



SAVE THE ONE IN A THOUSAND



OUTLINE



Rotary area of
focus



Task Before
Us



Insight
Drawn



The Big Idea



Amplification
Mechanics



Campaign
Projected Im
pact

ROTARY AREA OF FOCUS

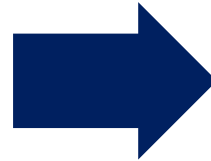
The Rotary Club has been at the forefront of the fight against polio, working tirelessly to eradicate this debilitating disease. Some remarkable achievements and contributions by Rotary in the battle against polio:

- Immunization Efforts:
 - Rotary, along with its partners, has immunized more than 2.5 billion children across 122 countries against polio.
 - This global initiative has led to a staggering 99.9% reduction in polio cases worldwide.
- Financial Contributions:
 - Rotary members have contributed over \$2.1 billion and countless volunteer hours to protect nearly 3 billion children from polio.
 - Their advocacy efforts have influenced governments to contribute more than \$10 billion to the cause.
- Founding Partner of Eradication Initiative:
 - Rotary played a pivotal role as a founding partner of the Global Polio Eradication Initiative.
 - Their efforts began with the vaccination of children in the Philippines in 1979.
 - Since then, they have relentlessly worked towards making polio a thing of the past.

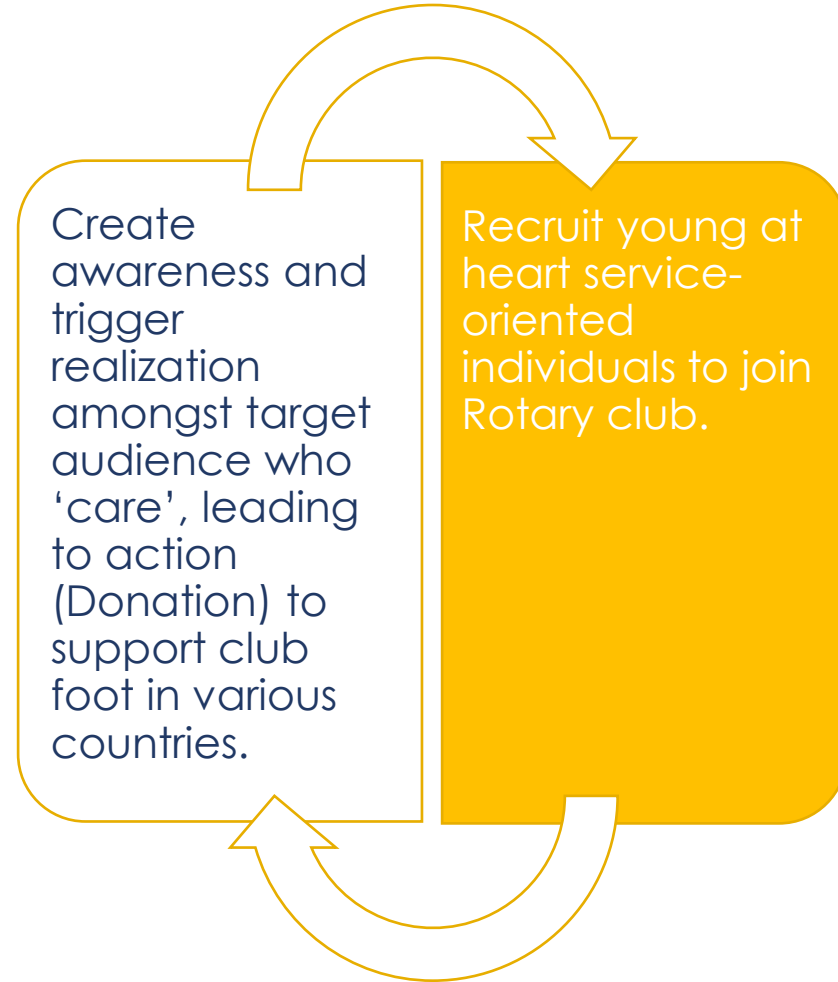


CHALLENGE

Apart from the negative effect the clubfoot has on the emotions of parents and relatives of the patients, the untreated clubfoot negatively impacts and reduces the participation of the patient in society resulting in physical, social, economic, and mental development challenges.



TASK BEFORE US



INSIGHT DRAWN FROM OUR DEMOGRAPHICS

18-45,M&F
Total Pop: 71M
Working class, self-employed, business owners and HNIs



They are passionate, empathisers, generous and are highly sociable.



Leverage world club foot day June 3rd to launch the campaign to drive awareness and empathy

THE BIG IDEA



SAVE THE ONE IN A THOUSAND

Spare a Naira To Save a Child

Direct relatives of the other **999** children lucky enough to not have the club foot, to be sensitized and recruited to donate to this cause

DRIVE AWARENESS PRE-CAMPAIGN LAUNCH



Rotary Club X Celebrities X Radio OAPs

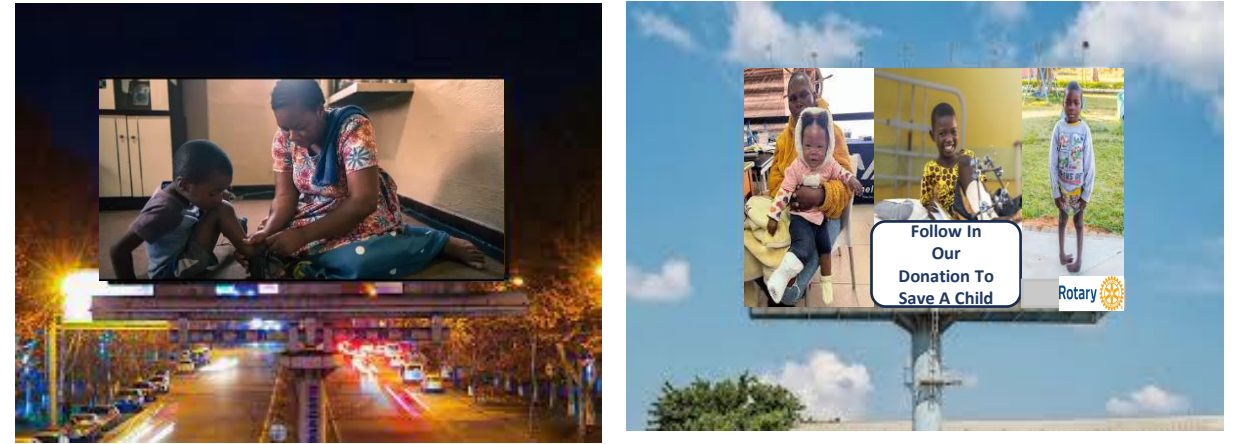


As we know Nigerians are emotional people and they get triggered to act when they can connect emotionally with a message.

- Leverage Philanthropists, influencers, celebrities and OAPs with high followership to drive conversation and awareness around June 3rd world clubfoot day encourage their followers to show support by donating.
- Crowdfund on social media using a GoFundMe link created by Rotary Club and shared by the selected influencers.
- Get partner celebrities to feature on TV news hour to talk about the campaign.

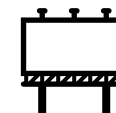


Rotary Club X OAAAN



Partner with Lagos state government and Outdoor advertising association of Nigeria to get value ad and further drive awareness.

- Deploy disruptive yet emotional messaging on the static (Pictures of children born with clubfoot) and LED boards(10 Secs video of mothers and their children soliciting for help) to drive talkability and action.
- Use of Geo fencing at locations with high footfall like malls, churches and marketplaces to serve our messaging to our target audience



DRIVE ACTION AND RECRUITMENT



X



Idea:

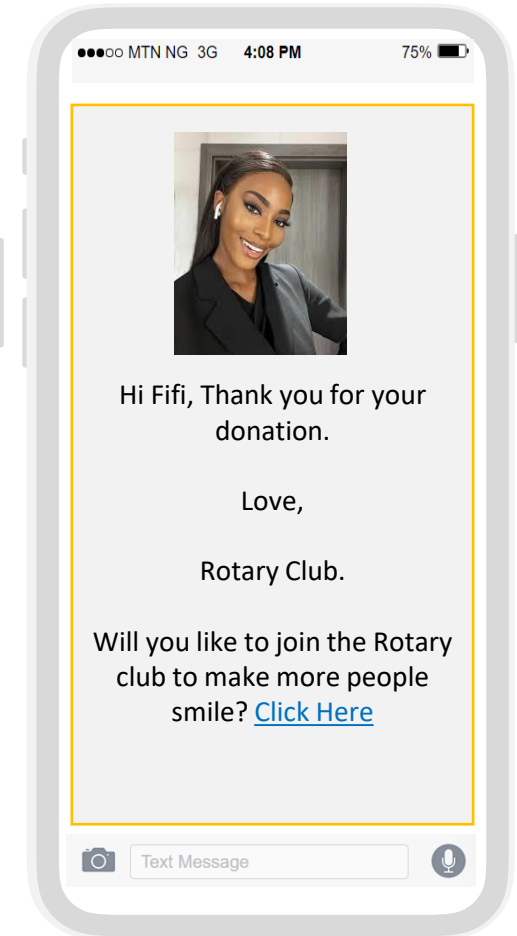
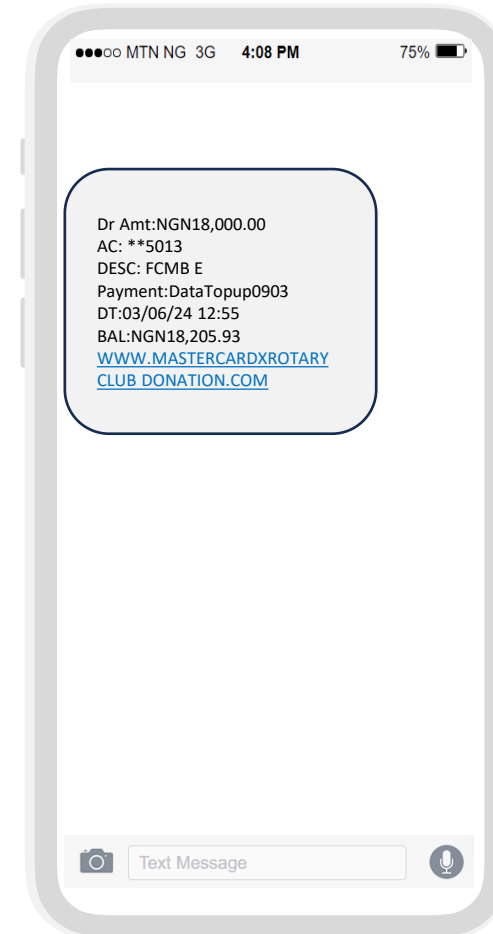
Leverage world club foot day to launch the 'Save The One In A Thousand' campaign.

Mechanics:

- Any transaction made using MasterCard (Virtual or physical card) on June 3rd will end with a pop up asking you to save one child out of the thousand born with club foot by sparing your 1N for each 1000 you spend on that day using your MasterCard.
- The debit alert will come with a Thank you for your donation link where donors can see their pictures and they can repost on social media to encourage more people to participate.
- Also, an option to join rotary club and make more people smile.

Why Mastercard?

- It is the second-largest payment-technology corporation worldwide.
- MasterCard operates with over 18 banks in Nigeria.
- As of 2022, 30% of cardholders in Nigeria had Mastercard.



SUSTENANCE VIA PARTNERSHIP WITH MTNF



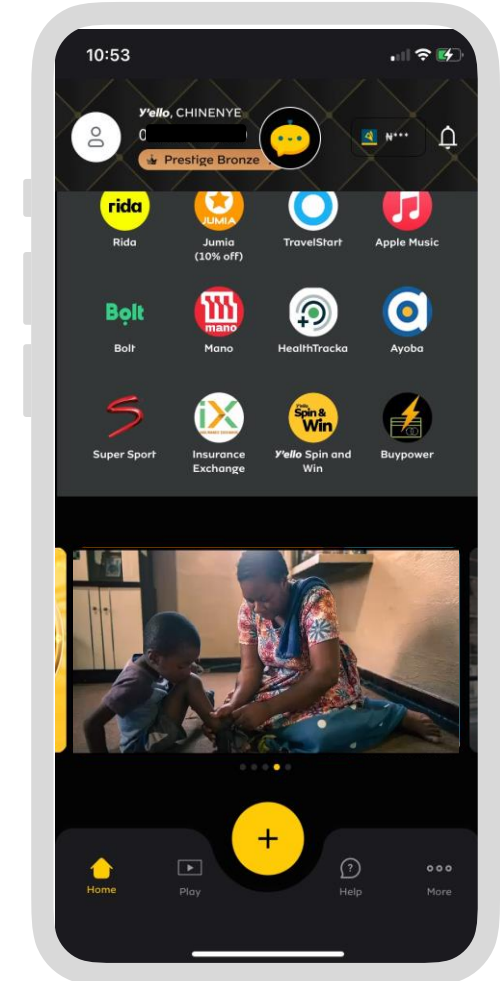
Idea: Partner with MTN Foundation and MyMTN app

Mechanics:

- Create a dedicated session on MTN Foundation for club foot to drive awareness, donation as well as urging donors to join the rotary club to continue to help the less privileged in our society .
- Partner with MyMTN app to deliver quick pop up 10 secs testimonials to users upon first view of the app.
- Leverage a 1-minute documentary opportunity of testimonials from beneficiaries of Rotary club and MTNF on YouTube to drive believability.
- Leverage radio jingle and hypes to sustain the campaign and continue to drive awareness.

Why MTN Foundation?

- They are in the business of making lives brighter for communities.
- Their three key areas include Mother & Child, Youth empowerment and Arts and culture.



CAMPAIGN PROTECTED IMPACT

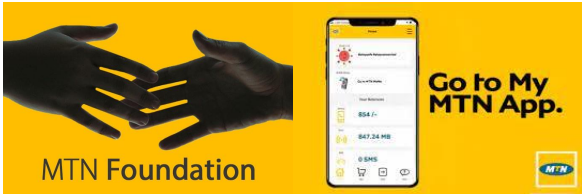
We intend to measure the success of this campaign based on the following;



Donations: 75M monthly
New Joiners 200 per
Month



Users: 30% of 250M
People.



App Users: 4M Users
MTNF Est Spend:28.8b

THANK YOU!

