

THE STORY SO FAR...

CHARITIES TODAY EXIST IN CONTRADICTIONARY TIMES.

- * Skepticism and negative stories about administrative costs are rising, yet so are donations.
- * Nonprofits face "donor fatigue" due to the amount of nonprofit communications, yet one viral campaign saw millions happily become colder, wetter and a little poorer in the name of an ALS Charity.

SO WHAT IS GOING ON?

- * We have one of the most generous generations in history becoming the most populous in the U.S. —Millennials— but they are also tough customers.

THE CHALLENGE:

FIND A WAY TO POSITION VARIETY'S WORK AS IMPORTANT AND EFFECTIVE IN A CROWDED MARKETPLACE, AND SHOW MILLENNIALS WHY THEY SHOULD BE PART OF IT.

INSIGHTS

ATTITUDINAL

Millennials are **socially conscious**, but care about **issues, not organizations**. They are driven by personal connections and want to get involved to see the **impact** of their action.



"84 percent of millennials made a charitable donation in 2014, and 70 percent spent at least an hour volunteering,"

CNBC, DECEMBER 2015

CULTURAL

Nonprofits face **increased skepticism** over donation spending to deliver services, and **fatigue** around the number of causes. Persistent negative stories have made advocacy less resonant.

Chicago
Tribune

"It seems like every other day, we hear of a new one [nonprofit]...which of course, leads to so-called "donor fatigue"

THE CHICAGO TRIBUNE, OCT 2015

BEHAVIORAL

Successful nonprofit campaigns embraced **social and digital** media and use **technology to make giving easier** and more compelling.



"Crowdfunding sites like Kickstarter offer the most valuable way for millennials to channel their charitable giving"

REUTERS, DECEMBER 2015

OBJECTIVE AND STRATEGY



KEY INSIGHT – MILLENNIALS WANT A PRACTICAL WAY TO FIX THE ISSUE, NOT FIX THEIR GUILT

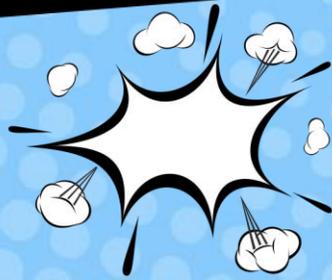
- * Millennials want to feel part of the solution to issues that move them, not just be made aware of the problems and throw money at them.

COMMUNICATIONS OBJECTIVE – MAKE IT PERSONAL AND TRANSPARENT

- * Build an emotional connection between donor and beneficiary in a way that allows donors to see the impact of their action.

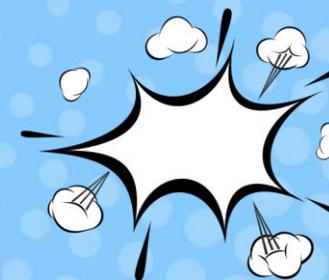
STRATEGY – MAKE IT POSITIVE AND FUN

- * Tell children's stories in an inspiring and interactive way that makes taking action easy, exciting and rewarding.





HEROES OF THE HEART



We have moved away from a focus on the limitations of disabilities to instead embrace a celebratory tone that recognizes overcoming adversity.

For example, the growing popularity of the Paralympics and the explosion of online videos sharing these emotional stories have shown how these remarkable women and men inspire all of us. Young or old, they are not depictions of people held back by their circumstances, but show awe-inspiring perseverance that makes them heroes in our eyes.

The equipment Variety provides is not about making up for something lacking; it is about building strength, confidence, and independence.

These children are extraordinary. Their stories drive us to be better. They are the heroes of our hearts.

But like all superheroes, they need a side-kick, a support team, gadgets and equipment to assist them. So we want to ask millennials to...

HELP OUR LITTLE HEROES!

HOW IT WORKS



HEROES OF THE HEART

Heroes of the Heart puts the "feeling good" back in "doing good" and transforms apathy to empathy by illustrating, quite literally, the children stories of the Freedom Program in a positive and emotional way and then allows users to be a part of the story genuinely, take action, and see the real impact of their efforts.

VOLUME 1

AWARENESS

Amplify Life-Changing Impact

Use Strong Voice in Earned and Owned Media to Emphasize Efforts-to-Date

VOLUME 2

INSPIRATION

Underscore Need for Support

Source and Illustrate Stories of Heroes-to-be-Helped through Social

VOLUME 3

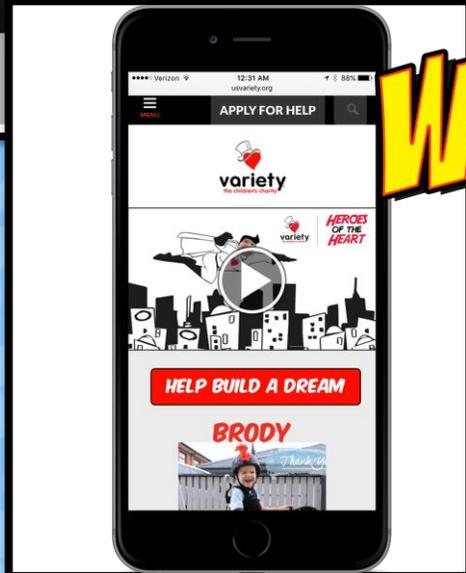
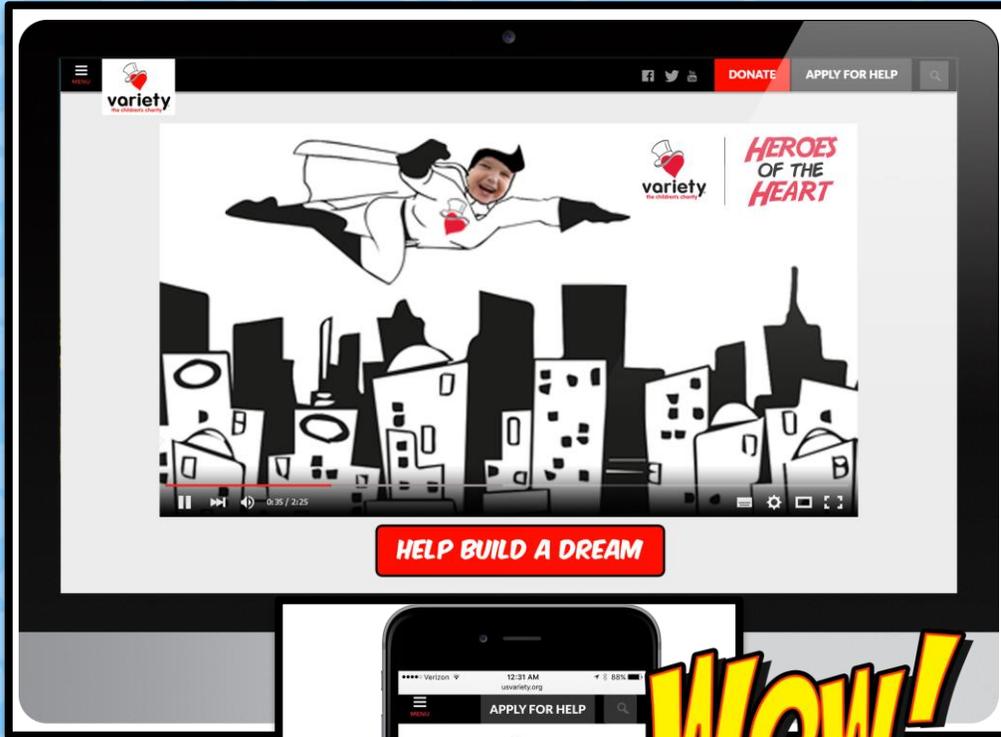
ACTION

Draw Simple Connection From Donor to Beneficiary

Create Interactive Giving Hub to Drive Targeted Donations

Follow-up Stories Extend Initiative

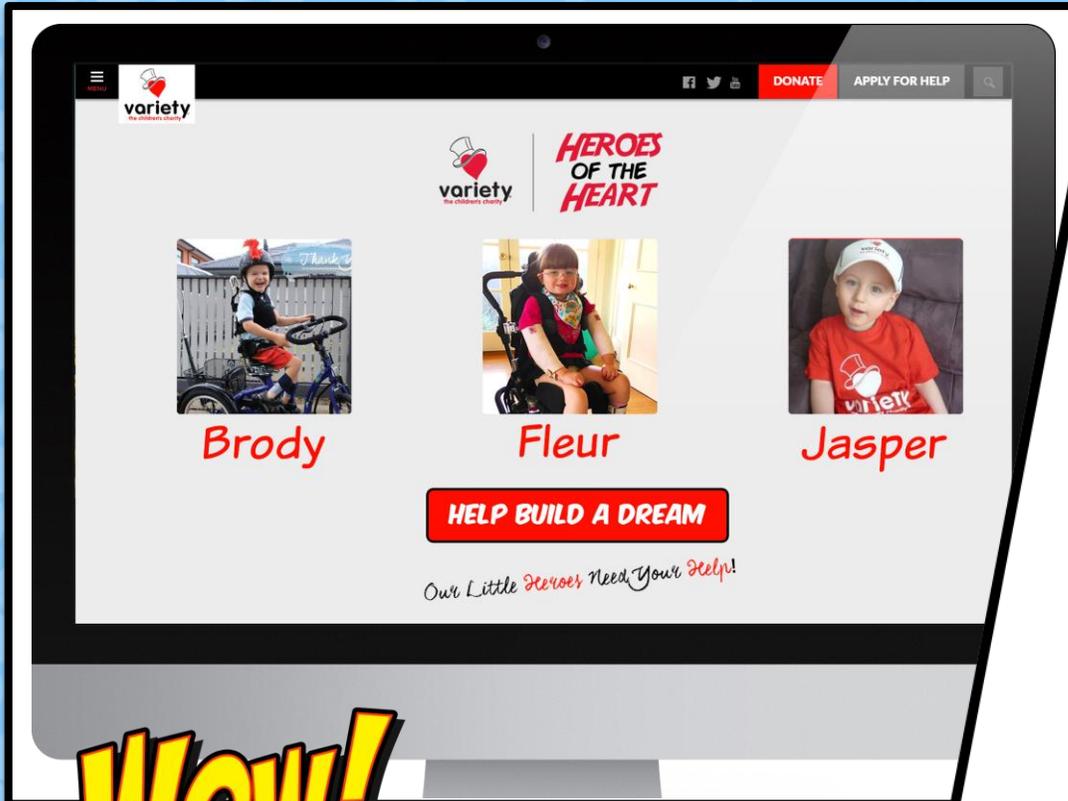
VOLUME 1: AWARENESS



JUST LIKE FICTIONAL HEROES NEED A BATMOBILE, CAPE OR UTILITY BELT, THE LIFE-CHANGING MOBILITY EQUIPMENT VARIETY PROVIDES ALLOWS THESE CHILDREN TO EMBRACE THE SUPERHEROES THEY REALLY ARE.

- * Create a series of animated clips showing how Variety has made a difference to enable these children to live more fully and feel like the superheroes they are.
- * Animations highlight micro-moments in children's lives that show relatable and emotional points in time.
- * Clips narrated by a beneficiary, parent or sibling who can bring the story to life in an emotional and inspiring way.
- * Videos drive to a landing page where users can help other little heroes.

VOLUME 2: INSPIRATION



THESE AUTHENTIC AND HONEST STORIES NEED TO BE TOLD TO SHOW THE NEED FOR SUPPORT USING VARIETY'S GREATEST STRENGTH: ITS HEROES.

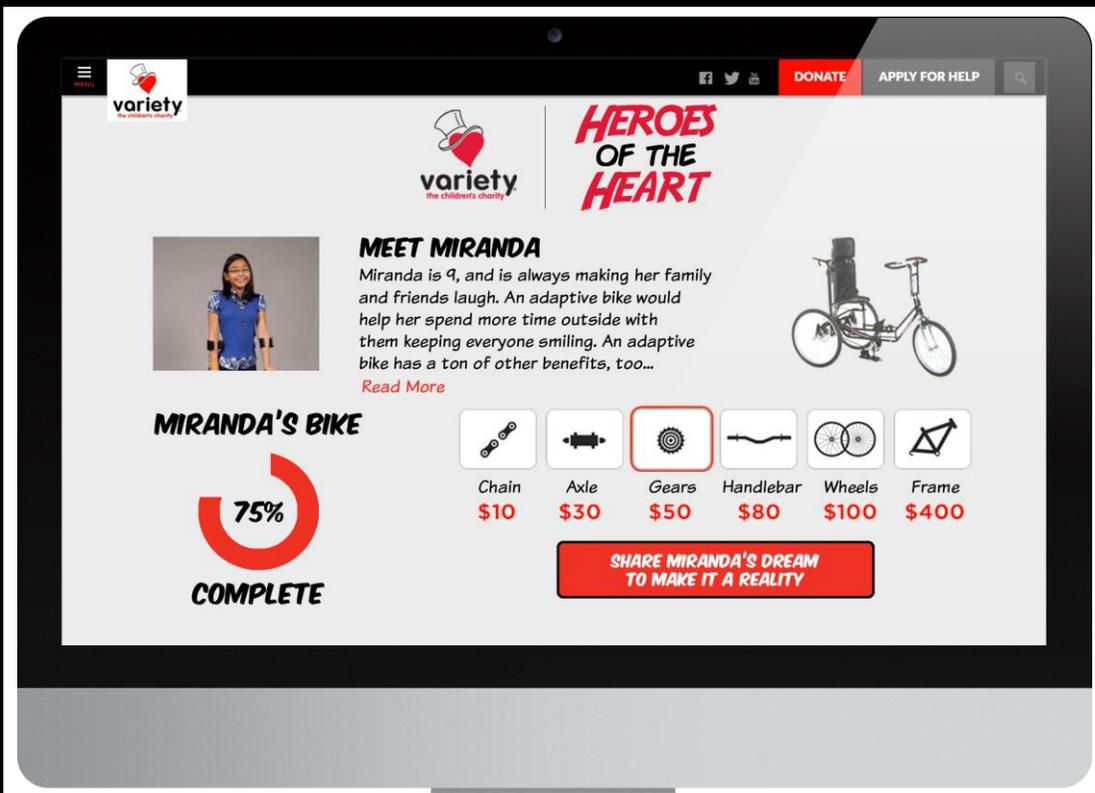
- * **Beneficiaries:** Source and tell via animated video stories of families currently requesting grants from Freedom Program; share each story online with unique hashtag (e.g., #HeroBrody) and encourage additional requestors to share their stories.
- * **Allies:** Embrace deep roots in the entertainment world to create content of Freedom Program beneficiaries interacting with cinematic superheroes and/or being illustrated alongside animated film characters to drive greater awareness of efforts.
- * **Network:** Utilize state-based Variety chapters to bring to a hyper-local level by honoring one notable media personality or local celebrity as a "Hero of the Heart" for dedication to raising awareness of disabilities that inhibit mobility.

Wow!

VOLUME 3: ACTION

IN A WORLD OF EXCESSIVE CROWDFUNDING AND NONPROFIT SKEPTICISM, DONORS ARE FATIGUED AND NEED TO SEE THE IMPACT OF THEIR ACTIONS

- * **Create a new way of giving:** A "Heroes of the Heart" digital giving hub that makes giving easier, shows a measurable impact and allows for donors to take up the cause on behalf of a personal story by building mobility equipment piece-by-piece; allows for promotion by donors and requestors.
- * **Embrace allies:** Use media and online influencers to share out individual stories and increase donations one story at a time.
- * **Drive content engine:** Work with families to create editorial and "unpolished" video to be featured in profiles for site and social.
- * **Spread the word:** Pitch earned integration series with national broadcast morning show for "Heroes of the Heart" series sharing one story a week for a predetermined length of time.



The screenshot shows a web page for 'Heroes of the Heart' featuring a profile for 'Miranda's Bike'. The page includes a photo of Miranda, a description of her need for an adaptive bike, and a list of bike components with their respective costs. A progress bar indicates that 75% of the bike is complete. A red button at the bottom encourages users to 'SHARE MIRANDA'S DREAM TO MAKE IT A REALITY'.

Component	Cost
Chain	\$10
Axle	\$30
Gears	\$50
Handlebar	\$80
Wheels	\$100
Frame	\$400

AMPLIFYING THE IMPACT

EARNED MEDIA

Pitch animated success stories, grant requestor videos, and giving hub to national online and broadcast lifestyle and health media, aligned with waves of roll-out.

FOLLOW-UP STORIES

Post-funding, highlight follow-up patient stories as 2nd wave of success on owned media Use patient stories to create ongoing owned and earned content throughout campaign to extend direct line between donations and impact.

OWNED MEDIA

Unite social efforts of Variety national and Variety chapters to ensure wide distribution and localization of angles. Content is at the heart of the effort and highlighting these stories on site, social and beyond through activation is essential.

TIME, MONEY, AND MEASUREMENT

SEP

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

AWARENESS

Sept. launch of animated stories pulsed out through mid-November. Beginning of social content engine that exists through activation and beyond.

\$125,000

INSPIRATION & ACTION

Capitalize on increased giving around holidays by sharing stories of those in need, amplifying through Variety Allies/Network, and creating a new way to take action through Giving Hub.

\$300,000

AMPLIFYING THE IMPACT

Use follow-up patient stories to show impact, expand media efforts and unite and grow Variety's social presence

\$75,000



DRIVE AWARENESS: Video views, shares, engagement, hashtag usage, media impressions, page visits, social follower growth and other digital/social metrics

TO INSPIRE AND CREATE ACTION:
Increase in: volume of donations, donation amount, number of grants funded, giving hub visits

AND MAKE A LASTING IMPACT:
Increase in grant requests, sustained donation elevation beyond May 2016, increase in partnership requests at local and national level, benchmarking survey to assess pre- and post-campaign consumer perception and awareness