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YOUNG LIONS  
COMPETITION   
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THE BRIEF IN ONE SENTENCE:

How can we use print as the catalyst to recruit 1,000 donors each committed to investing \$10 per month?

## BACKGROUND

Springboard was founded in 2002 on the belief that every young person deserves equal opportunities to succeed, to live a healthy independent life regardless of their background, race, religion, or home life. The programs provide a complete wrap around support network (see appendix for detail on this).



These give young people opportunities to gain education qualifications, receive training and mentoring support, get into employment, work through deeper issues alongside health professionals and create a sense of belonging so that young people feel safe, and championed.

There have been compelling proven outcomes from Springboard's programmes, including a significant reduction in youth crime in Rodney and a decrease in Youth Justice referrals attributed to their work. As a result Foundation North has invested to scale their work across the region.

## THE CHALLENGE

Springboard has devised the idea of the '1000@10 Club' focused on recruiting 1,000 committed donors who are prepared to donate \$10 per month.

When you think about it that's much less than we pay each month for a Netflix subscription. In a cluttered charity market always looking to the public for donations of any kind, the challenge is to motivate people to the join a team of committed ongoing donors.

## TARGET AUDIENCE

The primary audience is likely to be a 30-60 year old age cohort.

These will be parents, grandparents, school teachers, early childcare teachers, uni staff as well as aunts and uncles who are watching youngsters in their own families and whānau grow up and face the challenges life presents. They hate the thought that young potential is being squandered.

## WHAT ACTION DO WE WANT THEM TO TAKE NEXT?

There is a 1000@10 page online and a donation QR code that can be incorporated to enable ease of donation. Please see accompanying documents.

## INSIGHT

Once people visit Springboard and find out more about the impressive extent of their work and its proven impact, motivation to support skyrockets.

From their own experiences with kids and young people, our audience knows it takes a sustained effort and energy to support young people in this way. It's not a quick fix. All tamariki and rangatahi need time, attention, and involvement to deal with issues or build their sense of agency and self belief.

There's an opportunity to play to the identity and values of potential donors: 'we're the kind of people who know what it takes and want to support this work properly.' You might explore giving them a sense of being in on something special a way to fund pioneering social change?

## STRATEGY

We're keen to see you develop a strategy and idea in your response.

## KEY MESSAGE

# \$10 A MONTH WILL TRANSFORM YOUNG PEOPLE'S LIVES.

**Why is this true?** \$10 per month doesn't sound much but add up lots of these and Springboard can extend and widen the services it provides to change more young people's lives for the better. Just ask the young people we've worked with over the last 20+ years.

## PERSONALITY

Like a great coach, Springboard believes in young people when they struggle to believe in themselves. It is utterly committed, unwavering and 'stands in the corner of any young person who needs a helping hand'. Springboard knows how challenging life is for young people but always remains positive, supportive and confident knowing that its programmes make a huge difference.

## CAMPAIGN DO'S AND DON'TS

- The key thing to remember is that people are investing in changed lives not specific programs or us as an organisation, so the narrative needs to align to that.
- You are welcome to treat the 1000@10 as a kind of product brand. The client has created a lock up and it has its own donation page.
- The youngsters are vulnerable and we owe them a duty of care so we don't want to feature them in creative.
- Consider the idea that it's an 'easy in' at \$10 per month (cheaper than Netflix, and a happy conscience)
- Positive language always and we want to focus on the impact we can have when we support young people.
- No shock tactics, nothing heavy and confronting we're all about empowerment and pathways to a brighter future.

## SPECIFIC DELIVERABLES

A creative use of print strategy and plan that is simple and can be rolled out via our owned channels with minimum budget. In the spirit of a pro bono project, we'll be using donated media to execute the idea and so the production budget will need to be lean too.

We'd like creative that can be used over time and is not limited or tied to a key date or short campaign timeline.

Please consider assets and strategies that we can get our partners to share for free (our corporate, philanthropic and community partners) to help us amplify by giving them a 'ToolKit with instructions for how to share on our behalf.

## SUBMISSIONS SHOULD INCLUDE:

- Single double page spread A3 landscape print ad (42 x 29.7cm). If you have a creative idea that begins in this print format but extends beyond, we are happy to accept this.
- The written explanation (300 words)
- Cultural/context information (150 words) Please explain any cultural terms, references or context which you feel need explanation.
- Insight (150 words) please explain the insight and strategy behind your work, e.g. target audience, insights relevance to the brief.

## JUDGING CRITERIA

### CREATIVITY

50%

Is there a driving creative idea with potential for industry impact?

### STRATEGY

20%

Is there a strong idea at the heart that brings the campaign together?

### RELEVANCE

20%

Relevance to the brief: Is there an insight that unlocks the target audience?

### EXECUTION

10%

How deep is the understanding of the brief/challenge?

## ELIGIBILITY

To be eligible to compete in the Print competition the team must be made up of two young professional, age 30 or under, born on or after 23 June 1992 working in creative communications / advertising/ digital agencies.

Freelancers will be accepted to compete in this competition.

In-house creative teams from client companies will be accepted to compete in this competition.

# APPENDIX FURTHER DETAIL AND INFORMATION

## PREVENTION PROGRAMS

- Boxing, Fitness and Mentoring - The Boxing Academy encourages young people to stay active, learn new skills and disciplines.
- Community Mentoring - Matches young people (9-14) from the community with community mentors to give respite to parents and experiences or opportunities for young people to connect and build trusted relationships with an adult outside of their immediate families.

## INTERVENTION PROGRAMS

- Impact Alternative Education - Works with youth (13-16) for whom mainstream education has not worked out for them. The goal is to get young people believing in themselves to gain a Duke of Edinburgh Award or NCEA Level 1 credits.
- Youth Service NEETs (Not in Employment, Education or Training 16-18) - Mentoring for young people who need support in education or employment. The young person is appointed a Youth Coach who assists the young person with goal setting, provides mentoring and meets regularly with them.
- Youth Service Youth payment/ Youth Parent Payment (16-18) providing support to young people who have no place to live or who have become teen parents.
- Go 180 Youth Offending- providing mentoring support for young people who have been referred through a Youth Justice process.

## TRANSITION PROGRAMS

- Driver Licensing and Training - Enabling people to obtain their Learners, Restricted and Full drivers' licences.
- A Mua Ake - Employment Preparation and Placement Program - A Mua Ake means 'For the Future'. This program is specifically designed to help young people aged 18-24 prepare for and secure employment.

## WELLBEING SUPPORT

- Elevate - Supports young people to work on internal barriers that are preventing them from pursuing their dreams and achieving their goals using trained professionals such as social workers and counsellors.
- P. Project - A drug awareness curriculum delivered in our local colleges highlighting the dangers of Methamphetamine and the associated risks of using such a drug.

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## **SPRINGBOARD HAS HAD A PROVEN IMPACT**

Springboard was identified by Foundation North in 2015 as “an effective, well regarded organisation having an impact on its local community.” Foundation North developed an investment plan which included some compelling outcomes from Springboard’s work.

For example, Police in the Rodney area saw Springboard’s work as the primary contributor to the significant reduction of youth crime in Rodney in recent years. In addition, a significant decrease in Youth Justice referrals in North Rodney from 336 in 2008 2009 to 134 in 2012 2013 was attributed by Oranga Tamariki (formerly Child, Youth and Family) directly to Springboard’s intervention programmes.

Foundations North’s decision to invest in Springboard through the Foundation’s Catalysts for Change programme was driven by the potential for its model to be strengthened and made available to other communities in the region to support youth at risk. (Which has developed into the Ahi Network initiative).

## **THE SPRINGBOARD APPROACH**

Springboard’s holistic and integrated approach employs the proven components of effective interventions: multi dimensional family and community based programmes that fully encompass the needs of at risk youth and the swift deployment of these to head off ‘risk factors’. Using multi systemic interventions, the Springboard Model places the young person at the centre of a web of supportive family and community members, targeting their entire social eco system.

## **CRITICAL TIMING – THE TEENAGE YEARS**

Recent research supports the remarkable changes that take place in the teenage brain and allow us to view adolescence in a much more positive light, it may even cause more to want to come alongside our young people as a trusted guide through a turbulent stage of development.

This stage of development is a key focal point for Springboard, as the teenage years represent a critical opportunity to intervene, champion and develop pathways to success which will lead into adulthood.

It is also at this crucial stage of development that our young people are introduced to the greatest amount of risk taking behaviours and social influences. Peer pressure, drugs, alcohol, driving, sexual relationships all come crashing in on our teens at a time when they really don’t have the ability or strategies in place to make the best of decisions.

It is for this reason that teens need adults in their lives who are involved, interested, and able to show how much their future wellbeing matters. They need a balance of support and monitoring that enables them to find their own way but also guides them as they navigate this transition to adulthood. By viewing adolescence through a lens of positive development, adults can reinforce the strengths and qualities that typify each young person’s unique pathway as they transition to become successful adults.