



UNICEF 365 DAYS FOR THE PHILIPPINES

1. What is this program?

"UNICEF 365 DAYS FOR PHILIPPINES" is a new campaign designed to allow Canadians to stay involved with rebuilding Philippines for families and children.

By joining Philippines 365 for a year, supporters will have the opportunity to contribute to longer term change and support in Philippines.

YES, I would like to join UNICEF Philippines 365*

EDUCATION



\$1.00/day for 365 days

Could buy exercise books for 700 children as well as pencils for a whole school.

(\$30.42/month)

WATER



\$0.75/day for 365 days

Could provide special water kits for 20 families, giving them access to safe drinking water.

(\$22.81/month)

HEALTH



\$0.50/day for 365 days

Could safeguard 507 children from the devastating effects of measles and tetanus.

(\$15.21/month)

2. When is this new program launching?

The program is being launched (soft launch) on December 9, 2013.

3. How is it being communicated?

The program will be promoted using a series of tactics, including:

- TM conversion with donors who have made an emergency donation to Philippines

- Online acquisition through e-blast to external lists (e.g. Care2)
- Cross-promotion to existing donors via e-blast
- Twitter Chat on December 17th with Sheconnects.com
- Media Outreach with press release
- OpEd article from David
- Radio media tour for David
- Press ads
- Paid search

4. **Are we cancelling the regular *Global Parent* monthly giving program?**

- a. No! Absolutely not!
- b. The *Global Parent* program is our most powerful program and will continue to support children in over 150 countries where the need is greatest.

5. **What is the difference between the *Global Parent* program and the new “UNICEF 365 DAYS FOR PHILIPPINES” campaign?**

- a. The 2 programs are very similar in that they provide regular monthly donation support.
- b. The two key differences are:
 - “UNICEF 365 DAYS FOR PHILIPPINES” funds will be directed only to one country – Phillipines.
 - The “UNICEF 365 DAYS FOR PHILIPPINES” is established to provide monthly support to the Philippines for 12 months (12 gifts / payments) from sign-up. A “Philippines Partner’s” monthly support will automatically be rolled-over to our current monthly program after the 12 months to our current monthly program and funds will be directed to wherever the need is greatest.

6. **Why monthly support?**

Regular monthly support is the best way to help UNICEF deliver programs with the most impact. It also allows for long term planning and large scale projects like immunization programs, rebuilding of schools and clean water projects. Our goal is to help Philippines rebuild.

7. **What are the payment methods?**

Automatic monthly payments can be set up through a Personal Bank Account (PAC) or Credit Card (Visa, Master Card, American Express).

8. **Will I get a tax receipt ?**

Yes – ‘Philippines Partners’ will receive an annual tax receipt for their total contribution.

- a. A single tax receipt is sent to all ‘Philippines Partners’ for their contribution each calendar year.
- b. Tax receipts are sent out in the month of February.

9. **Will the account be charged immediately?**

No! Please allow 5-7 business days from sign-up for an account to be set-up in our system.

Depending on the payment choice and payment date (1st or 15th), the supporter’s account will be debited once their information is established and completed within the UNICEF database.

For example; if they chose the 15th and the sign-up occurred on December 10th, the first withdrawal will occur on January 15th.

10. Which date will my monthly donation be processed?

The dates are the same as normal and debits will occur on the 15th of the month.
The 1st will be on an adhoc basis if specifically requested.

11. Will a unique welcome kit be sent to these donors?

Yes:

- New monthly sign-ups will receive the standard welcome kit plus (1) a different welcome letter and (2) a special Philippines welcome insert.
- Existing monthly donors adding this monthly product OR switching their monthly support to '365 DAYS FOR PHILIPPINES' will receive a special thank you letter plus the welcome insert.

Note that online sign-ups will also receive an automatically generated thank-you email through Convio.

12. Why do I need to provide my email address?

To keep our costs to a minimum the majority of updates will take place digitally so it is important that an email address be included whenever possible when signing up to be a 'Philippines Partner'.
All of our email communication includes an unsubscribe option so supporters can have the flexibility to manage their email updates.

13. What happens after 12 months?

After 12 payments or 12 months from sign-up, the monthly support to "UNICEF 365 DAYS FOR PHILIPPINES" will be automatically rolled over to our current monthly campaign. If a 'Philippines Partner' continues their monthly support after a year the funds will be directed to our current monthly program and funds will be directed to wherever the need is greatest.

All UNICEF monthly programs offer complete flexibility for the donor to upgrade or cancel their monthly support at any time.

14. Where is the money being spent? Will it go to Philippines?

Yes - donations collected through this program will only be applied to support one country – the Philippines. The funds will be directed to the areas of greatest needs with a particular focus on:

- a) Education
- b) Water and Sanitation
- c) Health
- d) Child protection

15. Philippines has enough money! Why are we doing this? What about other children in the world?

UNICEF will continue its work, and programs, in over 190 countries around the world but due to the massive level of destruction in Philippines, means additional funds are required to make lasting change.

Immediate emergency support is necessary but we cannot forget about the people of Philippines after these funds are exhausted. UNICEF has been working in Philippines since 1947 and we are in this for the long term.

The scope of this disaster was huge – Haiyan was one of the most powerful typhoons ever recorded. Water, sanitation and hygiene services were almost wiped out. It is estimated that 1.35 million children under the age of 5 are at risk of malnutrition. Food, water, shelter and medical supplies are still urgently needed in the most severely hit areas.

Moreover, when Typhoon Haiyan hit, the country was still recovering from a 7.2 magnitude earthquake that had struck in October, and has also been affected by civil conflict.

Because of the scale of the damage, this is going to take time, resources and commitment.

With ongoing regular support UNICEF is better positioned to lend its expertise to make lasting change. We have the reach, the leadership and the resolve to go to the places, and to help the children, where the need is greatest. We have the know-how and expertise to work at the community level, as well as with government, to make change where it will have the most impact. UNICEF is committed to giving every child, every opportunity with no exceptions.

16. Is there a website in development?

Yes ...there is a web page and specific donation form being constructed which will be ready for launch.

The planned URL is unicef.ca/365 – to be confirmed by Business Solutions.

17. Can a current monthly *Global Parent* supporter request to cancel and be part of the “UNICEF 365 DAYS FOR PHILIPPINES” CAMPAIGN?

Yes they can but...

We want to be careful and should not encourage existing donors to switch.

Did you know? Existing *Global Parent* monthly support is critical to our future emergency efforts. These funds allow us to be stocked with emergency supplies so we can be on the ground within 24 hours of another emergency. Philippines campaign funds can only be used in one country and not transferred to another country in times of emergency.

Due to issues with resources and our systems, we should follow the process below if a switch is requested.

- a) Attempt to keep donor on *Global Parent* –
 - advising that their support is important as it provides a stable, continuous flow of funds to support other emergencies and children where the need is greatest around the world
- b) Offer a dual pledge (similar to the Draw the line Program)
- c) Avoid using existing portion of funds to designate to Philippines
- d) Offer a top-up to existing pledge
- e) If donor is insistent, then complete the switch but make a note in the file??

18. Is there any flexibility when files are delivered to us for processing?

This should be the same process as existing monthly processing. The agents advise the donor that it will be the following month if we did not obtain their info in time for processing on the 15th.

For example: if we receive a file on March 12th, there is no way it will be input before the 15th. If we are driving set-ups to start on the 15th, then it would be another month before they are debited.

19. How are declines being managed? If follow-ups are going from here, do we need a letter specific for this product?

We'll need to review the existing decline letter and gauge if another is required.

20. Is there documentation on the process that DEA can use to split the web file?

This should be similar to the existing process; however, a filter for *Global Parents* and “UNICEF 365 DAYS FOR PHILIPPINES” sign-ups is required. Documentation will be addressed by our IT and web group.

Notes:

End Date

There is no specific end date for this program as we need to assess the success / opportunities and then evaluate the learning associated. However, because of the rollover after 12 months, we'd also like to avoid offering this in perpetuity. This is tentatively slated to end by late December 2013 or early January 2014. To be confirmed by L&A team.

Auto-Attendant - -

Assessment with our auto-attendant will need to be made and assurances that new program supporters are not directed to current Global Parent mailbox etc.

DEA Documentation - -

Much documentation should be similar to the existing process; however, a filter for *Global Parents* and "UNICEF 365 DAYS FOR PHILIPPINES" sign-ups is required.

Documentation will be addressed by our IT and web group and continuous partnership with DM to help produce and ensure 'gaps' are identified and resolved.

Confirmation Letter - -

TM – will trigger within 48 hrs

Web - - will trigger confirmation if e-mail entered

If no e-mail available, what happens

Internal – how will it be triggered

Answer Plus – same as web?