

"The final lesson of learning to be independent
widowhood is the hardest lesson of all" -
Anne Morrow Lindbergh

The Challenge?



The Objectives

Sustain our support to existing beneficiaries.

Identify underprivileged windows who we can support.

The Aim

To raise donations from Corporate Bodies and Individuals and get underprivileged widows to register on the website.

The Audience

M/F, 18 – 45

Donor

- Individuals
- Corporate Bodies
- Government

Beneficiaries

- Widows
- Friends/Family of widow

PUTTING A FACE...



Friends/Families of widows



Widow



Donor, CEO Paystack



Donor, Country Manager
Google



Corporate Bodies



Government



Facts - What Do we know about Widows

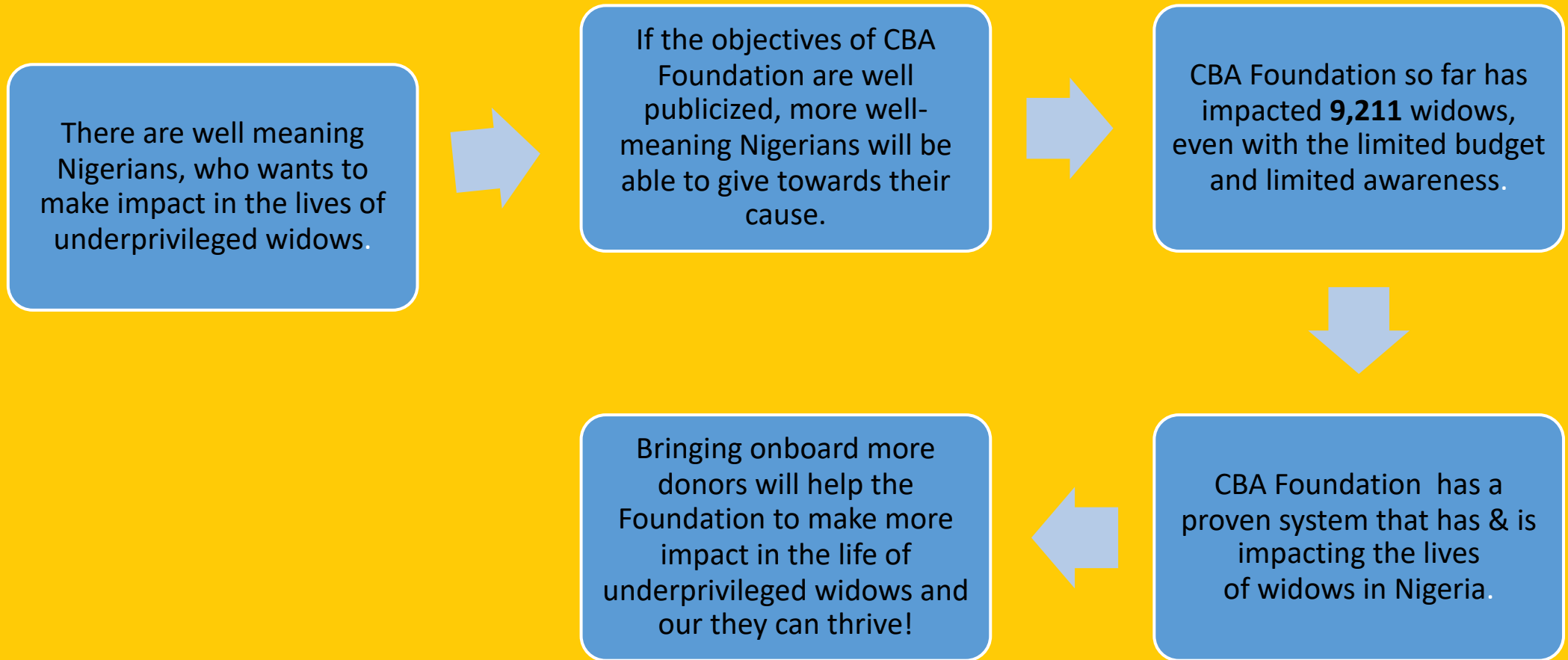
Often underprivileged women are too dependent on their husband.

When she becomes Widowed, she becomes vulnerable financially and lacks support from family. They are targeted by the predators for vested interest.

Widows in the society are not heard and those that were heard and empowered; the empowerment wasn't enough as the widow kept coming back, which has drained most NGOs .



Insights





Our BIG IDEA...
Widows Can Thrive!





We Will Focus On Awareness, Engagement And Call-To-Action Through Empathy



- Traditional Media



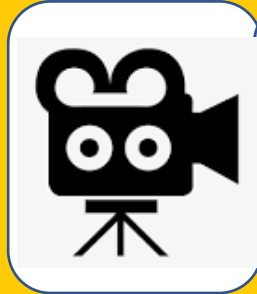
- Digital Media



- Influencer Community



- Donor / Partnership



Getting Widows stories

- ❖ Video shoot of widows that need help
- ❖ Testimonials of people that have benefitted from CBA Foundation



Partnership with Telecommunication company

- ❖ Use of caller tune and USSD code to raise funds from the Public



Call to action

- ❖ Leverage the use of static banner/GIF across Google display networks to drive awareness with CTA driving traffic to CBA Foundation website for donation.



HOW IT WORKS

Awareness

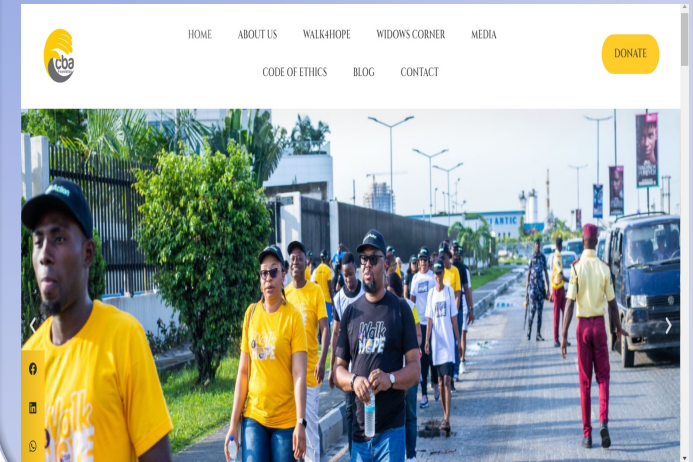
➤ To connect with Donors through emotionally video of a widow that needs help in order to build “Awareness” leading to “Action”.

➤ To create awareness for the underprivileged widows through testimonials of people who have benefitted from CBA Foundation to enable them register on CBA Foundation website

Engagement

➤ Partner with telecommunication company with the use of caller tune and *456*Amount# and the revenue generated from the caller tune would be donated to CBA Foundation

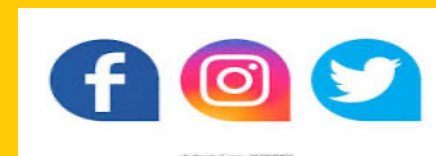
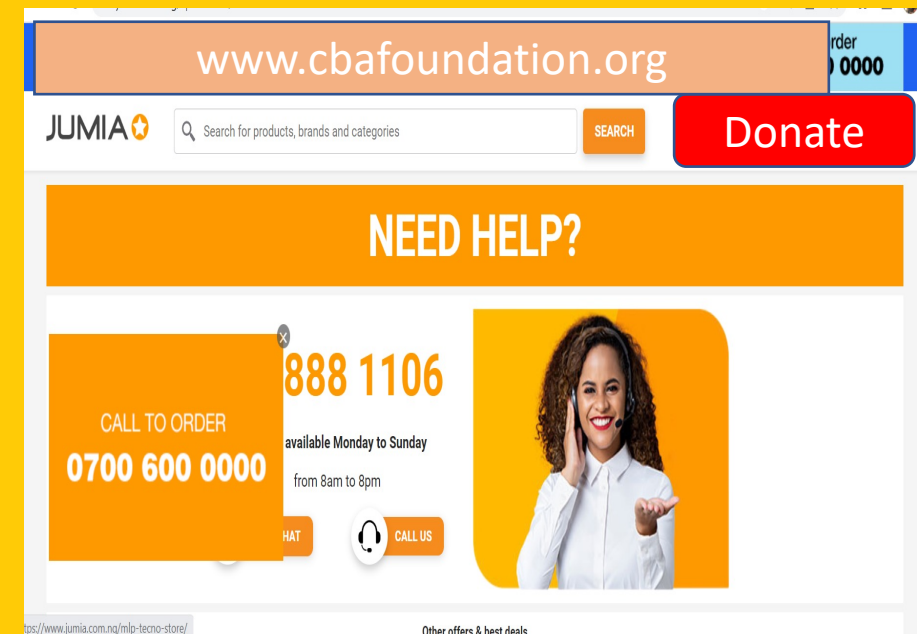
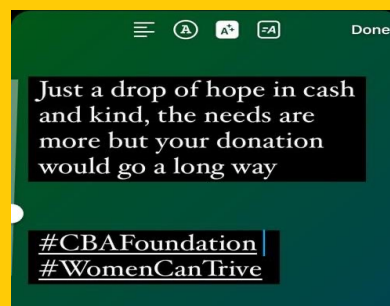
Call to action to the website



Media Channels We Will Be Leveraging



Incite Radio Conversation with OAPS discussing the need support CBA Foundation in order to help underprivileged widows



Have synchronized LED billboards in CBD areas, circulate Information about what is going on via prints.

SUMMARY

Challenge

To create awareness and trigger realization amongst meaningful Nigerians who care, so that they donate online via CBA Foundation website

Objectives

Sustain our support to existing beneficiaries and Identify underprivileged windows who we can support

Solution

Widows Can Thrive
Connecting emotionally with a video of a woman who needs support and testimonies of widows who have benefitted from CBA Foundation

Result

After two months of the Women can thrive campaign in Nigeria

- 40,000 Nigerians donated via the CBA Foundation USSD Code raising the #25,000,000
- 20,000 Nigerians visited and donated to CBA Foundation via the website.
- Two other brands showed interest in the women can thrive campaign as their Corporate social responsibility.

