

I skipped school often
and spent most of my time in detention.

But Dan saw my potential
and signed me up for tennis lessons.

The more I attended,
the more I let go of my tension.

Dan listened when I was ready
and was persistent with me.

I've started paying attention in class
and intend to stay on the right path.

Ten dollars a month adds up to a brighter future.

1000
@10
CLUB

With 1000 monthly donors,
we can rewrite more stories.
Help New Zealand's youth at springboard.org.nz



Context

As people witness the proven impact of Springboard on young people’s lives, their willingness to contribute increases.

Insight

The compounding effect of \$10 donations improves the life of young people.

Written Explanation

In this double-page spread, we read the story of a young person on their journey towards a better life. We notice the repetition of the word “ten” highlighted in each line, representing the compounding impact that \$10 donations can make over time.

We envision this concept becoming a larger campaign featuring other inspiring stories. “Ten” can be highlighted in single-word billboards (ex. potential), and its repetition can be used in radio and video scripts. This makes this concept flexible and long-lasting.