



# Young Lions Helpin' Helpi to Help

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

We plan to focus on an audience of people who identify as socially conscious, comprised of approximately 470 000 individuals in Slovakia.

The plan is to meet our objectives by awareness raising and calls to action in cooperation with vaccination centers, pharmacies, and food businesses, as well as other means:

- volunteers offering water at vaccination centers in order to emphasize Helpi's social message
- a box for collecting financial donations
- boxes in cafés and restaurants at least for financial donations; leaflets, posters, and other ways of spreading information
- stickers on food boxes from favorite restaurants with a call to action
- incentive of vitamin and food discount vouchers for donating
- boxes for food donations in grocery stores + stickers on food products
- online campaign to promote donations and recruit volunteers
- using cultural events and a mobile app
- business networking in order to collect funding.

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