

A close-up photograph of a woman with long, light brown hair. Her eyes are heavily bruised with purple and red marks. A man's hand is covering her mouth, preventing her from speaking. The man's face is partially visible in the background, showing a beard and a black shirt. The background is a solid grey color.

GIVE HER  
THE WORDS  
SHE **CAN'T**  
SAY

# TEXT SOLUTION FOR DONATIONS

Allows donators to text a keyword to the a predefined number (e.g 55555) to automatically donate a certain pre-defined sum of money. Either \$5, \$10, \$20, or \$25.

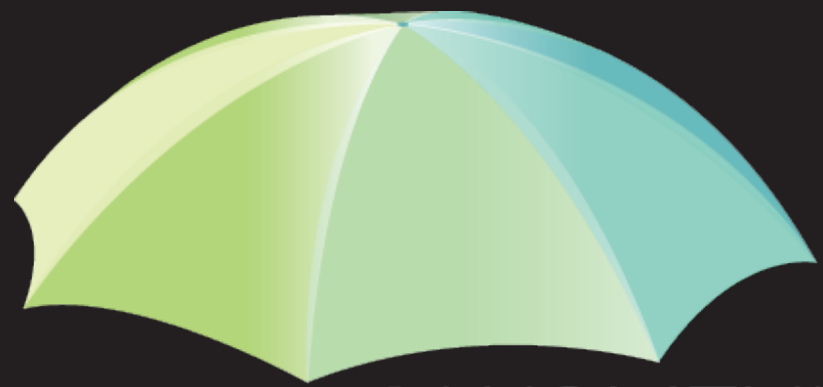
1. Requires charity to apply and be eligible

1. <http://www.mobilegiving.ca/en/registered-charities/>

Status: Should be available to [womenshabitat.ca](http://womenshabitat.ca). Just need to register.



TEXT “IDONTNEEDYOU”  
TO #555555 & DONATE  
TO WOMEN IN NEED



| WOMEN'S  
HABITAT

#IDONTNEEDYOU

# CONTENT MARKETING CAMPAIGN PITCH

Based on the fact that on one typical day late last year, 416 women and children across Canada sought shelter to escape violence, let's try and raise 416 thousand dollars.

It would centre around a texting campaign with <http://www.mobilegiving.ca/>. As per above, the way mobilegiving.ca works is that it is already tapped into cell phone carrier services in Canada and automatically charges people through their mobile service. All womenshabitat has to do is apply, then register a campaign, with different keywords relating to four predefined donation amounts (i.e. 5\$, 10\$, 20\$ and 25\$)

The call to action is to give the women (by texting) the words that they cannot say themselves (because their men are threatening their lives, safety).



# 'Give her the words she cannot say'

e.g. Call to action: Text THISISNOTOK (5\$), Text IAMWORTHIT (10\$), Text IDONTNEEDYOU (\$20) or Text ICHOOSELIFE (\$25)

An alternative language path could be one of delivering words of encouragement: Text IWILLPERSEVERE (\$5), Text IAMSTRONG (\$10), Text IAMBRAVE (\$20), Text IAMCONFIDENT (\$25).

And it could focus on two target groups:

Target group #1 Donors

Target group #2 Abused women and families



# CREATIVE #1

Here's the creative for #1 Donors:

## Target audience:

It will be a campaign centring around a video and a collection of stills with the keywords playing prominently in the imagery and tone of the video or stills. It is intense, visceral and puts the viewer in the shoes of the abused by clearly demonstrating the violence that these women and families inhabit, and the effect it has both physically and mentally.

This will be directed towards wealthier families and connected young professionals in demographics that womenshabitat think are capable of giving money to the cause. The campaign intends to inform those who are not aware of this prevalent issue, and may be looking for a cause to support that is close to home in Canada. It is for people who want to make a local difference and don't currently know about this type of violence, or how they can help.

## Distributed on:

Facebook

Twitter

Instagram



# CREATIVE #1

## Video:

- C/U shot of a young girl standing with her teddy bear with a look of utter confusion/pain on her face. She is seemingly calm, but almost frozen – heavy breaths, not sure where to turn.
- Cut to slow mo shot of a lamp being thrown through the air, seen as a shadow on the wall.
- Cut to a shadows fighting in front of a fire place
- Cut to a C/U of the teddy bear falling
- Cut to a woman trying to make a phone call
- Cut to a guy ripping the phone out of her hands
- Cut to a young boy in his bed crying

As these shots and ideas continue to unfold, we continue to go back to a recurring shot (flash frames) of a woman on the ground being pushed down with her mouth starting to close up.

- Cut to several other situations of abuse, with the child also being emotionally harmed, before finally ending with the tagline:  
‘Give them the words they cannot say’  
‘Text IDONTNEEDYOU to 55555 to donate 5\$ to women in need. Etc.’



# CREATIVE #2

Here's the creative for #2 Abused women and families:

## Target audience:

Like it' s sister campaign, it will be a campaign centring around a video and a collection of stills with the keywords playing prominently in the imagery and tone of the video or stills. Instead of focusing on donors it is focused on improving the image of shelters, women who need them, and to act as a recruitment vehicle for a younger generation of volunteers. Again, it is visceral, but instead of violent, it is welcoming. It clearly demonstrates the strength, friendship and beauty that shelters and outreach centres offer to women in need.

This will be directed towards women in demographics that womenshabitat thinks are potential targets for abuse and towards a younger generation that is looking to volunteer their time in the community.

It looks to mirror the idea of turning an idea on it' s head, like in the campaign by Sick Kids hospital (see video below), by depicting women in shelters as not weak, but actually very powerful for seeking help, safety and community outside of their abusive partner.

<https://www.youtube.com/watch?v=78mNZeDaMtk>

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