

ATTENTION.
How did we get it?

**OUTSIDE AT 2°C
 YOU'LL NEVER FEEL WARMER**

Full-time Street Fundraisers
 £8.17 - £13.82 ph

Standing outside in the dead of winter isn't always fun. But when you're doing it for a cause that counts, it's always worthwhile. We raise millions of pounds for leading charities and you'll help us raise much, much more. Rewards are good and the feelgood factor is great - so call our 24 hour hotline now.

020 7281 8908 www.giftjobs.com

GIFT
 Gift fundraising has fundraised on behalf of over 35 different charities.

**MAKE A DIFFERENCE
 NOT JUST A LIVING**

Full-time Street Fundraisers
 £8.17-13.82 ph

You're a remarkable person. Now take on a remarkable job. We raise millions of pounds for leading charities and you'll help us raise much, much more. Rewards are good and the feelgood factor is great - so call our 24 hour hotline now.

020 7281 8908 www.giftjobs.com

GIFT
 Shelter for Mind

Gift fundraising has fundraised on behalf of over 35 different charities.

Launched in spring 2004, Gift's previous recruitment campaign had proved effective and remarkably durable. By early 2006, however, response was beginning to drop off - something you'd expect when the same suite of adverts has been running week in, week out for two years. Obviously, it was time to update the advertising. What we suggested was a totally fresh approach to the new campaign. We wanted something more eye-catching and distinctive. And crucially, we wanted to capture the energetic, unconventional, and irreverent personality of Gift so we could attract confident, outgoing people who would fit into their culture.

Attention.
Why did we need it?

This brochure tells the story of the creation, development and implementation of one of our favourite recruitment campaigns.

The campaign is special because it shows what can happen when agency and client trust each other's judgement and work closely together at every stage of a project.

Above all, the campaign is proof that you don't have to spend a fortune to produce attention-grabbing, original and successful recruitment communications. The client's management team were brave enough to push their boundaries, and now they are reaping the rewards of that decision.

GIFT Fundraising UK Home Page

http://www.giftjobs.com/home.asp

Mind scope
NSPCC
 Cruelty to children must stop. FULL STOP

GIFT

home about us the jobs staff profiles charity profiles FAQs contact us

GIVING CHARITIES THE FUNDS THEY NEED TO SUCCEED

At GIFT, we have a great effect, for a wide range of good causes. We're here to deliver the highest quality face-to-face fundraising service in the voluntary sector. Things are changing all the time, so we need to be flexible, adaptable and above all consistently creative - and we need to work with people who think the same way.

Join us, and you will enjoy all the satisfaction of making a difference: not just a living.

The first step in the campaign development was an intensive period of research. We talked to managers, we held focus groups with fundraisers and we asked employees to fill in questionnaires and give us some memorable anecdotes (the fundraiser's life is far from predictable that's for sure).

Perhaps most useful of all, we sent out our creative team to walk the streets 'spying' on fundraisers. It's amazing what you can learn just from watching someone doing their job.

We then presented our research findings to the Gift management team to ensure we were all agreed on the key messages to go into the advertising. A brief was drawn up and signed off by the client. Then it was time to start work.



Walking the streets

At this stage our creative team starting putting down scribbles on bits of paper. Lots of bits of paper. The aim was to produce as many embryonic ideas as we could - but not to develop anything too far at this point. After a couple of days of frantic activity, we had 15 or 16 campaign themes. We whittled these down to seven or eight then invited the client into the office to get their input.



Ideas, Ideas, Ideas

What do you think? - involving the client

Having gathered three of the clients' managers around the WDAD boardroom table, we presented each idea in turn then stuck the lot up on the wall to discuss. There was debate, discussion and disagreement, a few puzzled looks and a fair bit of laughter. It took a while, but in the end a consensus was reached and three ideas were chosen to be taken forward. Looking back, involving the client at this early stage of the creative work was vital in getting the later ideas right.





More, More, More

Armed with three loose themes, the creative team went back to work - taking on board the thoughts and suggestions of the client and adding plenty of their own inspiration. For each of the three themes, we produced a range of ideas for everything from press adverts to marketing campaigns on the pavement of university campuses. And again, we largely stuck to marker pen visuals, only fully working up a couple of examples on the computers.



The choice is yours

Decision time. We invited the client back in. We presented the work. We discussed it for much longer than we'd expected. Opinions changed and then changed back. But ultimately a choice was made. And then the real work started - turning "Attention. How would you get it?" from rough visuals into a polished campaign.

"I'd bounce naked on a Spacehopper"

Full-time Charity Fundraisers
Edinburgh & Glasgow
£7.50 - £12.50 ph paid weekly

Think you could get people to stop and chat to you in the street? Even without the help of tricks, gimmicks or retro toys and inappropriate nudity? Then put your charm to great use by helping us raise millions of pounds for leading charities like NSPCC, Mind and Friends of the Earth. This is work you can feel really good about, and the rewards stand out too. So, if you want a job that's outside the norm, you need to grab this opportunity by the (orange rubber) horns. Call Jeff on our 24 hour hotline 0141 332 3594. www.giftjobs.com

ATTENTION
How would you get it?

GIFT
STREET FUNDRAISERS

Full-time Charity Fundraisers
Edinburgh & Glasgow
£7.50 - £12.50 ph paid weekly

It takes something special to make people stop and chat in the street, especially if you can't impress them with generic acrobatics first. But, as you've got bags of personality, you could soon be helping raise millions for charities including NSPCC, Mind and Friends of the Earth. The rewards are good, and work's far more interesting when you're not stuck inside - every street fundraiser ends up with a few stories to tell the grandkids. Call Jeff on our 24 hour hotline 0141 332 3594. www.giftjobs.com

"I'd dress as an Old Lady then Cartwheel down the street"

ATTENTION
How would you get it?

GIFT
STREET FUNDRAISERS

"I'd spread my body with Peanut Butter & wait for the Pigeons"

Full-time Charity Fundraisers
Edinburgh & Glasgow
£7.50 - £12.50 ph paid weekly

We don't care whether it's crunchy or smooth, there's no way we'd sanction a sandwich spread or any other gimmick in street fundraising. You've got to rely on your charm and conviction to get people to stop, chat and support the work of leading charities like NSPCC, Mind and Friends of the Earth. It's a job that's great for your karma, a lot of fun, and the perfect introduction to a charity or fundraising career - so you can enjoy yourself now and spread your wings later. Call Rich on our 24 hour hotline 0141 332 3594. www.giftjobs.com

ATTENTION
How would you get it?

GIFT
STREET FUNDRAISERS

"I'd spread my body with Peanut Butter & wait for the Pigeons"

Full-time Charity Fundraisers
Edinburgh & Glasgow
£7.50 - £12.50 ph paid weekly

Crunchy or smooth, we'd never use a sandwich spread or other gimmick. You have to rely on your charm to get people to stop, chat and support the work of leading charities like NSPCC, Mind and Friends of the Earth. The job's great for your karma, a lot of fun, and the perfect introduction to a charity or fundraising career - so you can enjoy yourself now and spread your wings later. Call Rich on our 24 hour hotline 0161 238 3232. www.giftjobs.com

ATTENTION
How would you get it?

GIFT
STREET FUNDRAISERS

The launch

Rather than rushing adverts into print, we took the time to get the look, feel and tone of the work exactly right, keeping in regular contact with the client to ensure they were happy with our progress. We also gave the client lots of different advert options, enabling them to pick their favourites, rather than imposing our own ideas.

The end result was a suite of six press ads that could appear in colour and mono depending on budgetary constraints. Local newspapers all over the country certainly didn't know what was about to hit them.



Full-time Charity Fundraisers
Edinburgh & Glasgow
£8.50 - £13.50 ph paid weekly

Here's a challenge for you. Get people to stop and chat in the street, without using tricks, gimmicks or massive great mammals you've borrowed from the zoo. You'll rely on charisma and conviction alone to raise invaluable funds for leading charities like NSPCC, Mind and Friends of the Earth - in a role that's a million miles from desk job drudgery. So, if you've got a big personality, we're hungry-hungry to hear from you. Call XXXXX on our 24 hour hotline XXXX XXX XXXX. www.giftjobs.com

"I'd take a Hippo for a walk"

ATTENTION
How would you get it?

GIFT
STREET FUNDRAISERS

Full-time Charity Fundraisers
Edinburgh & Glasgow
£7.50 - £12.50 ph paid weekly

There are many ways to prevent passers-by ignoring you. Only, we'd like you to do it without bursting people's eardrums or biting a bat's head off. You'll use charm and personality alone to get people to stop, chat and then pledge their support to leading charities like NSPCC, Mind and Friends of the Earth. It's a job you'll feel good about doing. It's also really enjoyable, as you'll meet lots of new people and we socialise a fair bit as a team (we're not quite Motley Crue, but we know how to throw a party). Call Jeff on our 24 hour hotline 0141 332 3594. www.giftjobs.com

"I'd play Deathmetal anthems on a Harp"

ATTENTION
How would you get it?

GIFT
STREET FUNDRAISERS

"I'd dress as a Sumo wrestler and ask people for a hug"

Full-time Charity Fundraisers
Edinburgh & Glasgow
£8.50 - £13.50 ph paid weekly

There's no place for over-affectionate gestures in our job. You'll rely on personality alone to encourage passers-by to stop, chat and pledge their support to good causes including NSPCC, Mind and Friends of the Earth. The rewards are great, and the job gives you a really warm glow, especially in winter. Come summer, you can improve your tan while most people are sweltering indoors. Just make sure you wear more than an oversized nappy. Call Stuart on our 24 hour hotline 020 7281 8988. www.giftjobs.com

ATTENTION
How would you get it?

GIFT
STREET FUNDRAISERS



Attention. How did we develop it?

"I'd play Deathmetal anthems on a Harp"

Full-time Charity Fundraisers
 Paid weekly - London from £8.50 ph - Belfast, Birmingham, Bristol, Edinburgh, Glasgow, Manchester and Nottingham from £7.50 ph

There are many ways to prevent passers-by ignoring you. Only we'd like you to do it without bursting people's eardrums or biting a bat's head off. You'll use personality alone to get people to stop, chat and then pledge their support to leading charities like NSPCC, Mind and Friends of the Earth. The job is the ideal introduction to a fundraising or charity career and it's a great gap year option. Or, it's the perfect role if you want to avoid desk job drudgery, meet hundreds of people and have some fun at work. We're not quite Miley Cyrus, but we certainly know how to enjoy ourselves. Visit our website or call for further details.

tel: _____
 www.giftjobs.com

ATTENTION. How would you get it?

GIFT STREET FUNDRAISERS

The campaign started with regular insertions of the six press adverts - we drew up a comprehensive media strategy at the same time as developing the creative work. This was only the beginning though. Within a matter of months, the campaign had spread to headhunter cards, posters & flyers for university careers services and an employee referral scheme. We even created t-shirts for specialist street recruitment teams to wear, while working alongside regular fundraisers. And who could forget the web? Buttons and banners appeared on numerous sites, and we created a brand new recruitment site based on the Attention theme.

GIFT FUNDRAISING - Recruitment Microsite - Introduction

http://www.giftjobs.com/intro.asp

ATTENTION. How would you get it?

ENTER

GIFT FUNDRAISING - Recruitment Microsite - About Us

www.giftjobs.com

ATTENTION. How would you get it?

GIFT FUNDRAISING - Recruitment Microsite - How to Join

www.giftjobs.com

ATTENTION. How would you get it?

GIFT FUNDRAISING - Recruitment Microsite - Contact Us

www.giftjobs.com

ATTENTION. How would you get it?

GIFT FUNDRAISING - Recruitment Microsite - FAQ

www.giftjobs.com

ATTENTION. How would you get it?



ATTENTION. How would you get it?

Full-time Charity Fundraisers
 £7.50 - £12.50ph

Think you've got the charisma to get people to stop and talk to you in the street? Then put that talent to great use by helping us raise millions of pounds for leading charities. You'll meet loads of new people, learn lots about yourself and earn great rewards. Call our 24 hour hotline now. www.giftjobs.com

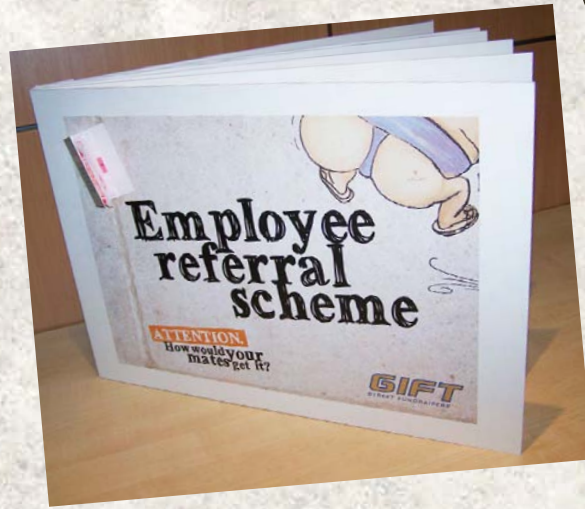
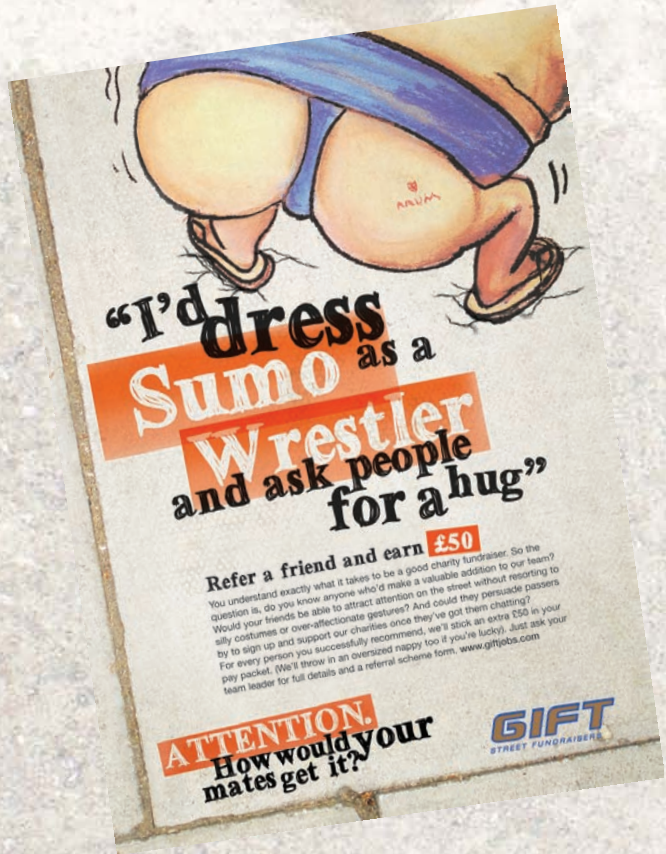
0161 236 3232

GIFT STREET FUNDRAISERS

GIFT has fundraisers on behalf of over 40 different charities

Bangs & Blisters

employee referral scheme



The Employee Referral Scheme gave us an opportunity to bring the Attention campaign to life. This was especially important because it's not easy to promote such a scheme when the majority of your workforce spend all day on the street rather than in an office, shop, school or any other building. We overcame the problem by targeting Gift's Team Leaders with a major launch event. By making a big impression on them, we'd ensure they went out and sold the referral scheme to their teams of fundraisers. And by filling a room full of balloons and arming the team leaders with pins and ear plugs, we certainly made a (somewhat noisy) impact. Only one downside. Tying up hundreds of balloons gives you very painful blisters on the tips of your fingers.

(To see the event in glorious **technicolor**, get in touch and we'll send you a DVD. Email: andy@wdad.co.uk or call 020 7025 3540)

ATTENTION. How much did we get?

The truth is that the response to the first week of the campaign was a little disappointing. Could we have made a terrible mistake? Fortunately, no. Applicants came flooding in during week two, and after that they kept on coming. What really pleased us was the quality of these applicants. Creating advertising with more character led to a response from people with more character. And, all the positive comments that applicants made about the advertising were a sign that things were going well. Nor are applicants the only people who like the adverts. It seems that a fair few awards judges have a soft spot for the wrestler, the granny, the pigeon and the rest.

And finally

One last thing. We'll be updating the campaign soon, which means we'll need another suite of adverts. Why not email us your suggestion for how you'd get attention? It might end up in print. It could even pick up an award of its own.



"I'd spread my body with Peanut Butter & wait for the Pigeons"

Full-time Charity Fundraisers
£7.50 - £12.50 ph paid weekly

Crunchy or smooth, we'd never use a sandwich spread or other gimmick. You have to rely on your charm to get people to stop, chat and support Friends of the Earth. The job's great for your karma, a lot of fun, and the perfect introduction to a charity or fundraising career - so you can enjoy yourself now and spread your wings later. Call Rich on our 24 hour hotline 0161 236 3232. www.giftjobs.com

ATTENTION
How would you get it? **GIFT**
STREET FUNDRAISERS

"I'd take a Hippo for a walk"

Full-time Charity Fundraisers
£7.50 - £12.50 ph paid weekly

Here's a challenge for you. Get people to stop and chat in the street, without using tricks, gimmicks or massive great materials you've borrowed from the zoo. You'll rely on charisma and conviction alone to raise invaluable funds for leading charities like NSPCC, Mind and Friends of the Earth - in a role that's a million miles from desk job drudgery. So, if you've got a big personality, we're hungry-hungry to hear from you. Call Rich on our 24 hour hotline 0161 236 3232. www.giftjobs.com

ATTENTION
How would you get it? **GIFT**
STREET FUNDRAISERS

"I'd dress as a Sumo Wrestler and ask people for a hug"

Full-time Charity Fundraisers
£7.50 - £12.50 ph paid weekly

There's no place for over-affectionate gestures in our job. You'll rely on personality alone to encourage passers-by to stop, chat and pledge their support to good causes including NSPCC, Mind and Friends of the Earth. The rewards are great, and the job gives you a really warm glow, especially in winter. Come summer, you can improve your tan while most people are sweltering indoors. Just make sure you wear more than an oversized nappy. Call Rich on our 24 hour hotline 0161 236 3232. www.giftjobs.com

ATTENTION
How would you get it? **GIFT**
STREET FUNDRAISERS

RECRUITMENT ADVERTISING AWARDS 2007

MOST EFFECTIVE MONO ADVERTISEMENT
QUARTER 3 2006-2007

CLIENT: **GIFT FUNDRAISERS**
AGENCY: **WDAD**

RECRUITMENT ADVERTISING AWARDS 2007

BEST CAMPAIGN
QUARTER 3 2006-2007

CLIENT: **GIFT FUNDRAISERS**
AGENCY: **WDAD**

THE HIGHEST STANDARDS IN RECRUITMENT ADVERTISING



award winners



Full-time Charity Fundraisers
Edinburgh & Glasgow £7.50 - £12.50 ph paid weekly

It takes something special to make people stop and chat in the street, especially if you can't impress them with generic acrobatics first. But, as you've got legs of personality, you could soon be helping raise millions for charities including NSPCC, Mind and Friends of the Earth. The rewards are good, and work's far more interesting when you're not stuck inside - every street fundraiser ends up with a few stories to tell the grandkids. Call Jeff on our 24 hour hotline 0141 332 3594. www.giftjobs.com

"I'd dress as an Old Lady then Cartwheel down the street"

ATTENTION
How would you get it? **GIFT**
STREET FUNDRAISERS