

# #diaperdrive campaign entry

CATEGORY - STUDENT CAMPAIGN

## Statement of the Problem 10 max 100 words

Childcare is challenging and costly, especially for an NGO like Door of Hope (DOH) that is responsible for so many infants, spending an average of R5000 a month on each one. So, the challenge was to increase their social media following whilst converting some of their followers into donors, to increase the number of donations received. After a wobbly start, the engaging #diaperdrive campaign used humour and emotive language to evoke emotions and reactions from the online community of DOH to encourage them to be active and regular donors. After all, nothing says emotion and humour like babies at play.

## Research 15

The third year group of Strategic Communication students at the University of Johannesburg researched an NGO to work with that had communication challenges leading to challenges with their overall objectives. They identified Door of Hope, an NGO that looks after abandoned babies based in Johannesburg.

The initial research aim was to understand why with such a large following of 16 000 Facebook followers and 900 Twitter followers, the donations didn't match the size of their online community. Upon looking at the metrics, it was clear that engagement with the content was low, which meant followers were not really tuned into what the organisation had to say. The blog was getting little interaction because it was fairly new and had not been promoted by the organisation as yet.

The students found out that the organisation's aim was to get 10% of their followers to donate at least R100 once, which would result in a sizeable donation. The follower base had local and international followers, which meant the campaign would need to keep this in mind when deciding on the strategy and executing it. The initial idea was to get the community to tag each other to challenge one another to donate R100 and pass the challenge forward.

## Planning 25

The initial plan was for the students to develop the content for the four-week campaign and work closely with the responsible individual inside DOH tasked with managing the social media accounts. The content was prepared for #TagYourIt campaign, with an accompanying #DOHChallenge campaign line. The campaign targeted middle class, well-educated individuals with a steady income from different racial groups, living in the greater Johannesburg area that are active on Facebook and Twitter, as they would be able to afford to donate. They needed to love babies be family oriented as well, since the campaign was for an organisation taking care of babies.

The plan was to share the good work the NGO does and to appeal emotionally to people to donate towards a worthy cause. The content would be posted twice a day, both on Facebook as well as on Twitter. The posts had a lot of textual content that accompanied the images.

The initial objective in for the #DOHchallenge and #TagYourIT campaign was to encourage 10% of Facebook and Twitter followers living in the greater Johannesburg area to donate at least 1 baby consumable product. This would run for the duration of the campaign. All the content had to be approved by the operations manager of DOH and the content prepared upfront.

## Execution

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The group used the existing Twitter, Facebook and a blog to communicate the campaign. The organisation, after a week of receiving content from the group for the campaign to post it twice a day realised that it was quite a lot of work and so the students got permission to post the content themselves. For accountability, the group nominated one person to manage Facebook and another to manage Twitter. The blog was used to announce the #DOHChallenge campaign introducing it and explaining what would be happening over the coming weeks. The main focus of the campaign was Facebook and Twitter.

In the first week of the campaign, the engagement dwindled even lower than before the campaign was launched. It became evident that the content was failing to reach the hearts, minds and pockets for the intended audiences. However, the group, on looking at the engagement metrics, noticed that people appreciated posts that had actual babies from the home; they engaged more with those posts and gave them more attention than the other posts inviting donations. It was time for a strategy change.

After failing to meet the campaign objectives set with the #DOHchallenge the strategy changed to a more focused approach. The audience was asked to donate diapers, which DOH has a dire need for. The campaign thus changed to #DiaperDrive, which took off from the first post, drawing significant engagement.

## Evaluation

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The #DiaperDrive set new objectives of collecting 10% of the need for diapers. The content was not text heavy, favouring more use of images of babies, including memes and GIFs which the group created as well. The campaign also focused on providing content that resonated with people's emotions and took on a more humorous tone, contributing to the effectiveness of the #DiaperDrive.

Throughout the last two weeks, images of donations received were shared with the virtual community, motivating others to donate. This resulted in many more donations going to the NGO. These donations varied from diapers to purity, baby shampoo, baby creams and other consumables.

In changing the campaign objectives, the group still stuck to the 10% benchmark, however shifting to 10% of the diaper need. The total diaper need at DOH was calculated by the 8 diapers needed daily per baby, multiplied by the number of babies, a total of 60 and the 21 remaining days of the campaign (forming the 3 weeks) (51x8x21). Therefore the total diaper need was calculated at 8 568 diapers, making 10% of the diaper need a total of 857 diapers to be delivered by the campaign. The #DiaperDrive received 13 939 diapers from the donation received during the campaign, a total of 162% more than the **total** diaper need.

Their social media following also grew as a result of the #DiaperDrive campaign, with the Facebook following growing by 5.3% and the Twitter followers growing by 8.1%. This in only three weeks, once the campaign had been adjusted from the #DOHChallenge.

The WOW Factor

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Within only three weeks, the Facebook page grew by nearly 1000 followers. The target of diapers donated was exceeded by 1526%, not counting the additional consumables that were donated along with the diapers. This from a changed campaign mid-way through the execution.

## Testimonials – client and lecturer

### Client - Nadene Grabham

The Third year students were all very enthusiastic about their project and when their initial idea did not work out, they immediately jumped into a new idea. I was very impressed with their positive attitude in this regard.

We know that our FB likes are high when we get new babies or have adoptions and they seriously dwindle as soon as we ask for something. The girls picked up very quickly that when we post a need by using a photo of one of our babies , the attention to the post increases quite a lot.

The diaper drive campaign was well planned and well executed and we did receive quite a few donations over this time period.

We don't often get involved with school or university projects due to time limitations but it was a wonderful experience to work with the girls. Their initial presentation to me was well executed and their positive energy helped me make the decision to grant them the opportunity to do the project with Door of Hope and I am glad that it was a success.

### Lecturer – Maritha Pritchard

This was a well-executed campaign which lead to much-needed donations for abandoned babies – something that is very difficult to achieve. Considering the cluttered environment of social media and the decline of organic reach, awareness does not always translate into actual donations in real life, which is the success and ROI for this campaign. Students don't have budgets to work with as do agencies. The campaign was also successful in increasing Facebook metrics such as engagement and reach, which is a notable achievement. As their third year lecturer in Marketing Communication and Corporate Communication, I am very proud of the ROI of this campaign.

Supporting evidence

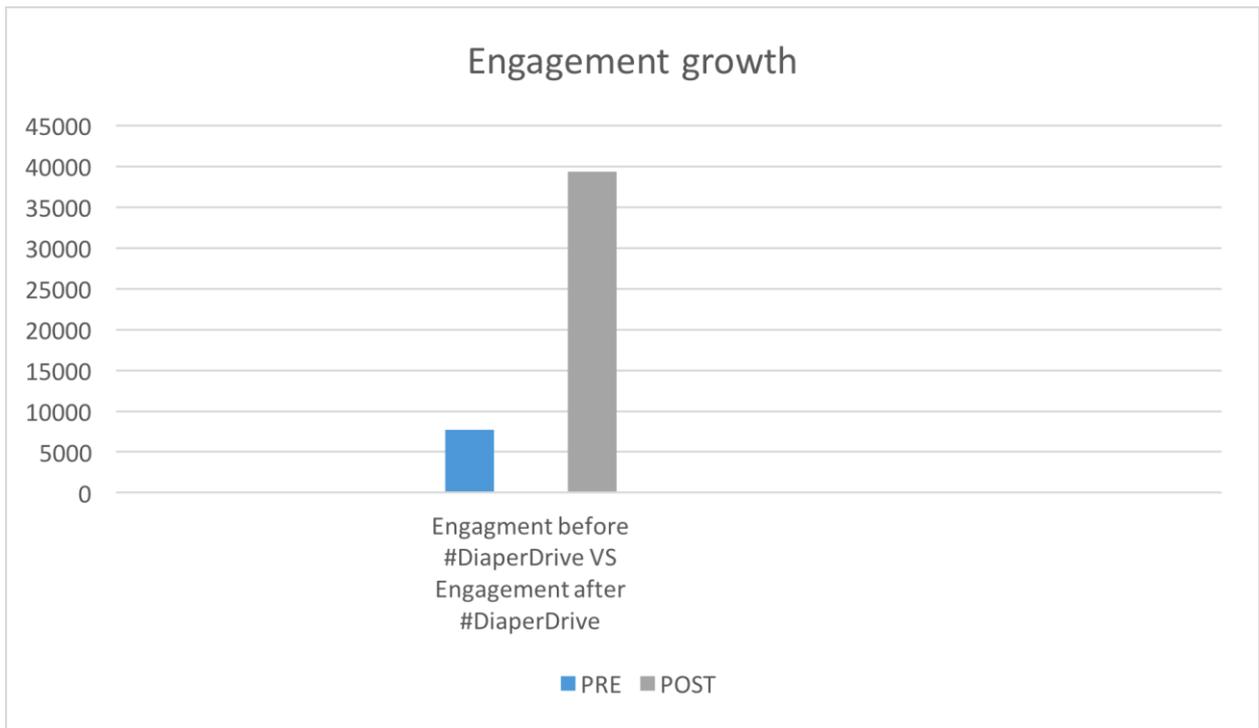


Figure 1: Engagement before the campaign was at 7684 and after the campaign it was 39360 on Facebook.

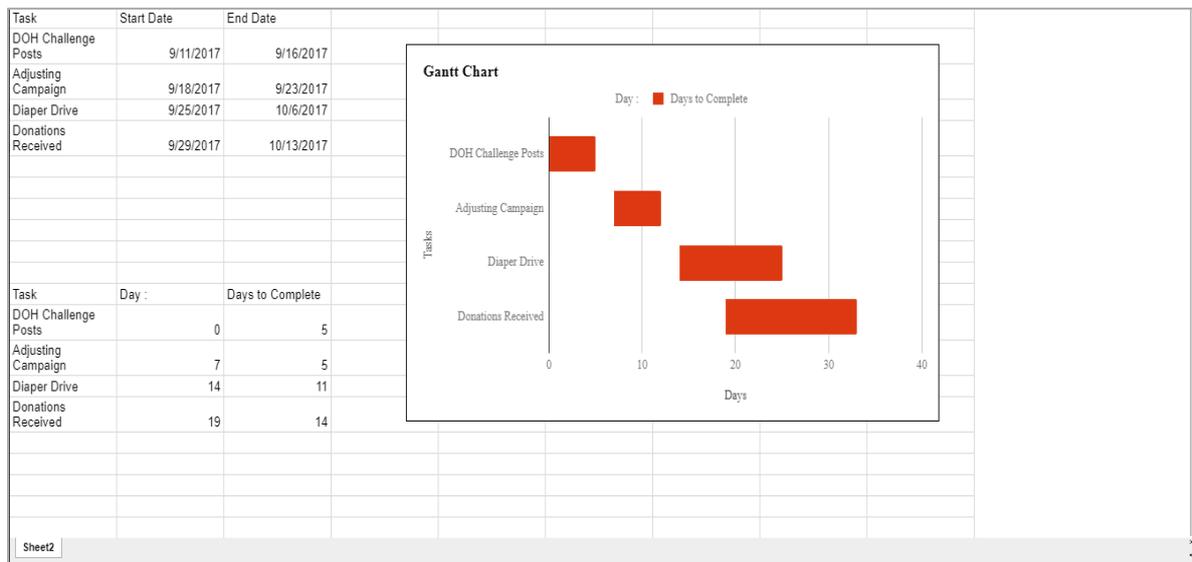


Figure 2: Campaign planning and timings.

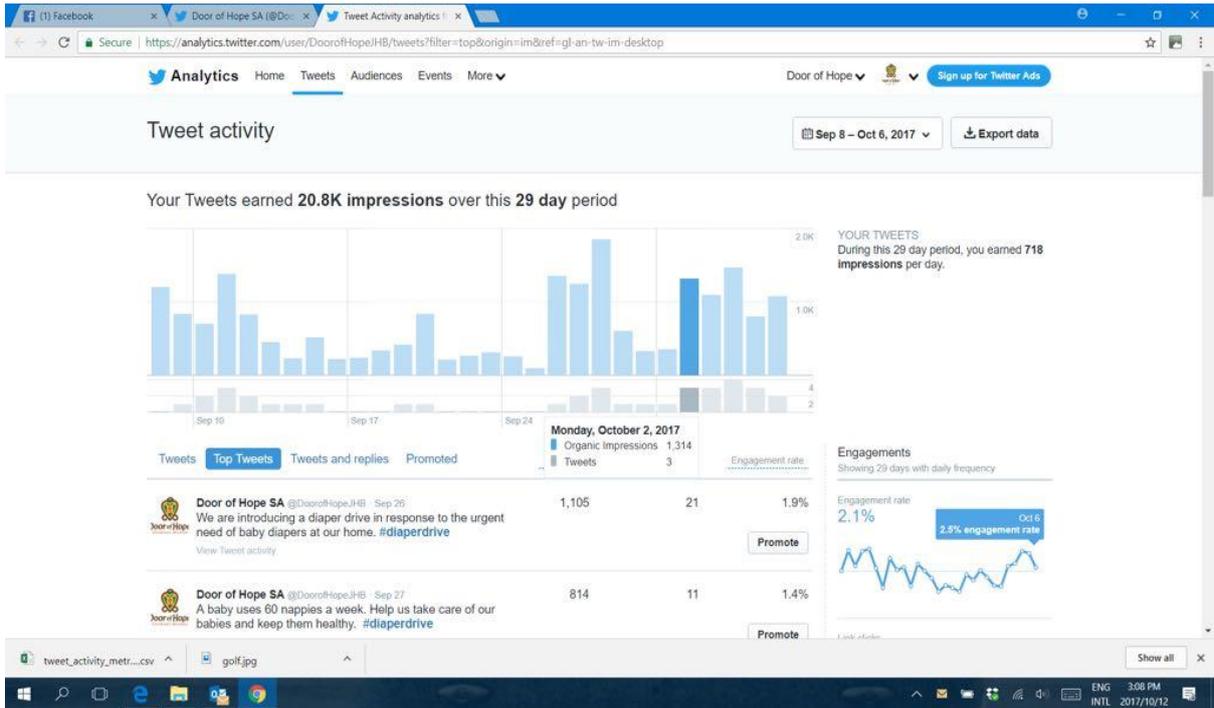


Figure 3: Twitter engagement pre and during the campaign.

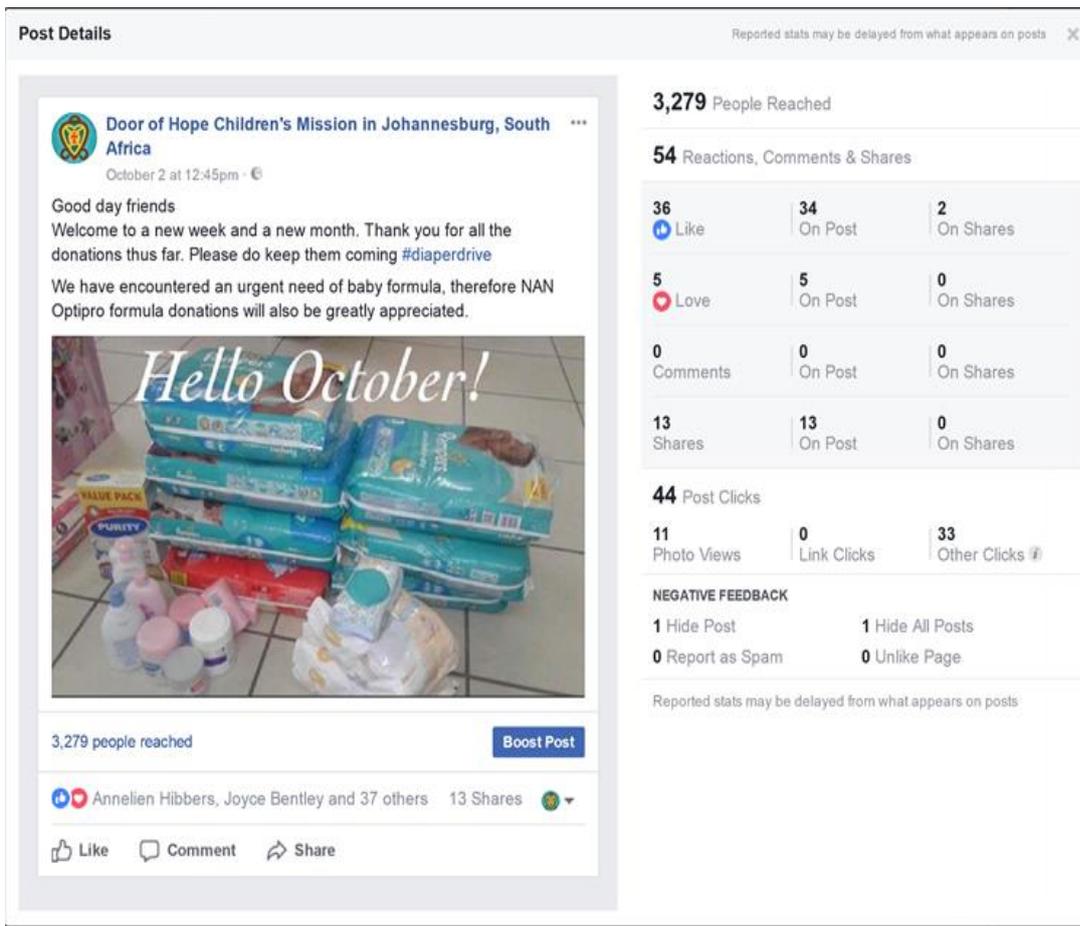


Figure 4: Call for donations and encouraging participation in the #diaperdrive campaign

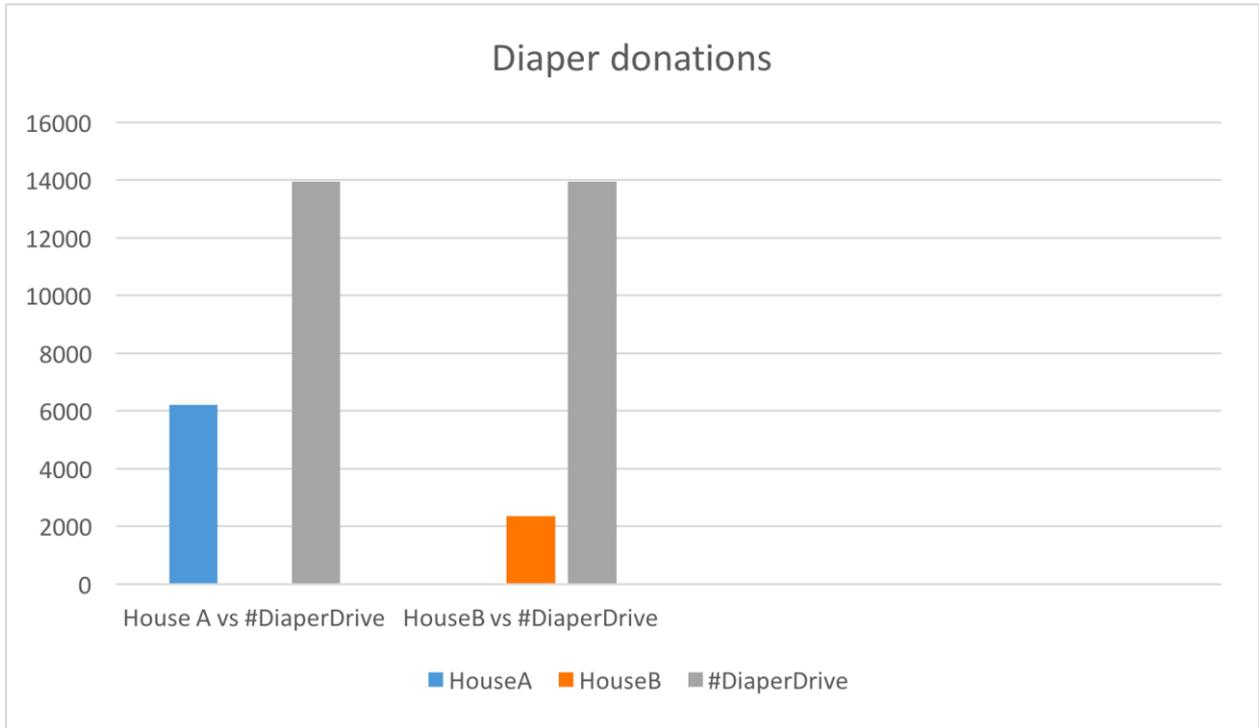


Figure 5: Graph showing Diaper Donations between House A and B