

Connecting the Message

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Tackling the Problem

Problem: Approximately 1 Billion people are without clean water and 3.5 Billion are without proper sanitation.

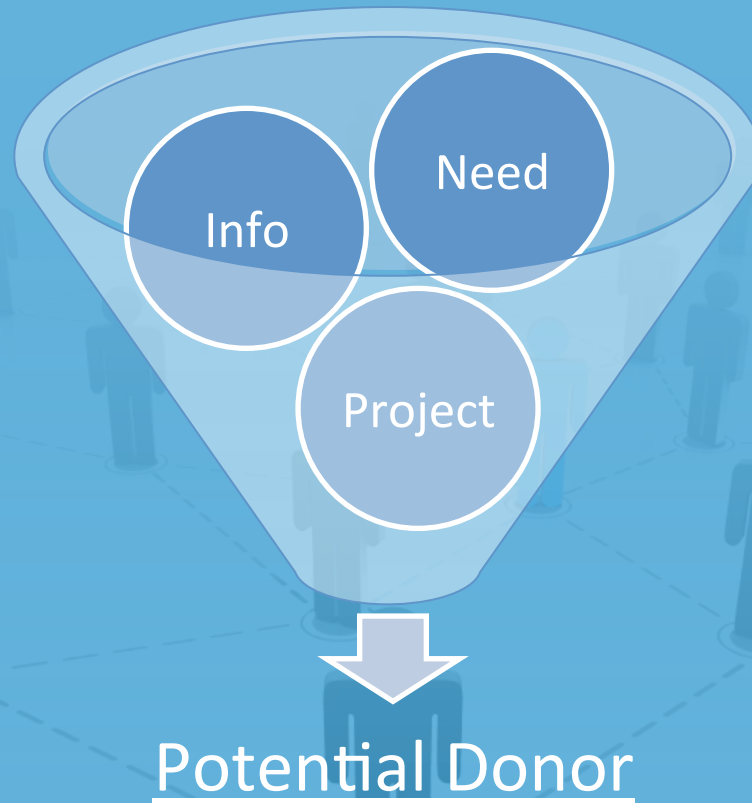
Question: How can Water.org reach 100 Million people in 5 years?

Assumptions:

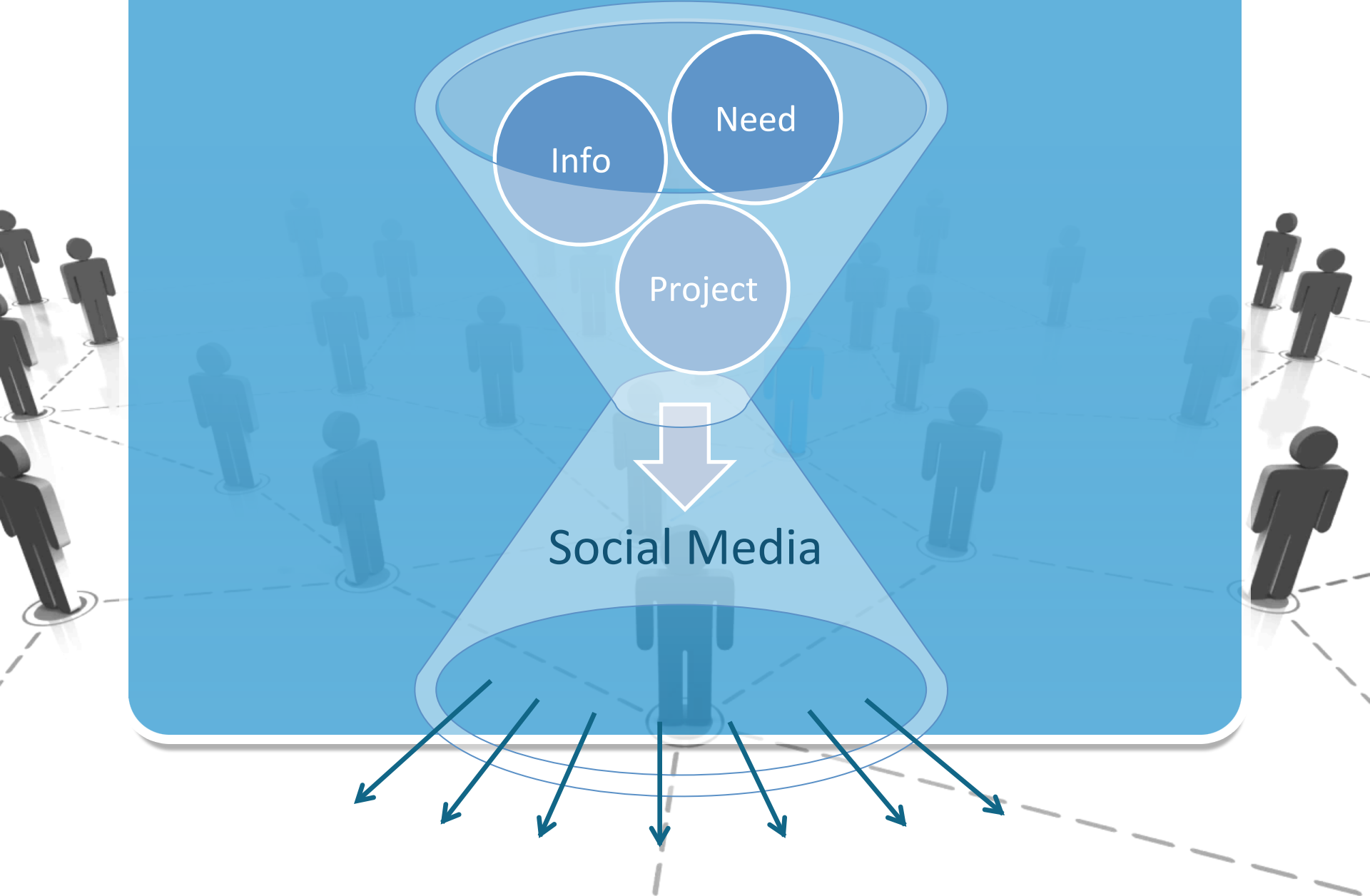
- Water.org and their local partners are experts
- Developed countries are largely unaware there is a crisis
- There is growth and commercialization in the social media arena

Solution: Simplify the message and connect it to those who will accelerate Water.org's vision

Current Water.org Communication Method



Proposed Water.org Communication Method



Simplify the Message

Create a Mantra

The message needs to be:

- ❑ Concise
- ❑ Direct
- ❑ Drive to Action

An Example

Build a Network

A 2nd Pyramid:
Developed Countries



Project

Project

Local

Local Partners

Individuals in NEED

Individuals Who Can GIVE

Connect Support Projects

Water.org Projects

Financial Support
Projects



water.org™

Why should Water.org do this?

There is a HUGE audience to connect to the issue...
...and connections = donations!

YouTube Charity Comparison	Charity Water	Water.org
Channel Views	174,248	40,720
Total Upload Views	1,700,094	277,543
Joined YouTube	Mar-08	Nov-05
Subscribers	3,941	394
Individual Donor Contributions	\$4,909,593	\$929,658

Implementation Action Plan

Within 6 months Water.org should:

- ❑ Re-brand the mission with a mantra
- ❑ Create media (collateral, web, video) around this mantra
- ❑ Develop a network to connect donors with supporting projects
- ❑ Research / Implement new technologies within networks to create revenue
 - Toolbar search
 - Streaming media click-ad's
 - Pay-Per-Hit for on demand video
 - Text donations

Thank you



Any Questions?