

BOLLOCKS TO POVERTY

doing it for
actionaid

Inspire people to say Bollocks to Poverty by giving a little bit of their cash to support ActionAid's work.

Background

ActionAid works with community groups in Africa, Asia and the Americas. We work with the world's poorest and most vulnerable people to fight for their rights to food, shelter, work, basic healthcare and a voice in the decisions that affect their lives. ActionAid doesn't see victims of poverty, we see people working to end it.

Bollocks to Poverty is the youth arm of ActionAid and is about doing things a bit differently. You don't need to put on coffee mornings or cake sales - you can do what you love doing - put on a gig, skydive, buy music online, pester your MP, volunteer at a festival and more. We meet young people at festivals, events and online where we encourage them to ditch the guilt, get outraged and say Bollocks to Poverty by doing something they love with ActionAid.

The Challenge

Up until now Bollocks to Poverty has been encouraging 16-25 year olds to help fight poverty by campaigning and raising money for ActionAid through a range of activities that are relevant to their lifestyle. Activities like organising music events, making art, skydiving, running a marathon, or more simple things like blogging and shopping.

Now we'd like to show our older supporters that they can also say Bollocks to Poverty and make a massive difference by giving £5 of their own money a month to ActionAid's work. £5 a month is just 17p a day, yet it will help to train people to be health workers, activists, skilled craftswomen and better farmers. It will get people together, educate them about their rights and help them demand lasting change from their governments.

The challenge is to suggest how we can inspire young people who love the Bollocks to Poverty approach to give £5 a month to ActionAid's work. We want the idea of giving money to feel as irreverent, exciting and rewarding as our other activities.

Target Audience

20-25 year olds who like the Bollocks to Poverty approach and can afford to regularly spend a bit of cash on a charitable cause.

Understandings

We have some understandings around the barriers to engaging the youth market with charities. Charities are associated with evoking guilt, this serves only to alienate the youth market who avoid negative emotion at all costs. Bollocks to Poverty aims to counteract this by communicating in a positive way, how good it feels to do something about poverty.

Young people are bombarded with empathy requests, leading them to become desensitized to charitable causes and indecisive about which to support.

Young people are cynical about where the money goes and this breeds distrust

and prevents them from donating.

It is difficult for young people to feel a connection with people living in poverty so far away, in what they perceive to be a completely different world.

Young people don't have large disposable incomes, although many of them can easily and will happily spend £5 or more on 'staples' like cosmetics, beer, phone credit, fashion, magazines etc. Giving to ActionAid needs to feel as affordable and rewarding as these other purchases.

Creative Requirements

The objective is to encourage the older Bollocks to Poverty audience to support ActionAid with a small regular donation. The ideas generated should look at media that appeals to the target audience, don't be restricted in your thinking about traditional media and consider cost effective channels – such as online – which are more feasible for a charity. Often the best ideas have the potential to work across all manner of channels.

Brand Identity

The Bollocks to Poverty style and tone guidelines and ActionAid brand details can be found in the Bollocks to Poverty project pack.

Mandatories

Creative executions must feature the ActionAid logo. If appropriate, you can also feature the Bollocks to Poverty logo. Both are available in the Bollocks to Poverty project pack.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>