Oz Child – Pass The Parcel

BACKGROUND

Oz Child Unite was a new fundraising program that was developed to encourage small-to-medium businesses to contribute to programs that assist vulnerable children in Australia.
The program was intended for businesses to make a one-off annual donation to assist children in need. In return, these like-minded businesses would be invited to a series of networking functions, leading to further business opportunities.
The challenge was to communicate the complicated message to a wide audience on a limited budget.

MARKETING OBJECTIVES

As the Oz Child Unite program was just launched, they were starting with a clean slate – that is, they had no participants. The pressure was on to get people to attend the first function.

STRATEGY

Their single-minded proposition was: *Help make a difference in your community and business.*
Oz Child Unite needed an efficient and effective way to reach their target audience and to increase the membership base. The message intended was that they wanted donation, but also offered a networking opportunity for businesses.

CREATIVE SOLUTION

The idea came about to host a children's party and the Pass-the-parcel game, with the intention that this was a place where children come together in a positive environment and that every child received a present.
Multiple mail packs were sent to their target audience and inside each envelope was another envelope. In total, there were four envelopes, each containing an invitation to attend an Oz Child Unite event. After opening the envelope, the initial recipient would be encouraged to pass the enclosed envelope to another business.
The envelopes were each made out of special wrapping paper, with a unique design that highlighted an area of Oz Child's work.

RESULTS

Clever use of mail helped Oz Child to reach four-times the number of their initial target audience.
Through follow-up communications, they have established that there has been an increased awareness of Oz Child's work in drug and alcohol abuse, domestic violence, foster care, outreach programs, disability and family support.

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