

LOVE FUNDRAISING, HATE APATHY

Gift helps charities tackle issues like child abuse, climate change and poverty. Their fundraisers stop people in the street, give them the lowdown on the cause they're promoting and encourage them to donate by direct debit. They care deeply and get their views across convincingly. They cut through apathy.

'Anti Apathy' is the essence of Gift, and we turned it into a full-blown attraction and internal comms campaign.

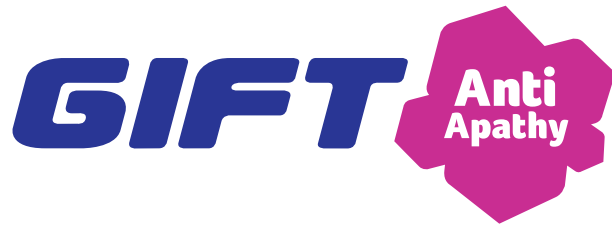
The work is plastered with 'Anti Apathy' stamps and strong supporting lines. Handmade videos highlight the weird and wonderful things that go on in street fundraising.

Filming had us drenching a Giftie's barnet, capturing a gorilla, seeing a ghost, meeting Spiderman, dancing the conga down Archway and blushing deeply as one of their crew donned boxers, fishnets and stilettos. Lively and cheeky, it's Gift through and through.

The work goes down a storm with its target audience: outgoing 18-24 year olds who care enough about what happens in the world to want to do something about it.

The print work's on the next page.

www.giftjobs.com






Case Study: GIFT

World changers unite

Get into street fundraising, it's ethical and the pay's good. Find out more online or from your careers service.

giftjobs.com

Not cut out for the corporate world?

Get into street fundraising, it's ethical and the pay's good. Find out more online or from your careers service.

giftjobs.com





Are you our type?

Ask yourself. Can I strike an instant rapport with people? Can I turn hesitation into action, reluctance into commitment? Can I take rejection on the chin, support my team mates, handle all weathers and put my message across convincingly? Well, can I?

Who cares?

Graduate opportunities in ethical fundraising

Are we your type?

- We're a solid bunch of people who believe in support, friendship, team work and good causes.
- We love it when you're 100% yourself at work, nothing's more important than being happy in your job.
- We offer loads of training, back at HQ and out on the job.
- We have offices in seven big cities - you can work from any of these.
- The benefits are usually 10-6, so no horrid early mornings.
- We offer good rates of weekly pay, with none of the uncertainty that goes with commission-only jobs.
- We're always hiring lively people like you, so you'll never be working on your own.

Apply now

Visit giftjobs.com or call us - London 020 7281 8908
Birmingham 0121 224 7322 • Bristol 0117 315 5289
Nottingham 0115 947 4224 • Glasgow 0141 332 3364
Manchester 0161 236 3222 • Edinburgh 0131 524 6167

giftjobs.com






Leader, then, 'prexy spinny' fundraisers - Paul Maher, history graduate managers started as street fundraisers.

Give a damn




Work in ethical fundraising





Your kinda crowd

Work in ethical fundraising

Case Study: GIFT