

Date : March 2, 2016



It got picked up by UNHCR, the UN Refugee Agency, and a couple of weeks later we launched

our version 2.0 for the United States. Things can fly fast if they are fueled by creativity.

Working on a creative brief for an NGO can often allow agencies to take more risk than they would with their own clients, whether that means raising awareness, changing the public opinion or even better: raising funds.

Make it small, keep it easy and build on human behavior

Many times, the most simple and effective donation campaigns are also the ones that raise the most free publicity. If it taps in on universal human behavior, a broad spectrum of media are more likely to pick it up. And so it happened with the following campaigns.

Remember Tap Project for Unicef by Droga5?

<https://youtu.be/MB0AhU0Agq4>

A simple way to ask a small amount for a glass of water in a restaurant, something you would normally get for free. It also played on the feeling of going out for a fancy dinner while some of us have nothing.

And then there's the Rag Bag from DDB Stockholm:

<https://youtu.be/oHpfb58ABoc>

It recently won silver in the **design** category at the Eurobest festival. Like with the Tap Project, when you've bought something for yourself, you're more likely to give something away too. Especially when they've made it super easy to donate.

A whole different way of fundraising, is to do it with stock photos and Animal Copyrights by Cheil Madrid for **WWF**:

<https://youtu.be/DyQdXvrFUb0>

People searching for stock photography were now triggered to use photos taken by animals. Instead of buying a 'normal' photo, why not buy the one from an animal and support **WWF**. The photos and videos are great **social** and PR content too.

Forget about awards

Creating campaigns for good has become infamous for being too much award-focused. But awards should never be the one and only driver for creativity. Great human insights that will solve a problem should. And if we would all stick to that, we would really help any NGO further in their way to raise even more donations or getting new members.

Embrace universal recognized emotions and create for good!

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