
Fond Blanc Foundation

Creative Plan

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Children of the Fond Blanc orphanage in the small, mountainous community of Fond Blanc, Haiti

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Creative Objectives

- ❖ Increase awareness of the Fond Blanc Foundation and Fond Blanc orphanage locally and eventually nationally.
- ❖ Create a sustainable and effective social media presence
- ❖ Increase the number of child sponsors and donors
- ❖ Raise money for the Fond Blanc Foundation and the children of the Fond Blanc Orphanage

Strategic Foundation

Key Research Insights

Historical Background

Haiti has an extensive historical history dating back to 1697 when France took control of the smaller, western third of the island of Hispaniola and established the colony of Saint-Domingue. Shortly after, a plantation system was created and hundreds of thousands of slaves were imported from Africa. By 1789, African slaves outnumbered free people 10 to 1. It is not until 1804 that Haiti declared independence from France in the only successful slave revolt in the country's history. But all throughout the 1800s, Haiti struggled economically, due mostly to the indemnity of 150 million francs (approx. \$3 billion today) the country owed to France in return for their recognition of Haiti's independence. From 1915 to 1934, the United States occupied Haiti, gaining complete control of the country's finances until 1947, implementing policies that increased racial tensions, and dissolving many of the peasant population's land and subsequent resources. The country has a long history of political turmoil and it wasn't until 1995-1996 that Haiti experienced its first peaceful transfer of power. In January 2010, a 7.0 magnitude earthquake hit Haiti, 1.5 miles west of Port-au-Prince, the country's capital. Since the earthquake, at least 212,000 people (2% of the population of Haiti) have died and 1.1 million people are estimated to be homeless.

Conditions in Haiti

Today, Haiti has a population of 10 million people, 4 million of which are under 18 years of age. 70-80% of the population lack basic health care and 58.5% of the population live on just \$1.25 a day, below the poverty line, making Haiti the poorest nation in the western hemisphere. Only half the population has access to safe drinking water. 100,000 children live in orphanages, 300,000 children live with wealthier families in what are called *restavèks* where they are often forced into slave labor, and as many as 2,000 children a year are trafficked to the Dominican Republic or are living in the streets. Only a little over half of

primary school-age children are enrolled in school and less than 2% of children finish secondary school.

The Fond Blanc Orphanage

After the 2010 earthquake hit Port-Au-Prince, Haiti, an orphanage run by community leader Pastor Jean Claude, crumbled. With the help of his congregation members, Paul Young of Sure Foundations, and Next Step Ministries' summer mission trips, the pastor rebuilt the orphanage on the land he owned in the mountains region of Fond Blanc. But that was only the beginning. The children living in the orphanage lacked proper nutrition, educational opportunities, and basic care. As a result, Alison Praisewater and Andrew Atwell started the Fond Blanc Foundation with the goals of fostering an environment rooted in love and support, to help these children grow into thriving adults.

The Fond Blanc Foundation

The Fond Blanc Foundation supports what they call the "economic orphans" of the Fond Blanc Orphanage in Haiti. The children of this community are not orphans in the traditional sense - most of them do have at least one living parent - but they come from large families who cannot afford to meet the basic needs of every family member, a common situation in Haiti. Instead, the orphanage provides consistent nutriment of the children's health, education, and happiness.

The Fond Blanc Foundation is unique in that 100% of donations go directly to supporting the children of the orphanage. The Fond Blanc Foundation is already strong in its infrastructure and function, but as a small non-profit, it requires financial support to sustain its successes. The key to securing the future initiatives of the Fond Blanc Foundation is increasing its visibility. A concentrated effort on exposure within Wisconsin will be more effective than attempting a broad campaigning effort. A local start will mean a strong start.

In order to increase the visibility of the Fond Blanc Foundation and raise money for the children of the Fond Blanc Orphanage, the foundation is hosting a family friendly fundraising event at KEVA Sports Center in Middleton, WI from 1:00-4:00 pm on September 20, 2015.

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• 100% of the money raised goes directly to supporting the children of the orphanage• The staff has strong connections to the local Madison area communities• The staff is 100% dedicated to the cause• Willing to help any child and the Fond Blanc community• Strong website design that is clear cut and easy for donors to navigate and has been the template for our creative executions for consistency and to establish the “brand”	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Not well known locally or nationally• Limited financial resources• Lack of adequate social media presence by the Fond Blanc Foundation
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Madison is a progressive, affluent community with a lot of people who care about current issues in the world• Opportunities for partnerships with local businesses and organizations• The University of Wisconsin-Madison provides a plethora of student organizations supporting various causes and volunteering• Madison is the capital of the state making it a destination	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• There are many other similar causes and foundations that people can choose to donate to• It isn’t easy to directly connect to the orphanage from Wisconsin (ex: mail service, internet connection, etc.)• Potential for another earthquake that could ruin what is being built• Unstable government causes Fond Blanc to lack funding• Hesitancy of donors to visit due to unstable, dangerous conditions and hard to reach location

Key Strategic Principles

Target Audience

The target audience for the KEVA fundraiser in September is affluent, white families with elementary and middle school aged children. These families are comprised on individuals with college and post-graduate degrees. The target audience for the sponsorship campaigns are predominantly white families with individuals ages 35 to 44. These individuals also tend to have college and post-graduate degrees. The target audience for the social media campaign is a younger generation comprised of mostly high school and college aged individuals. These individuals influence those around them via their social media networks. All target audiences live in the the upscale ares of towns such as Waunakee, Middleton, Verona and the west side of Madison.

Positioning Strategy

This college-educated audience is skeptical of organizations lauding themselves as “non-profit,” and consequently will be impressed and swayed when they learn that 100% of proceeds go to the Fond Blanc Orphanage and that staff in the United States volunteer without pay. The fact that with Fond Blanc, “non-profit” means “non-profit” will be a powerful positioning strategy.

Important Product Attributes

- ❖ 100% of the profits go directly to supporting the children
- ❖ Consistently provides basic needs of food, shelter, education, clothing, and health care initiatives that support holistic child development (physical, social, emotional and cognitive) for 54 children that would otherwise be vulnerable
- ❖ The foundation covers all costs associated with the orphanage
- ❖ The foundation is a transparent organization with accessible staff

Customer Benefits

Sponsors will gain a personal connection with the child they are sponsoring by receiving postcards, letters, pictures and videos from that child. Sponsors will have the opportunity to write the child and communicate with them directly. Everyone who sponsors a child also receives a Fond Blanc Foundation t-shirt, monthly video updates from the Fond Bland Orphanage and a monthly newsletter from the Fond Blanc Foundation delivered via email.

Creative Plan

Creative Directives

- ❖ Create messages that appeal and resonate with Madison locals (our main target audience) with an emphasis on the positive portrayal of the children.
- ❖ Improve and increase social media presence through the use of hashtags and corresponding “challenges.”
- ❖ Create an overarching and memorable idea that transcends a single platform (WiLoveHaiti).
 - Repetition is key for memorability
- ❖ Across every platform, the fact that 100% of money raised goes directly to supporting the children is clear but does not necessarily have to be an explicit statement

Campaign Overview

Find Fond Blanc. Find Hope.

The Fond Blanc Foundation is a glimmer of hope in an otherwise struggling country. When you find the Fond Blanc Foundation, you find hope. Currently, there are a lot of foundations with similar focuses, and the Fond Blanc Foundation is buried in the mix. But the Fond Blanc Foundation is unique from any other non-profit organization. Its goals and values all focus on giving hope to 54 children and 100% of the money raised goes directly to supporting those children. The children of the Fond Blanc orphanage are living proof that where there is life, there is hope. You can see the positive impact your donations make in the smiles of every child at the orphanage. You can't give money without giving your heart first.

WiLoveHaiti

WiLoveHaiti is the repeated message and the Big Idea behind our promotional campaigns. “Wi” stands for Wisconsin and using it as the theme of our creative executions creates a mutual connection between those in Wisconsin and those in the Fond Blanc community. Our goal is to first and foremost raise local awareness for the Fond Blanc Foundation and the “Wi” for Wisconsin will resonate with locals. We suggest that the Fond Blanc Foundation use the hashtag #WiLoveHaiti throughout their social media posts to create a common thread across various platforms and begin to establish a significant brand. “Wi” also means “yes” in Creole, a language predominantly spoken in Haiti. When you say “wi” to sponsoring the children of Fond Blanc, you are sponsoring smiles.

Social Media

The Fond Bland Foundation’s social media presence on Facebook and Instagram is currently strong, however, their interaction with their followers could be increased. The following social media campaigns aim to promote this interaction so people feel an emotional connection with the foundation. Repetition is key, so implementing consistent hashtags that can be easily repeated in their campaigns will make their social media presence stronger. A weekly post will help the foundation maintain a social media presence with identifiable messages.

#PostcardsFromHaiti

Postcards from Haiti is a year-long social media campaign that creates an emotional connection between people in Wisconsin and the children at the Fond Blanc Orphanage. The idea is that every Wednesday, Allison Praisewater will post a child’s response to one of the follower’s questions. Each week, a different child will be featured and the questions can be reused if there aren’t enough to last the whole year.

The first post will consist of a vintage postcard with the saying “Greetings from Haiti” and an image of Haiti, like a postcard you would pick up at a tourist shop. The post will ask followers to comment questions or topics they would want to learn more about from the children of the Fond Blanc Orphanage.

“Greetings from Haiti! Do you have any questions for the children at the Fond Blanc Orphanage? What aspect of the Fond Blanc Orphanage would you like to learn more about? Each week, we will be sending you #PostcardsFromHaiti that will feature a response from a child at the orphanage. Comment your questions below and check back every Wednesday to see if you get a personalized shout out!”

Each week, the Fond Blanc Foundation will take the follower’s question and the response from the child with a request to report. In order to create a dialogue between the children and Wisconsinites, the child will address the follower by name in their response. The tag will also motivate other followers to contribute. The follower’s report will spread the word to other people who may not follow the Fond Blanc Foundation. When

thefondblancfoundation: @mclovinhagen asked, “What is your favorite subject in school?” Chilanda is eight years old and came to the orphanage in 2010. She is sweet and sass and all the younger girls look up to her. Here’s her #PostcardFromHaiti translated by Alison. #WiLoveHaiti

*Dear Abby,
My favorite subject is writing. I want to be a lawyer when I grow up.*

followers see a personalized shout out, they will want to feel that sense of gratification themselves, thus creating an emotional connection that transcends language and geographic boundaries.

Facebook Challenge - #FBFJumpForJoy

As we were getting to know these kids through the Fond Blanc Foundation's photos, we noticed that jumping rope is one of the favorite activities at the orphanage. Jumping rope brings joy to the kids and the goal of the challenge is to give them even more joy to jump for.

The premise of the challenge is that participants will post a video of their attempt to jump rope 54 times - one jump for every child at the orphanage - without messing up. Participants will be challenged to donate a dollar for each jump they do not achieve. For example, if someone only gets 36 jumps, they will be challenged to donate \$18 to the Fond Blanc Foundation. Anyone who successfully jumps 54 times will be encouraged to donate \$15, which is the equivalent of one month's sponsorship. Participants will also nominate two friends to then complete the challenge.

This challenge has the potential to go viral because jump ropes are readily available in most households, it doesn't involve a lot of effort, and it's a competitive challenge with an emphasis on positivity. Further, it strengthens the connection between the kids in the orphanage and people around the world.

The launch of the campaign will feature a video of a few of the Fond Blanc Orphanage children jumping rope while the rest of the children cheer and count for them. The children will then say, "We nominate you!" in either Creole or English.

Instagram Challenge - #ChickenAndRiceChallenge

Whereas the #FBFJumpForJoy challenge emphasizes positivity, this #ChickenAndRiceChallenge serves as a humbling reminder of how fortunate we are.

Participants will be challenged to substitute their normal dinner for a meal that the children look forward to twice a week. The children eat primarily beans and rice, so chicken is a highly anticipated treat. Participants will post a picture of their plate of chicken and rice with the hashtags #ChickenAndRiceChallenge and #WiLoveHaiti. For vegetarians, they can eat rice and beans instead, which is still appropriate because it is the primary meal at the orphanage.

To raise money, participants will be encouraged to donate \$18 to the Fond Blanc Foundation, which is enough to feed one child chicken and rice for a month. Of course, every penny is appreciated, so if \$18 is too much, they can give however much they can afford. Participants will then nominate two friends to complete the challenge.

The launch of the campaign will feature a picture of one of the Fond Blanc Orphanage children eating their chicken and rice with a smile on their face. The caption will say, "(Child's name) nominated you!"

Sponsorship

We want to increase awareness of the Fond Blanc Foundation locally and increase donors and sponsorships. Our sponsorship campaign will consist of print ads with pictures of the Fond Blanc children smiling and the tagline "Sponsor Smiles." These ads will be shared across the Fond Blanc Foundation's various social media accounts. We want to focus on the positivity of the community and show that it doesn't take much to instill hope and happiness in these children. We also have created a chance to connected current sponsors with future sponsors with out "We Said Wi" campaign. Prospective donors can learn about current sponsors that said "Wi" to the Fond Blanc Foundation.

Fundraising Event

The Fond Blanc Foundation will be hosting a family-friendly fundraising event at the KEVA Sports Center in Middleton, WI on September 20, 2015. The event is targeted towards local members of the community with elementary and middle school aged children and grandchildren.

Promotion

To promote the event, we have written two potential scripts for a TV news spot, a press release, and made flyers and brochures. We will also post pictures of the Fond Blanc children holding up their hands showing the number of days until the event as a countdown and incorporate the children doing the Wisconsin "W" in Badger clothing and use the hashtag #WiLoveHaiti during the lead up to and on the day of the event. Seeing a tangible connection between the Wisconsin community and the Fond Blanc community creates an emotional connection and increased investment in the cause.

Revenue

The event will cost \$10 a person and families with two or more children will get a family discount deal (potentially \$35 for the family.) We will host a silent auction of items like Wisconsin sports tickets, signed UW memorabilia, local restaurants and hotels, gift baskets, etc. We will sell baked goods and each baked item will have a tag with facts about a specific child at the Fond Blanc Orphanage. We will also sell T-shirts donated by our sponsors Adidas, Nike, Mueller's and The Burish Group with #WiLoveHaiti" and the state of Wisconsin on them for \$10 each. On the back of the shirt will have the sponsors names. The Burish Group of UBS Financial Services will match ticket sales up to a specific price point.

Activities

At the event, there will be a band playing on the outside stage. Silent auction tables will be located in the two indoor soccer fields, there will be an indoor children's soccer game and an outdoor adult volleyball game. Attendees will have the opportunity to take a picture with Bucky and take a picture in a cutout that looks like a polaroid that says "WiLoveHaiti." Postcards can be written by the children at the event to send to the children of the Fond Blanc Orphanage. There will also be a banner that says "WiLoveHaiti" where attendees can trace their hand forming the Wisconsin "W" on the paper to represent their love and support of the children of Fond Blanc. Inside their traced hand, they can sign their name and pledge to donate to the Fond Blanc Foundation.

Preparation

In order to prepare for the event, there are a variety of things that need to happen. Find local businesses, organizations and/or families that are willing to donate auction items like Blackhawks, Packers and Brewers tickets, Wisconsin football, basketball, hockey, and volleyball tickets, signed Wisconsin athlete pictures and merchandise, gift certificates to local restaurants and businesses, gift baskets, vacation stays, etc. Recruit a student band that is willing to play at the event for free exposure, such as bands that have won Badgeroo, a student music competition, like North Breeze Band, Sean Crain, Matt Schabel, Ryan Lane, etc. Postcards will need to be made to send to Haiti as well as a life-size cutout that looks like Instagram to take pictures with Bucky.

Potential Partnerships

Local Coffee Shops

Espresso Royale already sells Haitian coffee and donates to the Thiotte region where the coffee is grown. Other coffee shops might be interested in getting involved in a similar way. Coffee shops could also use coffee sleeves with facts about the Fond Blanc Foundation and about Haiti, including the hashtag #WiLoveHaiti

Student Organizations

Student organizations like One Egg, a public health organization to prevent malnutrition, specifically in Haiti, already exist. Sigma Alpha Omega is a Christian sorority on campus and they might be interested in helping the Fond Blanc Foundation since it The Foundation and the community have strong religious ties.

Haitian Businessman

The father of a friend of ours is originally from Haiti and now runs a poultry business based out of Miami that ships primarily to Haiti. We have written a letter to him as a potential investor to see if he would be interested in getting involved with the Fond Blanc Foundation. He also may have connections to other prominent businesses of influential leaders in Haiti that could help support the Fond Blanc Foundation.

The Burish Group of UBS Financial Services

If approached by the Fond Blanc Foundation, they have agreed they would be willing to match donations of a given, specified amount.