What are Survival Gifts?

UNICEF Survival Gifts are a collection of 54 gifts essential for child survival and development.

The gifts are grouped into six main categories: Health, Education, Water, Food, Play, and Emergency. There are also four secondary categories: Greatest Need, Gift of Sharing, Shape a Future, and Online Exclusives.

Survival Gifts are almost all real life-saving and life-changing gifts for children and families around the world. When you purchase a UNICEF Survival Gift the recipient receives a card or e-card that celebrates the good their gift is doing, while a vulnerable child, or family, receives the actual items.

When someone orders a UNCIEF Survival Gift they can choose to receive a paper card, printable pdf card, ecard, or no card. And real items are shipped from our warehouse in Copenhagen, Denmark, to children and families in need around the world.

It is the #1 gift someone can give this season.

Why is a UNICEF Survival Gift the season's #1 gift?
There can be no greater, more precious gift than giving a child a future.
UNICEF Survival Gifts save and transform lives and are appreciated for a lifetime.

Team Overview:
Who are we:

Deana Shaw – *Director Loyalty & Acquisition* - leads the strategic planning behind the creative & execution of the Survival Gifts program. dshaw@unicef.ca

Margaret Cruickshanks – *Acquisition Manager* – oversees the promotion, tracking, inventory and reporting of UNICEF Survival Gifts. mcruickshanks@unicef.ca

Katherine Boyce – *Acquisition Coordinator* - is the day-to-day contact for all any inquires and support pertaining to Survival Gifts. kboyce@unicef.ca

Channels of Distribution:

For the 2012/2013 Survival Gifts campaign, we have printed approx. 1.5 million catalogues. The catalogues will be distributed through the following channels:

Catalogue

- UNICEF Internal Catalogue Mailing (OTG, Monthly, Past Purchasers: **OCTOBER 22nd**
- Globe & Mail:
  - National: **NOVEMBER 16th**
  - National excl. Toronto: **NOVEMBER 29th**
  - Toronto only: **DECEMBER 1st**
- Toronto Star: **DECEMBER 1st**
- La Presse: **DECEMBER 1st**
- Calgary Herald: **NOVEMBER 24th** & **DECEMBER 1st**
- Vancouver Sun: **DECEMBER 1st**
- Chirp & Chickadee: **DECEMBER ISSUE**

	Ads ➢ December Issue – Owl Kids- Full Page Colour Ad ➢ Toronto Star Gift of Giving E-Blast – November 11th ➢ Toronto Start Gift of Giving Online Takeover - TBD **Out of Home** ➢ 4 week run: November 19th to December 19th ➢ Three primary markets: Toronto, Calgary & Vancouver (with small Montreal presence) ➢ Tactics: Digital Billboards, Traditional Billboards, Street Level Posters, TTC subway posters, Office Elevators
Campaign Background & Objective	Survival Gifts is one of the leading revenue generators for UNICEF Canada during the holiday season. Last year, the program generated over $1.8 million. Our objective for this year is to generate approximately $2.4 million in revenue.
What's new for 2012/2013?	**PRODUCT CHANGES:** **NEW PAPER CATALOGUE & ONLINE ONLY GIFTS:** ➢ New gifts this year: • Anti-Infection Tablets: $20 • New Mother Pack: $30 • Girls Education: $85 • Exercise Books: $23 • Learn and Play: $40 • Clean Water Kits: $28 • Silent Emergency Bundle: $20 • First Responder Kit: $50 • Soccer Balls (2 Balls): $12 • Soccer Balls for a Team (11 Balls): $60 • HIV Test Kits: $10 **(e-card only)** • Anti-Malaria Tablets: $10 **(e-card only)** • Polio Vaccines: $10 **(e-card only)** • Water Purification Tablets – 1,428 tablets: $10 **(e-card only)** **ONLINE ONLY:** ➢ Several gifts in the catalogue have been removed from the paper catalogue, but are offered online only **with a paper card option**, as well as e-card & pdf card options: o First Aid Kit o Emergency Health Pack o Library Pack o Writing and Sketching Pack 80/80 ➢ There are several new online only gifts that have **only e-card & pdf card options** (no paper card option available): o Polio Vaccines o HIV Test Kits o Water Purification Tablets – 1,428 tablets o Anti-Malaria Tablets **REMOVED GIFTS:** ➢ Gifts that have been removed from the catalogue & the online store: o Learning Bundle ▪ Comparable gift is Learn and Play o Baby Health Pack ▪ Comparable gift is New Mother Pack o Family Sanitation Kits ▪ Comparable gift is Clean Water Kits

- Soccer Ball & Pump
  - Comparable gift is Soccer Balls
- Birth Certificates
  - No comparable gift available.

CATEGORY CHANGES:

This is a new category in the catalogue this year: Shape a Future. It consists of three products – two from the education category and one from the health category: Girls Education, Send a Child to School, and Support a Child Orphaned by AIDS.

FULFILLMENT CHANGES:

There is a new design to the **e-cards** this year:

The PDF cards this year are much different than last year. Instead of a flat piece of paper, the PDF card is designed to be a four- fold card that can stand up. They print out on an 8.5x11 piece of paper from a normal printer. When they are print out, they look like this:

	Once folded, they look like this:
Who do I go to for help?	➢ Day to day questions: Cathy Memah → Katherine Boyce (**416-482-6552 ex. 8873 kboyce@unicef.ca**) ➢ Support / Resource: Cathy Memah → Katherine Boyce

FAQs	 **What is the impact of UNICEF Survival Gifts?** Last year, UNICEF gifts helped children in 72 countries survive and thrive. With the help of generous Canadians, essential gifts were delivered to vulnerable children and families around the world. This year we are looking for Canadians to increase their level of generosity in order to make more of a difference for children. **What are some issues that UNICEF and Survival Gifts address?** • Over the course of 2011, UNICEF responded to **292** humanitarian situations in **80** countries. **FACT:** • Of the close to 900 million people who lack access to clean water, almost half are children. • Globally, waterborne illnesses are **the second leading cause of death for children** under the age of 5. • Every year, 1.4 million children die from pneumonia. It is the **leading killer of children** under five, yet only 30 percent of children with pneumonia are treated. • Newborns have the highest risk of death among all children. Each day, about 8,000 babies die within the first 28 days of life. Providing skilled care at birth is essential for the well-being of both mother and child. • Quality education is a basic human right that enhances lives immeasurably and is critical to global development – yet approximately 67 million children of primary school age do not attend school.

	How are gifts of play and education Survival Gifts? UNICEF Survival Gifts are a collection of gifts essential for child survival and development. While our first priority is to save children's lives, it is also essential to help children develop. Gifts of education give girls and boys the knowledge, skills and confidence to overcome challenges and shape their own futures. Gifts of play help heal trauma, fuel imaginations, and let children forget their burdens and enjoy being kids. **What do you mean by "Guaranteed delivery to kids"?** We ensure that the actual item you've chosen goes directly to children and families who need them. In most cases, this means taking the item from a warehouse, loading it, and getting to children by whatever means necessary – be it boat, car, bike, donkey or camel – no matter how remote the destination may be. We believe that nowhere is too far to go to save the life of a child.
How can people order?	➢ **Online Orders:** o Online orders are taken 24 hours, 7 days a week. o Survival Gifts can be purchase online by visiting www.survivalgifts.ca ➢ **Phone Orders:** 1 888 777 0380 ➢ **Paper Catalogue:** Order forms from the paper catalogues are sent to the national office and processed internally.

Source Codes	***Very important***: • Source codes help us to track from which Source Code the Survival Gift purchase was made. • It is critical in helping understand if our expenses were spent in the right area. This helps us to analyze how well our marketing tactics have performed and is critical for planning next year's program. • This in turn helps us invest in communication and future strategies that will help generate the most orders and raise the most funds for children. ► Process: **it is imperative that every order entered must have a source code** associated with it. Here is a list of the current source codes:

2012/2013 Survival Gifts - Source Codes & Vanity URL

Media	Source Codes	Vanity URL
English		
Direct Mail - English	13UNI-DME	unicef.ca/gifts
Globe and Mail	13UNI-GME	unicef.ca/inspire
Toronto Star	13UNI-TSE	unicef.ca/life
Calgary Herald	13UNI-CHER	unicef.ca/survive
Vancouver Sun	13UNI-VSUN	unicef.ca/child
Chirp & Chickadee	13UNI-CHPE	unicef.ca/kids
Dr. Karyn Gordon	13UNI-DKG	
Mass Media	13UNI-MAS	N/A
Online Print Order Form	13UNI-OPF	N/A
Unknown	13UNI-GEN	N/A
French		
Direct Mail - French	13UNI-DMF	unicef.ca/vie
La Presse	13UNI-LPF	unicef.ca/survie