



charity: water

Campaign Brief:

Activating the Next Generation of charity: water Supporters

Overview:

charity: water is a non-profit organization with the mission of bringing safe and clean water to every person around the world. Our programs are made possible through the generosity of private donors.

While we have had success with a wide range of supporters, we have not yet figured out how to activate young people, and in particular, college students.

This next generation is not just critical for the long-term success of charity: water and our mission, but can help us grow and advance our goals in the near-term through fundraising, awareness, and advocacy.

Long-term, we want to create a network and programs that help students to organize activities on their own campuses. These would help charity: water build awareness and ultimately engage new supporters.

This campaign will be our first step toward that goal. We are so grateful for your help!

Campaign Objectives and KPIs:

The primary objective of our campaign is to get 2,000 college students to donate a minimum of \$1 per month to charity: water.

Currently, most small contributions to charity: water happen via [The Spring](#). While this program is very successful -over 60,000 people contribute monthly to it- fewer than 2% of those are college students. We believe we can change this by redesigning [The Spring](#) to be more attractive to college students and driving traffic to it via organic and paid channels.

Target Audience:

College students are quite a broad segment. We would like to start by narrowing it down to the following.

- Liberal arts students studying in US Colleges (ideally those with a culture of activism)

- Interested in activism, non-profits, water policy and/or environmental causes
- Have donated or interested in donating to charitable causes

These articles contain valuable information on the giving habits of college students (and GenZ more broadly):

- [The Next Generation of Philanthropists](#)
- [Learning to Give: GenZ and Philanthropy](#)

Channels:

Website

Design a landing page for a new online donation program targeting college students. You can call it The Spring (like our existing program) or come up with a new name for it.

Organic Social

Develop content pillars and design content that helps us connect with college students and also abide by [Charity Water's brand guidelines](#).

Influencer Marketing

Come up with content requirements for a TikTok influencer campaign. Then, source 3 influencers that can help us reach our target audience.

Paid Social:

Launch one or more campaign using the following details:

- **Budget:** \$25,000
- **Additional Targeting requirements:** Please target ads to two separate audiences: 1) An interest-based audience based on the demographics, interests and behaviors of the customer persona profile above. 2) A retargeting audience.
- **Platform:** Instagram
- **Placement and Ad Format:** Instagram only.
- **Ad copy and creative:** Please use the assets on [here](#) (*click on the image and then right click to save it to your computer*) to design your ads in Canva. To download the charity: water logos, [click here](#). You can use our [brand guidelines](#) and website for copy inspiration.
- **Landing page:** Please select one.