INSPIRING PEOPLE TO CARE

and GIVE in a meaningful way.

FLEISHMANHILLARD

Our Mission

We move minds, build brands, and influence outcomes through the relentless, passionate, driving pursuit and creation of the most inventive ideas in communications.
And we have fun doing it.

FACT: NOONE CARES ABOUT YOUR CAUSE AS MUCH AS YOU DO.
PEOPLE HAVE NO TIME.
THE WORLD IS A CROWDED PLACE.
TO CONNECT EMOTIONALLY TO WORKPLACE GIVING &GIVE
HOW DO WE GET PEOPLE TO CARE?

What we know:

Among US consumers, charitable giving is alive and well

and even kinda fun, especially as it gets empowered by new social media tools and global connectivity. (Think Ice Bucket Challenge)

- Why did the Ice Bucket Challenge and Potato Salad campaign go viral in such a big way? First, of course, they were enabled and empowered by social media, rendering time and geography irrelevant. But more important, the campaigns themselves had five things going for them: **They were personal, social, fun, satisfying to the giver, and they didn't ask for much.** (NYMag.com, 19 August 2014).

Americans like to give more than just money

An August 2014 Harris poll found that while two-thirds of Americans give money, about 75% donate used clothing, 53% donate food, 41% give their time or labor to a cause, and 18% give blood (HarrisInteractive.com, 14 August 2014).

Implication: consumers now have higher expectations about what "the ask" looks and feels like, and they expect more widespread facilitation of giving back from brands

- For the first time since 2008, charitable giving increased in the US, and the donations went far beyond monetary. A 2014 Harris poll found that 91% of Americans engaged in some form of charity in 2013 (MarketWatch.com, 14 August 2014). The most common donation? Used clothing. 73% of Americans report giving their pre-worn clothes to charity, while 66% forked over cash
- 53% of Americans have donated food, 41% have donated their time, and 4% made some kind of medical or genetic donation (including blood).

As of 2014, one out of every four Americans believes it's important to give something back

to the community and the world. That's consistent with historical trends, but during the Great Recession, that number rose to nearly a third of all US adults.

- More than half of all Americans give some portion of their income in charitable donations. Of those who do, most give between 5% and 9%.

Millennials are prone to give back

- 52% of Millennials volunteered at least four hours the previous month, while 46% donated at least $1,000 over the course of the year, according to the Achieve 2014 Millennial Impact Report (CBSNews.com, 29 December 2014). Consumers under 30 also topped all other age groups in declaring that volunteering is "a very important obligation," in a 2014 AP poll conducted by GfK.

What if we could inspire Federal employees to care enough to show it?

Make it fun and actionable.

We Need To Provide People With A Reason To Believe, Develop An Emotional Connection, And Provide An Easy Way To Identify And Play

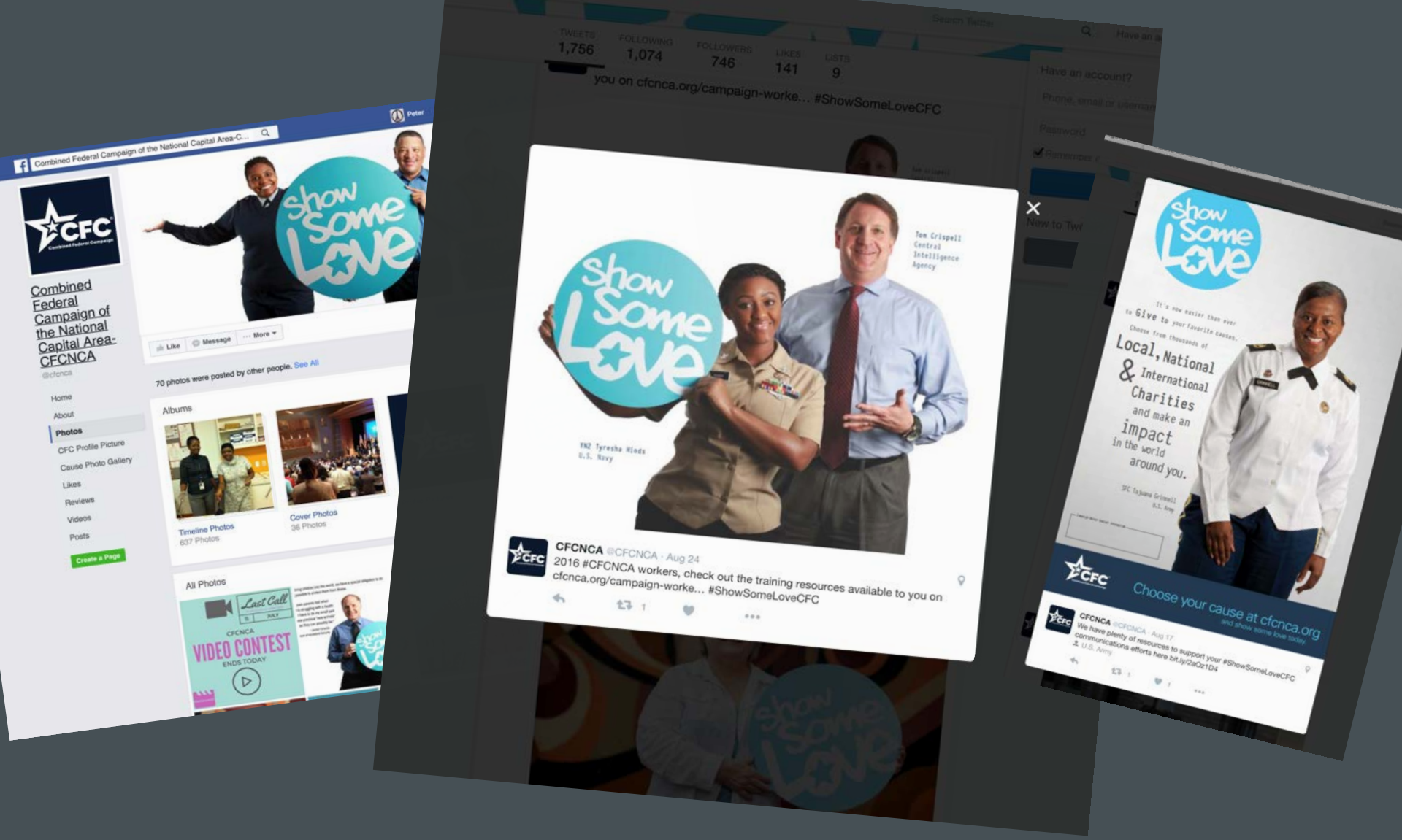
Make it strong enough to wrap a campaign around it.

Be bold.

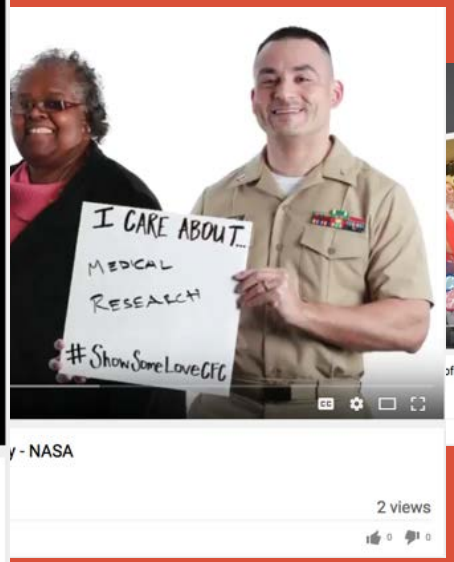
Feature real people

CONCEPT

Showing what people truly care about



Make it social



Inspire Participation

Provide Real Sharable Data

Campaign Wrap-up