



Objective

Gift employ teams of street fundraisers who stop people in the street and persuade them to make direct debit donations to leading charities. We had to create a cost-effective new campaign that would attract a constant stream of new recruits each week.

The client particularly wanted the campaign to challenge people and get them to consider if they have the charisma, presence and confidence for the job. Previous advertising had often attracted people with a commitment to charity, but without the character to engage people in the street, or the resilience to cope with regular rejection.

Action

The first step in the campaign development was an intensive period of research, which included focus groups, questionnaires and job shadowing. After presenting the findings to Gift's senior managers, we agreed a brief and set to work.

We involved the client at every stage of the creative process, initially narrowing down ten ideas to three. We then developed each of those three themes into a broader campaign – enabling the client to make a choice they could have total confidence in.

The result was the "Attention. How would you get it?" campaign. Initially the focus was small cost-effective mono adverts in the local press. These were complemented by web listing and banners linking to a recruitment microsite which carried through the attention theme. The campaign was then extended to posters and flyers targeting graduating students – and even t-shirts worn by special street recruitment teams.

We also created a themed Employee Referral Programme – launched through a special event for Team Leaders, inspiring them to sell the ERP to the fundraisers. The launch was backed by flyers for fundraisers, plus Head Office posters. And, a DVD was produced to promote the ERP across the organisation.

The results

Across the country, response from press advertising is up 200% - 400%. However, in many regions, the need for any press advertising has been reduced significantly by the success of all the other recruitment tools.

What's striking about this Gift campaign is the increase in quality, as well as quantity, of response. The feedback from new applicants has been extremely positive, many commenting specifically on the website and the new advertising style.

Case study: Gift Fundraising