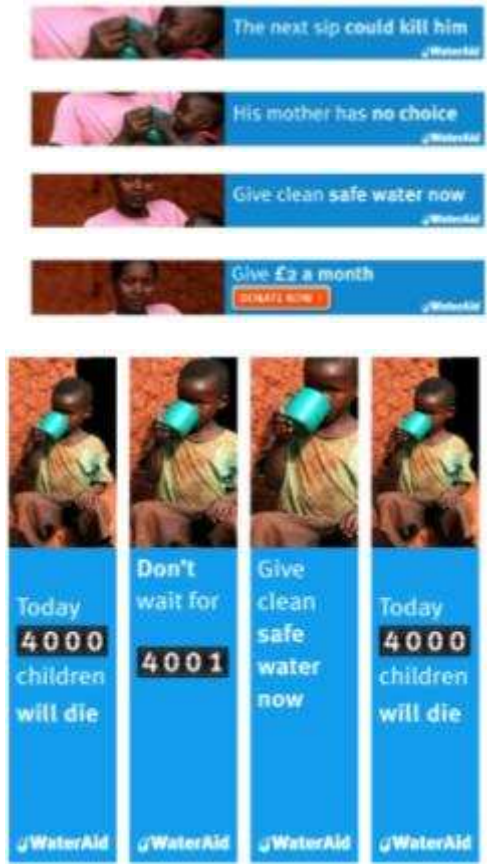
Give £2 a month

Today 4000 children will die

Don't wait for 4001

Give clean safe water now

Today 4000 children will die



# The WaterAid BIG DIG

**The WaterAid BIG DIG**

Malawi in southern Africa has **BIG PROBLEMS**

- 52% of people live below the poverty line.
- Average life expectancy is 52.
- 43% don't have access to a toilet.
- 1 in 8 children die before their 5th birthday.
- 1 in 5 people don't have access to clean, safe water.

This summer WaterAid has **BIG PLANS** for Malawi

- Big 7 Boreholes**
- Construct **1,200** toilets
- Install **1,200** hand washing facilities

It will make a **BIG DIFFERENCE** to people in Malawi

Over **150,000** people in two communities will have clean, fresh water for the very first time.

- Bikola
- Kanika

That's a **BIG DEAL**

But we need to act quickly for **TWO BIG REASONS**

- Every **£1** you donate before **28th September** will be doubled by the UK government.
- We need to start building **before the rains come in November**

**DONATE TODAY**  
and watch as you transform people's lives

**WaterAid**





Select site



Search

GO

Home

About us

What we do

LearnZone

Get involved

Contact us

Donate now

## The BIG DIG

### One big chance to transform lives in Malawi.

Donate now >

Every gift doubled before 18 September.



#### Latest from WaterAid

more >>



H&M launches brand new collection

#### Where we work

more >>



Select a country



#### Stay in touch!

Register with WaterAid to receive email updates:

sign up

edit details



Follow us on Facebook




## Thank you for supporting The Big Dig

This summer, thanks to your amazing support, we have brought clean water and sanitation to Bokola and Kaniche.

It doesn't stop here! Over the next few years your Big Dig donations will bring sanitation and clean water to thousands of communities. Follow the blog to see the difference your money is already making.



 [Donate now](#)

£2,249,738 Raised so far

This total is updated regularly and includes matched funding.



WaterAid

The BIG DIG

Malawi Appeal

Mica Sample  
153 8/2 2966  
24850town  
24850town

SK1 4WF (UK post code)  
\*support number \*reference number

22 June 2012

## Your invitation to be part of something very, very special this summer.

Dear (alisation),

I couldn't wait to write to you today to tell you some exciting news. Right now, we have a fantastic opportunity to transform the lives of an incredible 13m,200 people in rural Malawi. The appeal we are launching this week is called The Big Dig and I would like to invite you to be right at the heart of it. I hope you'll want to give a gift to make some truly amazing things happen.

Here's why this opportunity is so special. For the next 90 days, the UK Government has agreed to match every pound you donate – and that of everyone who joins a gift towards The Big Dig. It means that your gift will go twice as far.

To transform **twice** as many lives forever – the 13m,200 people in rural Malawi, in the poorest districts and villages, ten communities.

What's more, for the very first time you'll be able to visit thebigdig.org blog and see these **twice** as many people, their stories and their lives. Just and how excited they are that it's coming at it is the freedom that clean water and sanitation at school, instead of having to spend hours every day queuing for a cup of water without lids.

That's why I'm asking if you'll give a gift of double in £XX, helping us do more as more donations, your gift will be worth even more.

Spending time in Malawi and Mozambique, I saw the value and sanitation. It has such an enormous impact when The Big Dig becomes a reality, as 60 year old Grace is just one of the hundreds of women as a dangerous scoop-hole to fetch water



You're invited to transform lives in Malawi.

The BIG DIG  
WaterAid  
Malawi Appeal

Your donation will help the people of Malawi on the three steps to clean, safe water

See live updates at thebigdig.org

### Step one – hygiene education



From learning about hand-washing with soap to wearing sandals in latrines, communities across rural Malawi can start their journey to clean water.

### Step two – build latrines



Latrines stop people going to the toilet outside – often near a river or water source – and give them somewhere safe and private to go to the toilet, which stops the spread of deadly diseases.

### Step three – clean, safe water supply



Boreholes bring clean, safe water right to the heart of the communities in Malawi. Clean, safe water stops people dying from disease, means children are well and can go to school and parents are able to work and feed their families.

To join in The Big Dig please complete and return the form overleaf, call 0300 123 4341 or visit thebigdig.org

thegoodagency



# The Results

- All committed giving acquisition pieces developed beat the existing banker with major successes in DRTV and Online
- The Big Dig appeal smashed it's targets in the first 5 weeks and in the end raised over £2.2 million, the majority of which was generated by the warm DM pack we developed.
- Christmas appeal is well on the way to being the most successful appeal of this type for WaterAid

# Access to Good **information**



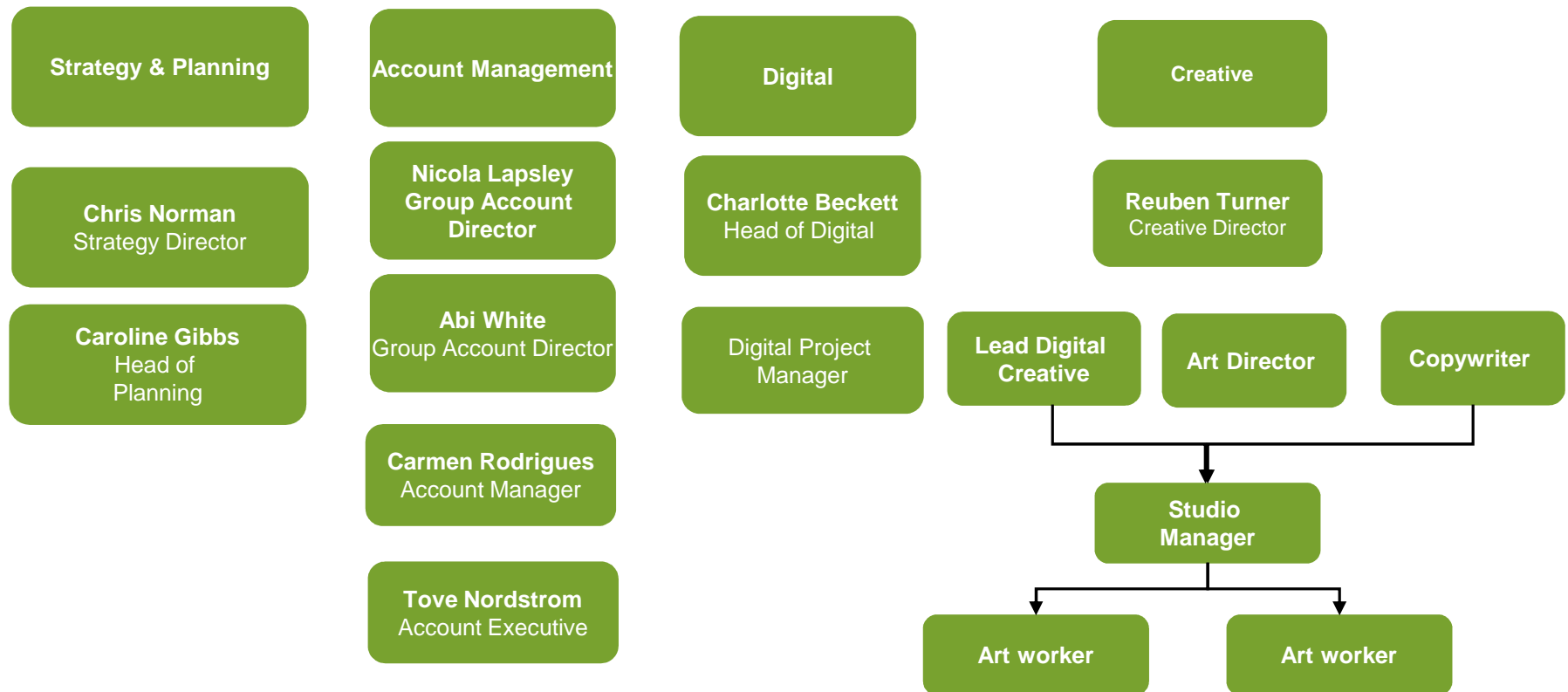
- We have a wealth of **sector experience** which gives us an overview on results and benchmarks for fundraising communications of various types for a huge number of charities across a range of different causes. Whilst we would not share proprietary data, we are able to provide anonymised figures and benchmarks.
- We work with a **specialist media agency partner** who has access to a range of audience planning and targeting tools.
- In addition we have access to **competitor creative and media spend by channel** via Ebiquity and Nielsen Ad Dynamix respectively.
- **Financial data** can be sourced via annual reports and the Top 3000 Charities (pub. CaritasData), and is published by the Charity Commission.
- A range of **market reports** are at our disposal, including those published by Mintel, CAF (such as UK Giving) and NCVO.
- Much **academic research** exists too, published by institutions such as the Centre for Charitable Giving and Philanthropy, at the Cass Business School.
- A range of useful **online resources** such as The Guardian's Datablog, Sofii and fundraising.co.uk are also available.
- In addition we have access to Ofcom data, Edelman's Trust Barometer reports, IAB research, and eConsultancy research. The **Charity Brand Index** and some nfp Synergy data is also available to us.

# A Good **team**



thegoodagency

# A Good team structure



# Nicola Lapsley, Group Account Director



- Nicola Lapsley is our Group Account Director. Nicola has been keen on fundraising and keeping clients happy for the last 10 years.
- Starting her career in fundraising with Pell & Bales, using the telephone to create outstanding fundraising campaigns for clients like Cancer Research UK and Barnardo's, she helped to raise millions using data, insight and great creative. With a stint working charity side, Nicola spent a year with Save the Children acting as a central co-ordinator between the Fundraising and Marketing teams and the external fundraising agencies employed by the charity. This gave her a great experience of what it's like to be on the receiving end and an invaluable insight on just what good account management means to a client.
- At The Good Agency, Nicola has been responsible for the strategic development of key clients, such as Save the Children, managing their individual giving and legacies programme, as well Concern Worldwide, working to develop and engagement proposition and 3 year marketing plan.

# Abi White, Senior Account Director



- Abi's been at The Good Agency since 2005, having joined following work as a fundraiser client-side at Crisis, the homeless charity, before being part of the small team that established FareShare, the charity that supplies good quality surplus food to vulnerable people across the UK.
- She holds a post-graduate Diploma in Direct & Interactive Marketing from the Institute of Direct Marketing and leads a team of Account Managers dedicated to delivering brilliant work and excellent client service to organisations such as King's College London, Action on Hearing Loss and ActionAid.
- As the Project Leader, it's her job to make sure that each and every project we do is delivering against its objectives; that the overall strategy is at the heart of each element and to maintain oversight of all communication between yourselves and us so that you're happy!

# Caroline Gibbs, Head of Planning



- Caroline has 18 years in the industry starting commercial side at BBH working on integrated campaigns in the commercial sector before following her heart into the Third Sector moving to Burnett Associates before becoming the founding Planner at Kitcatt Nohr Alexander Shaw, where for over 7 years she worked on charities including NSPCC, Macmillan, CRUK, Jewish Care, Asthma UK and VSO as well as behaviour change campaigns for the Department of Health (tobacco control), National Blood Service and Bookstart.
- She then became Planning Director at BEC where she pitched for and won Arthritis UK and British Film Institute as well as working on Nectar, Motability and UIA (insurance for trade union members). Following that she joined Geronimo where she pitched for and worked on AgeUK Enterprises. And then, last year, she joined The Good Agency where she oversees all Planning output and leads the charge on UNISON, RSPB and Open University.



# Charlotte Beckett, Head of Digital



- Charlotte is the one at The Good Agency who gets excited about apps and websites, augmented reality and social commerce, click through rates and share of voice. And the one who uses words like “transmedia”, “gamification” and “multivariate testing”. As well as putting together digital strategies, she leads the team that creates, builds and manages digital things for our clients.
- She’s been doing digital for over 11 years now, both as a client and in agencies, working across the private, public and third sectors. All of which makes her a bit of an old timer (digital years being like dog years).
- Charlotte loves how digital keeps evolving and gets particularly excited about the potential of digital to inspire action and change.
- Outside the office you could find Charlotte, in a venue (or a damp field) looking at a band, in a gallery looking at some art or underwater looking at some fish.

# Reuben Turner, Creative Director



- Reuben's our Creative Director and a career-specialist in direct and digital marketing for charities. What that means in practice is that he's keen on creating motivating, measurable, insight-driven ideas that work across all platforms.
- He's charged with inspiring, motivating and guiding our Good creative team of Copywriters, Art Directors, Digital and Print Designers, Digital Developers and Artworkers – all with the aim of producing the most effective work possible.
- Reuben has been a creative and a Copywriter for 15 years – and has specialised in fundraising for more than half of that time. Before becoming Good he was Creative Director of all charity clients at Proximity London where he was the driving force behind powerful, innovative and award-winning work.

