



SHARE YOUR FORTUNE

BACKGROUND

War Child is an international child protection agency that works with the most marginalised children affected by war — child soldiers, street kids and children in prison — in Iraq, Afghanistan, the Democratic Republic of Congo and Uganda. War Child exist to provide protection for children, who as a result of conflict, have to deal with insecurity, extreme poverty and exclusion.

THE AMBASSADORS CLUB

A group of influential people who are dedicated to supporting the charity. Each of tthe 15 current Ambassador highlights their commitment to War Child by:

- Pledging \$2000 per year
- Agreeing to enrol at least one new War Child Ambassador every year
- Using their network and influence to help War Child achieve its wider aims



TARGET AUDIENCE

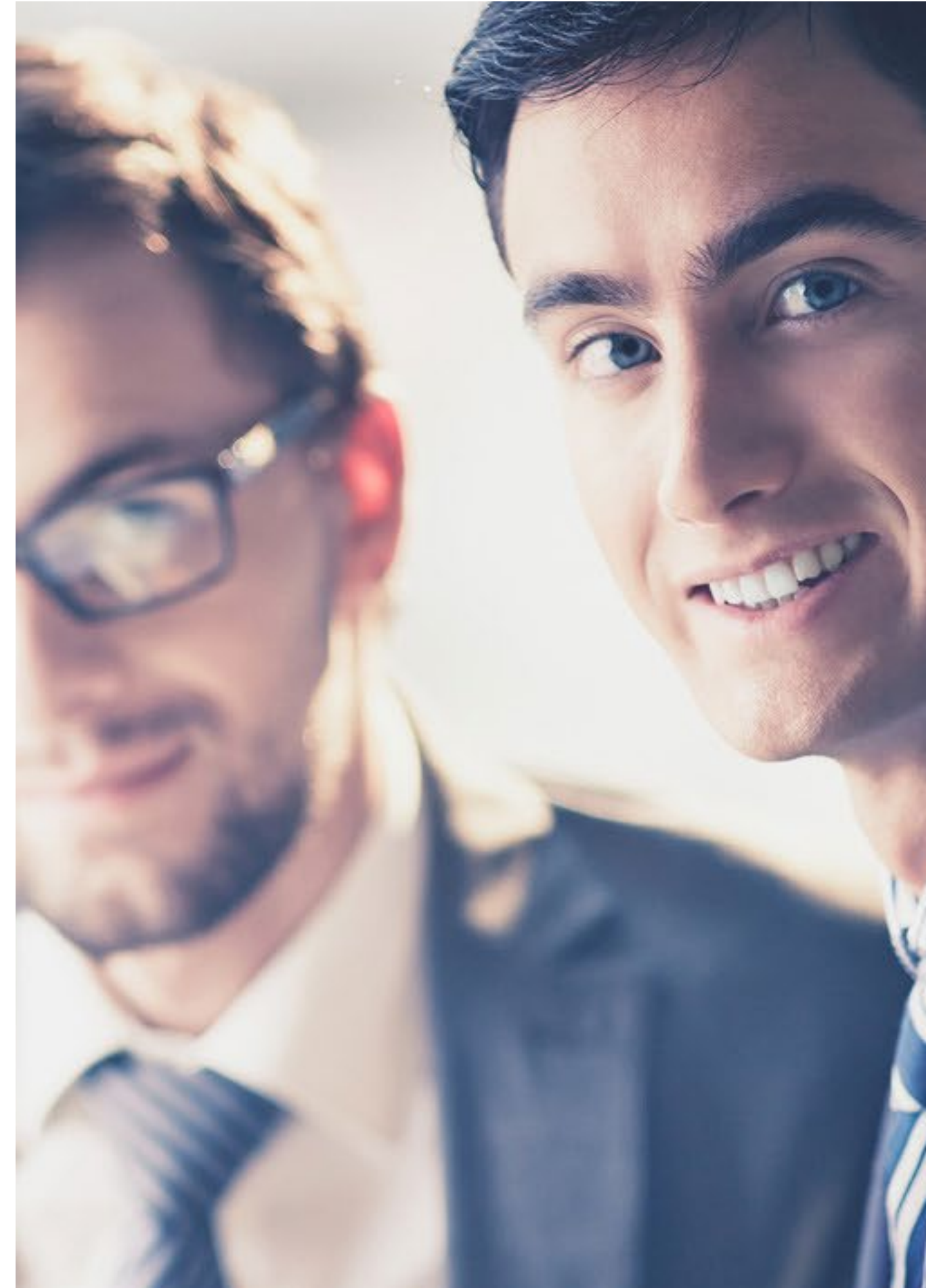
1) THE WELL OFF

Professionals with a salary in excess of \$80 000 per year. They are «cash rich but time poor». They enjoy life when they can but want to give something back without it taking too much time

- We want to target this group to join the Ambassadors Club
- This group could potentially be used to access the «Very Wealthy» group

2) TOP MANAGEMENT OF WORLD'S CORPORATIONS

HNW individuals, with wealth in excess of \$2,000,000.



THE CHALLENGE

To create a communications strategy that encourages the «Well Off» and/or «Very Wealthy» to support War Child through financial donations and using their personal or professional networks to further promote our cause.

OBJECTIVE

To raise \$2,000,000 per year from the «Well Off» and/or «Very Wealthy» within a year of implementing a communications strategy that engages these individuals.





So many children in the world are unlucky by chance.
All they need is simply 1% of your luck.

INSIGHT

I am a lucky man.

I am ready to share my fortune with others.

USER BENEFIT

I demonstrate my social status and my ability to change lives due to my own fortune.



IDEA

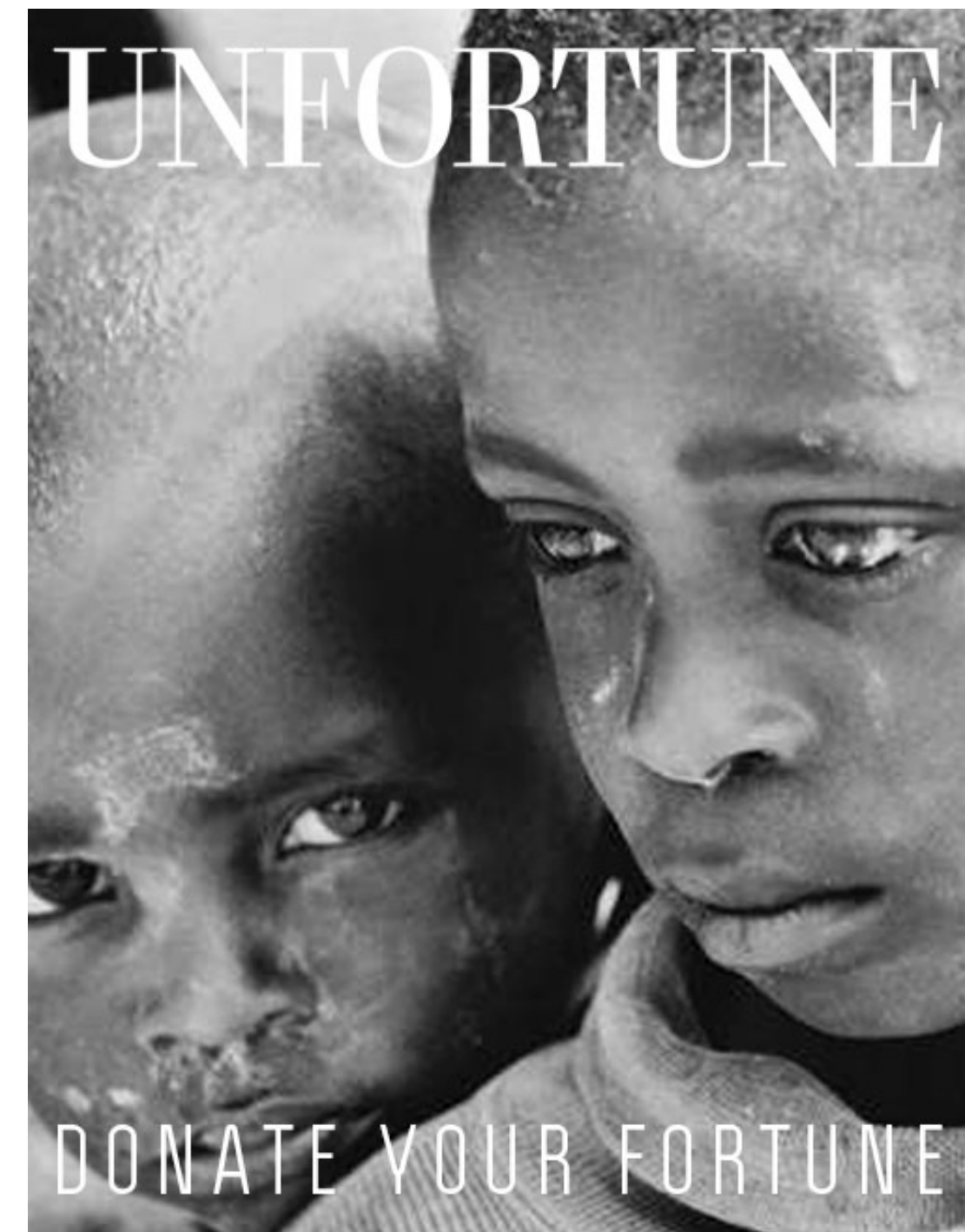


SHARE YOUR FORTUNE

We launch Fortune magazine special project on-line.

Special project on Unfortune.com – collection of bad luck stories of War Child. Users learn stories on the website, share his fortune and make 2 000 \$ per year donation.

After that they can chose one story and change its status. Due to this site users are able to support War Child and influence on their bad luck stories turning into good luck stories.



WEBSITES USABILITY

The content given at Unfortune project is a teaser for full version of content on WarChild.org.



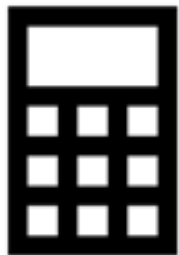
My account



E-commerce
(for donation option)



Interactive storyboard
(a bord consistingof bad luck stories with links to warchild.org)



ACTIVATION

On-line calculator of your fortune.

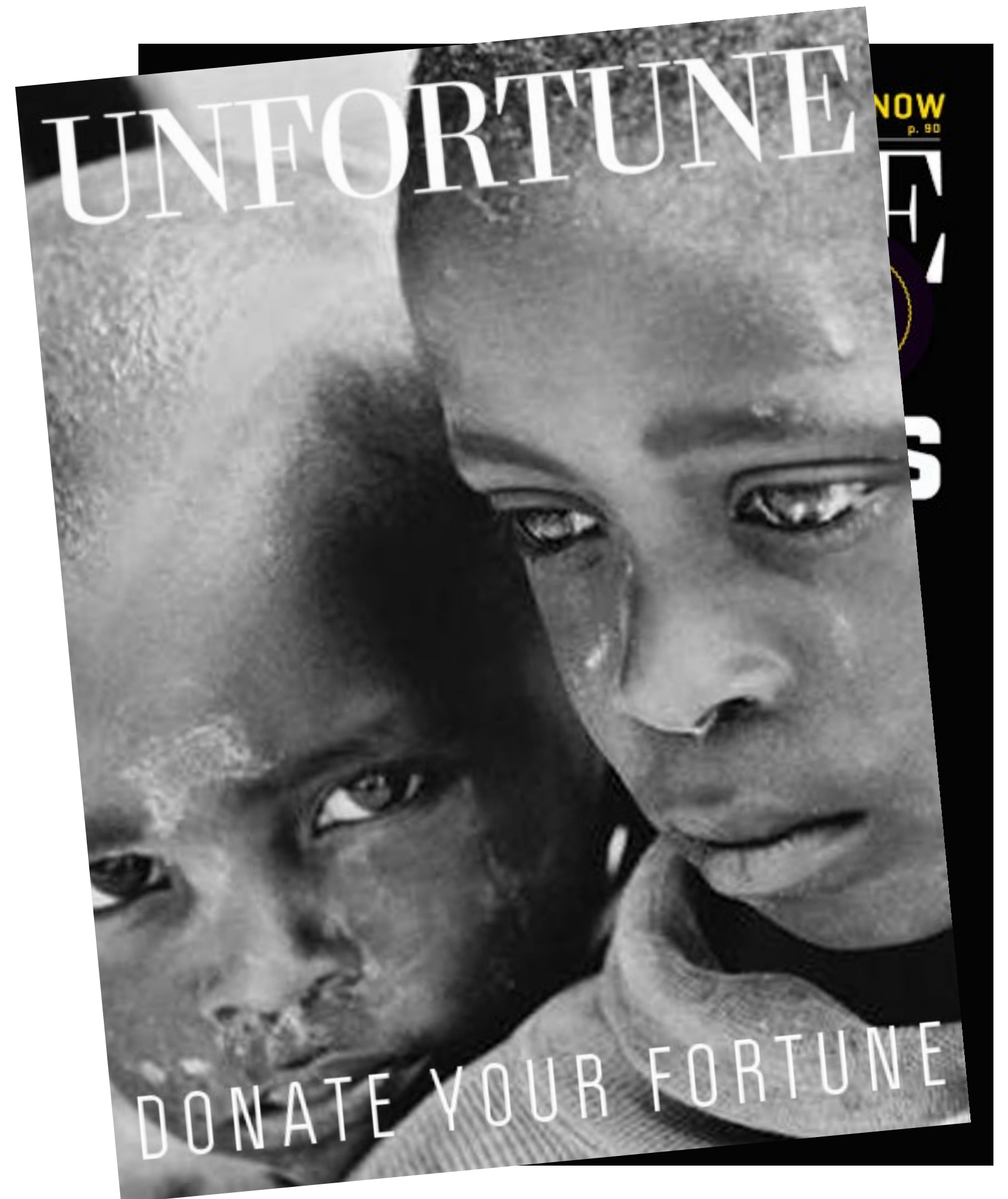
MECHANICS

The user enters his year salary and the calculator issues the user's percent of fortune which he can donate in money equivalent.

PROMO

PRESS

Before the special project launch we create special dust cover of Fortune magazine. It includes War Child information, promo materials, instructions how to donate and share your fortune on the back side of cover.



ACTIVATION

SOCIAL MEDIA

The user donated on the website shares it on his personal pages in social media and invites his friends to support the project and share their fortune.

