

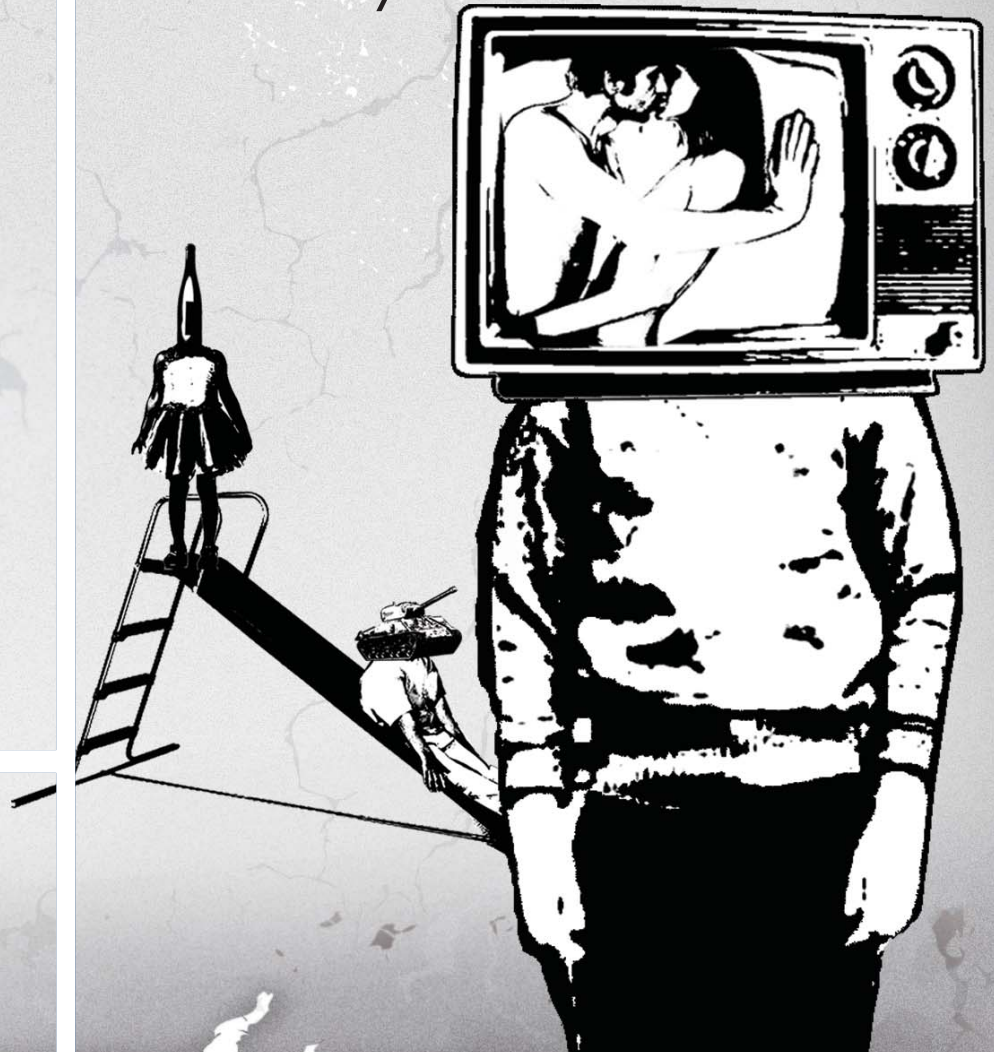
When it comes to charity, perception is everything... Is your cause greater than another? Is your need more urgent than someone else's? The Children's Society relies on fundraising to prevent, rescue and support children facing life trapped in a vicious circle of fear and harm. And to do so, they needed some top talent to help. People at the cutting edge of their game who could challenge the public's perceptions to make them pick The Children's Society as their charity of choice. But first, they needed to challenge a few perceptions of their own.

CHALLENGE ON

To drive their fundraising and challenge perceptions, The Children's Society recognised that it was time to shake things up a bit. Key to achieving this was a major restructure within Fundraising and Marketing, but to drive this change through they needed to recruit a number of professionals from assistant director level and to appeal to those who hadn't considered working for the charity sector.



The Children's Society



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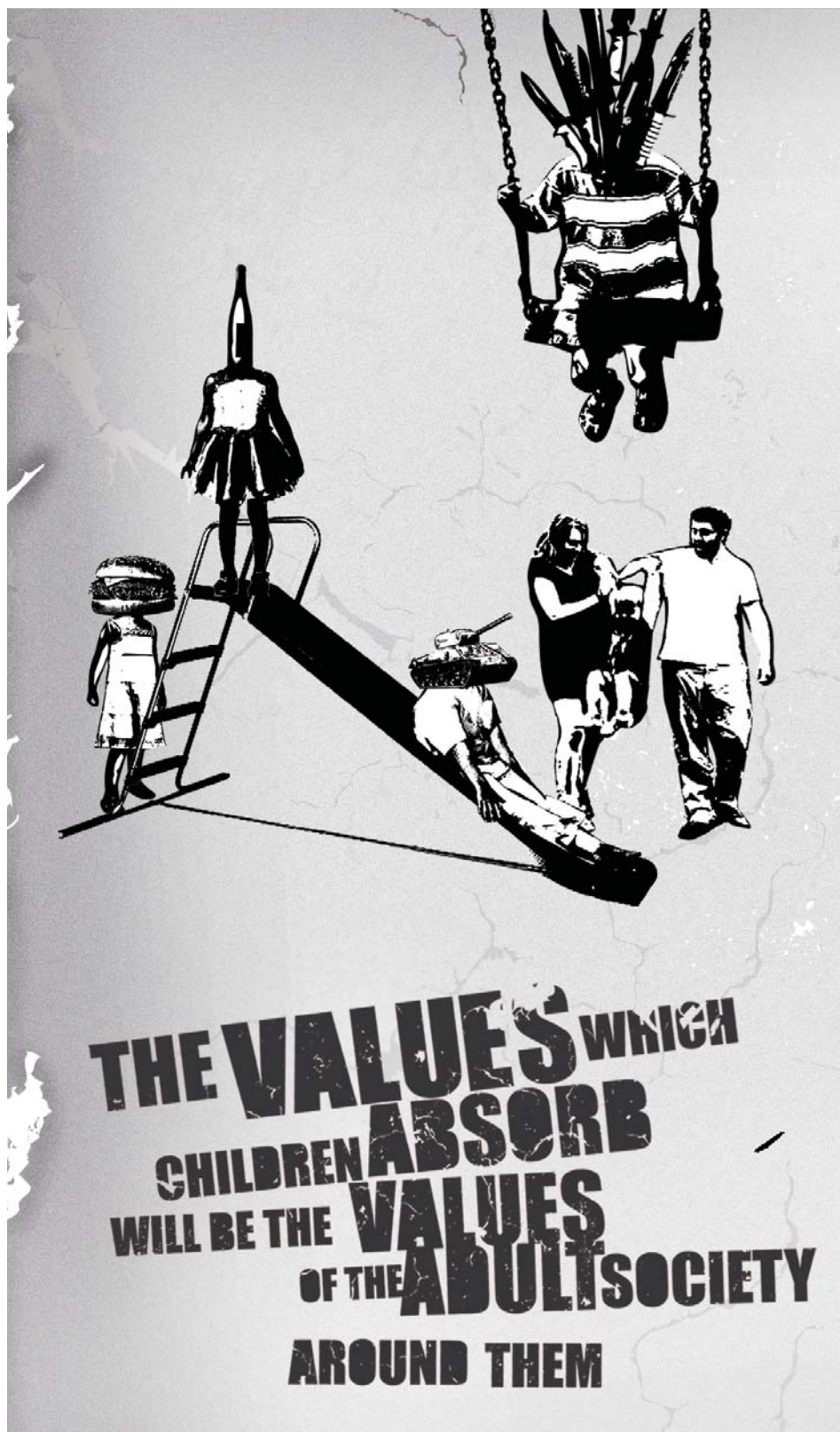
CASE STUDY THE CHILDREN'S SOCIETY

Tackling it head on

We knew this would be no mean feat. We needed to create and position The Children's Society as an employer of choice, whatever the candidate's background, to attract people who would be able to take The Children's Society forward and break new ground. This meant we had to create inspiring, thought-provoking work, which would demonstrate that The Children's Society welcomed new ways of thinking.

Our approach was based on an industry-leading piece of research: Research that informed the book 'A Good Childhood: Searching for Values in a Competitive Age' by Richard Layard. This research probed into the perceptions of children and young people about the world around them (notably concentrating on the learning that 'The values which children absorb will be the values of the adult society around them').

But we also needed to tie this in with a recruitment message – explaining to our candidates what was needed from them. In short, that they'd directly improve the lives of children and young people and that they'd be helping to drive a positive shift in public attitudes towards children.



Our approach

We needed something impactful, powerful and memorable. Placing adverts and banners in a variety of media (off and online) – tapping into the social arena to hit passive as well as active seekers, using YouTube and Facebook to their full effect – we led people to a website which housed a short animated film. This demonstrated how a child, even in a loving background, with the presence of both parents can be affected by many things that surround them.

To find out more please contact

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The results

Success: A selection of candidates were sourced and placed from this campaign. Now The Children's Society continues to use this campaign to attract additional recruits into the now successfully restructured Fundraising and Marketing department.

