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Helpi is a non-profit organization which supports and builds sharing centers, where people can share food, clothes, and many other things.

The objective of this campaign is to spread awareness and encourage people to donate or even take part in supporting the whole process of sharing.





OUR TARGET AUDIENCE

- approximately 470 000 people in Slovakia, who identify as socially conscious, are not unemployed, and are aged 18 - 54 years
- core 18 - 39 years; 57% females; 63% urban household income mostly 750 - 2 549 €
- 59% foodies, 53% world explorers, 48% cultured individuals, and 41% image-focused

Source: LIVE Panel 2020 (Covid19 Wave 2)

VACCINATION CENTERS & PHARMACIES

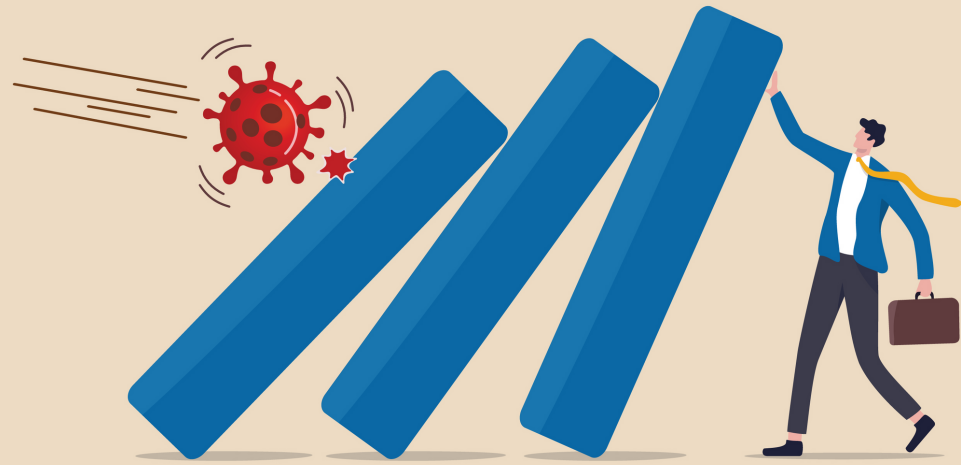


- a stand in vaccination centers with a pair of volunteers offering water to emphasize Helpi's social message
- a box for collecting financial donations to show how the system works
- providing information about Helpi and the possibility of donating corporate 2% of taxes, since many young professionals will frequent these centers
- promotion of our boxes in pharmacies, where customers can not only buy essential supplements but also donate them
- after making a donation in one of Helpi centers there is a possibility to get a discount voucher for vitamins in pharmacies partnering with us

PARTNERSHIPS WITH FOOD BUSINESSES



- boxes in cafés and restaurants at least for financial donations; leaflets, posters, and other information; ideally in cooperation with local staff
- stickers on food boxes from favorite restaurants with a call to action, such as “Do you want to help those who cannot afford this?”
- boxes for food donations in BILLA, Tesco, and Yeme (LIDL already has something like this, and buyers use it); accompanying extra information about Helpi branches and their activities; occasional presence of volunteers to attract people’s attention; motivating stickers on food products
- possibility to get discount vouchers for popular cafés, restaurants, and shops after making a donation in one of Helpi’s branches



SPECIFIC EXAMPLES

- when a customer comes to one of Helpi centers and makes a donation, they may be given a 15% discount voucher for an order in Regal Burger; this is a mutually beneficial strategy, which will support Helpi's cause and stimulate business for cafés and restaurants, which suffered greatly due to the pandemic
- similarly, visitors will be able to claim a discount voucher for food supplements in Benu Pharmacy, such as Vitamin D, which is recommended for prevention against COVID-19; pharmacies will benefit from this, and Helpi will use the momentum since people are currently more interested in health



AND SOME MORE...

- using the partnership with food stores for promotion of Helpi's activities
- fancy stickers next to the expiry date on products, for example reading "Is it ending? Don't throw away, donate!"
- engage Helpi at Google My Business; mark all sharing centers on Google Maps to make them easy to find and drive interest by having them visible there
- increase interest in donations by using influencers, who can promote the desirable activities



GOOGLE SEARCH ADS

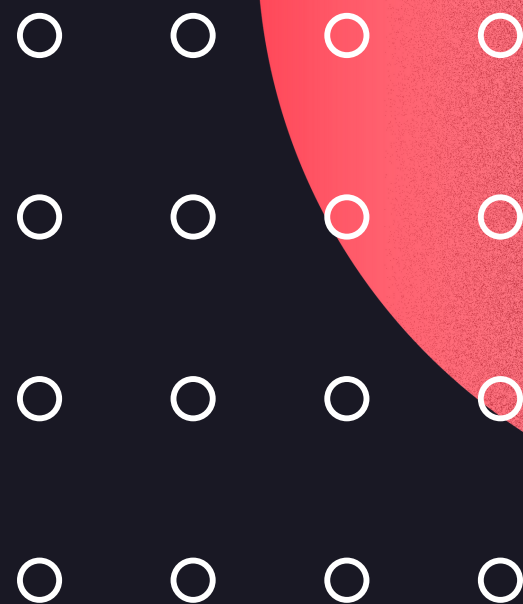


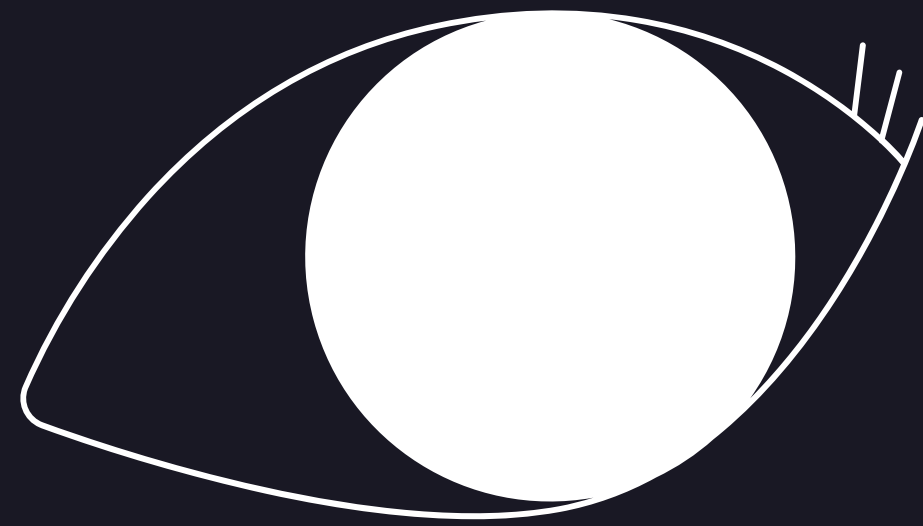
- utilization of approximately 4 000 € per year
- search ads will be targeted on users who, for example, search for clothes
- the ads will spread awareness about and encourage them to use the option to donate unnecessary clothes
- the message will be focused on making them consider whether they do own possessions which they do not need and which may be used to help people who find themselves in difficult life situations

OTHER STRATEGIES AND GOALS



- engaging artists and using cultural events to promote Helpi's cause; this is another point relevant to the pandemic where we can use the current situation for a good cause
- mobile app with a map of centers and boxes and other useful information
- leaflets and posters in high schools and universities and social media advertising in order to recruit volunteers
- hiring a pro-bono business professional to help us connect with companies and encourage them to donate their 2% of taxes





THANK YOU