



Background information

Founded in 1945, CARE is a leading humanitarian organization fighting global poverty. CARE has more than seven decades of experience helping people prepare for disasters, providing lifesaving assistance when a crisis hits, and helping communities recover after the emergency has passed. CARE places special focus on women and children, who are often disproportionately affected by disasters. In 2017, CARE worked in 93 countries and reached more than 60 million people around the world. To learn more, visit www.care.cz.

CARE Czech Republic: opened in 2007, CARE Czech Republic is the only branch of CARE in European post-communist countries. With the support of the Czech donors – the Czech Government and thousands of private donors – we implement projects in Iraq, Syria, Uganda, Ethiopia, Georgia; and provide support in case of major humanitarian emergencies, such as post-earthquake relief in Nepal or famine in South Sudan.

History of the CARE package: we still use the parallel with the aid after WWII in Europe and current humanitarian crisis worldwide. Some of our oldest donors still remember receiving CARE packages with food when they were starving and keep supporting CARE to express their gratitude. Families in former Czechoslovakia were once in a situation similar to those suffering due to current armed conflicts, natural disasters or extreme poverty. The CARE package is an iconic symbol that donors can easily visualise as a concrete measurement of their donation: e. g. one CARE package with high-nutrition food worth 1 500 CZK provides therapy for a severely malnourished child in South Sudan for two weeks.

Brand Values

Defending dignity, fighting poverty

Poverty is injustice

Women empowerment: When more women work, economies grow. We help women to empower themselves to overcome poverty

Lasting change, long-term solutions

Self-help: we aim to help people to help themselves

Adapting poorest people to climate change

Key themes being tackled for the year

Food crisis in East Africa

Reconstruction of Iraq and Syria after war

The Brief

In the campaign realised in autumn and/or before Christmas 2018, we would like to tackle one of the biggest current humanitarian crisis: hunger crisis in countries of East Africa.

The U.N. has declared the global hunger emergency the largest humanitarian crisis since 1945. If the world doesn't act, the health and lives of millions of people in South Sudan, Somalia, Yemen and Ethiopia will continue to be in danger. More than 20 million of starving people are in the immediate risk of famine, out of it estimated 1.4 million children facing death from severe malnutrition. CARE is responding, our emergency teams are delivering lifesaving assistance. CARE is on the ground right now in all four countries and the surrounding regions. However, more help is urgently needed before this crisis escalates further.

The crisis is the result of prolonged drought, violence and insecurity. Consecutive years of poor rains and harvests have decimated crops across South Sudan, Somalia and Ethiopia. Families are dying not only from starvation, but also from diseases such as cholera and measles because they lack clean water and sanitation. Moreover, ongoing

fighting in countries such as Yemen prevents humanitarian workers from reaching many of the children, women, and men who need lifesaving assistance. As families are forced to flee their homes to escape violence or find food, their needs begin to multiply.

This mass displacement compounds the crisis. East Africa is home to approximately 4 million refugees and more than 11 million internally displaced people, who, though they have not crossed an international border, still live in tent cities, dependent on food aid and other external assistance. Women and girls bear the heaviest burden of these famine conditions, fetching water from increasingly remote locations, and making compromises to access food for their families — putting them at increased risk of sexual violence and failing to continue their education. As 20 million people face the threat of famine, there is truly a sense of urgency to respond to the alarming needs in these four countries. CARE provides food and livelihood support to the displaced, clean water, cash, relief supplies, nutrition support and protection of women and girls, and is responding to the cholera outbreak with clean water and cholera prevention kits, too.

Behind these numbers, there are individual stories of suffering and hope. In the campaign, we would like to underline the urgent needs of individuals threatened by famine, especially the most vulnerable women and children. The large numbers may seem unimaginable and discourage the support of prospect donors, but the real help and a chance to be self-sufficient again is an attainable goal on the level of individuals, families and communities.

Target Audience

Our donor database is similar to other NGOs: we receive donation more often from women, but men donate bigger amounts. We estimate that the average age of our donors is 60+ years. Higher-value donors (those who donate more than 10 000 CZK/year) are more often men, educated, of average age 50-60 years.

We would like to focus primarily on high-value donors who donate bigger amounts (single first donation of appr. 1000+ CZK), with a higher potential to become major donors. Our best donors are typically men, with university education (titles), from bigger towns in the Czech Republic. They are already oriented in the needs and work of humanitarian organisations – there is no need to educate them, but they need an emotional and concrete call to action with clear results they can achieve with their donation.

We have already addressed this type of prospect donors through advertising in liberal media (Economia), with good results.

Is there a certain character or personality type you would like to focus on?

Economically active liberals, socially sensitive people who believe poverty is unjust and has to be resolved and have enough resources to donate.

What would these people be interested in? Hobbies, lifestyles etc.

Hobbies: Politics and civil society, travelling, reading contemporary literature, attending film festivals, watching documentaries and following world news.

Lifestyle: They are probably working in an office or owning a small prospering business, they are earning average and higher salary. They are actively participating in a political life (going to elections, commenting current issues on social media, involved in their local communities' life etc.).

Insight

So far, we have been creating our campaigns on our own. A professional view, not affected by being an insider, will be very much appreciated. We want to improve our communication with new potential donors.

Photos and logos

<https://www.careimages.org/?c=5524&k=f2a37a900d> (each photo contains background information, often with an authentic story of a particular person)

Fact and figures

Over 20 million people remain severely food insecure with 1,4 million children acutely malnourished in East Africa (Somalia, South Sudan, Ethiopia and Yemen).

Somalia:

- More than 6.2 million people (half of the population), including 3.4 million children continue to be in need of humanitarian assistance.
- CARE has reached 586,588 beneficiaries through food security, livelihood nutrition, WASH, protection and health. The plan is to reach 1,6 million people in 18 months.
- After four consecutive poor rainy seasons, the forecast for the 2018 rainy season indicates average to below average rainfall in most parts of Somalia. A potential fifth poor rainy season in Somalia will worsen the availability of pasture and water, crop cultivation, livestock reproduction and access to agricultural employment.

Ethiopia:

- Lower yields are expected in central and eastern Oromia Region and in the Southern regions where the rains started late and were erratically distributed.
- The total number of people in need of urgent assistance still stands at 8.5 million.
- CARE Ethiopia has reached 1 516 004 beneficiaries through food security, livelihood, nutrition, water and sanitation programmes.

South Sudan:

- More than 4 million are displaced including 1.9 million internally displaced people (IDPs), with up to 85 per cent estimated to be children and women
- Violence and rights violations continue unchecked and have become a persistent reality for civilians
- CARE South Sudan has reached 597 168 beneficiaries through food security, livelihoods, nutrition interventions

Yemen:

- 22.2 million people are now in need of humanitarian assistance among which 11.3 million are in acute need of immediate assistance to save or sustain life.
- Cholera: 1 035 676 suspected cases with 2 224 associated deaths registered since 27 April 2017.
- Price and availability of food and fuel further worsened in December 2017 mainly due to the blockade and escalated conflicts and airstrikes.
- CARE Yemen has reached more than 2 million people with food security and water and sanitation programmes

Campaign objective

Acquisition of 2000 new donors, with average donation of 400 CZK; total income 800 000 CZK
The main aim is to reach to new high-value donors, the increase of income is secondary, but also important.

Key message

Due to the worst drought in the last 30 years, mothers in east Africa have literally nothing to feed their starving children. Please donate one CARE package of high-nutrition food to a malnourished child and save a life.
Please send your donation to account 243 308 210/0300, specific symbol 122018, or online at www.care.cz.

Tone of voice

The tone should be friendly, but not overfamiliar. We address older donors, so clear and simple appeals are the best ones. An emotional connection creates usually the most powerful appeal and best results, using statistics and appeals to the reason, or showing the large scale of the problem tend to have much lower impact.

CARE Brand Standards define the use of logos and colours.

Does/Don'ts

Texts:

- The CARE name appears as ALL CAPS in text.
- Avoid Jargon: the general public does not understand phrases such as “international relief,” “development organization,” “development work” and “development programs.”
- Describe participants with respect and dignity: words like “needy,” “helpless,” “hopeless” and “destitute” should be avoided. Describe people as “seeking to become self-reliant”, not as “helpless victims”.

Visual elements, photos:

- We have standards for the use of brand marks, brand colours must be followed.
- The images we use should reflect that girls and women are the heart of CARE's work.
- Try to avoid photos that imply hierarchy, such as a white health worker treating African children.
- Images depicting crises or emergencies should reflect the severity of a situation while always respecting and protecting the dignity of the subjects. Avoid images that depict death and extreme suffering.
- CARE uses a large photo database with accurate info on the subject depicted and their consent. Photos from outside sources should only be used when CARE images do not exist or are determined to be inadequate either technically or contextually. Images obtained from outside sources should not be used in any way that falsely implies a depiction of CARE programming. In limited instances, when existing images are inadequate or do not exist, creative license may be exercised, and situations may be staged provided the situation reflects real CARE programming and there is reasonable justification.

Budget

150 000 CZK for realisation of the campaign – printing, advertising.

KPI

We measure and evaluate all campaigns. Donations from donors reacting to the campaign will be differentiated by a specific symbol, or by online payments through a specific project on Darujme.cz.

organizer



in cooperation with



media partner

MÉDIÁŘ