



**Digital
Marketing Plan:
Charity Water**

By: Lucy Glover

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Organizational Profile and Purpose

History

- Charity Water is a non-profit that was founded in 2006 by Scott Harrison. Before founding Charity Water, Harrison was a nightclub promoter and often found himself wrapped up in a toxic party scene that gave him no fulfillment or joy. After a few years, he was drained in every way, he knew he couldn't continue down the path he was on. He decided to make a decision that went against everything he was doing, so he spent two years serving the poor in Liberia. This time away opened his eyes to the water crisis that was happening around the world. This changed the course of his life and when he returned to New York he started Charity Water.

Mission

- Charity Water has one main mission and that is to end the water crisis that is happening around the world.
- According to an article by , "More than 844 million people lack access to clean water, and 2.3 billion lack access to improved sanitation. And more than 1 million people die each year from water-related diseases" (Grau, pg, 20).
- So far they have funded over 152,000 water projects in 29 countries, and they plan to grow these numbers in the coming years.

Revenue Sources

- Charity Water's two main sources of revenue are private donors and individual donations. According to Charity Water's website, "All of our operational expenses are funded by a private community of donors called The Well so you can trust that 100% of your donation goes directly to water solutions" (Charity Water, 2024).

Product/Services

- Charity Water works hard to provide clean water to as many people as they can. They do this by supplying communities in need, with water projects that are fully funded by donations. Each time a water project is put into a community, Charity Water teams up with people in the local area so that these projects can be put in as sustainably and quickly as possible.
- "Charity: water doesn't drill wells or buy water filters but acts as a fund-raising clearinghouse for locally based charities, which it subcontracts to do the actual work" (Chafkin, 2013).

Marketing goal, tactics, and benchmarks



Marketing Objective

- For this digital marketing campaign, I am choosing to create a campaign that revolves around an interactive app for Charity Water donors. Through this campaign, I hope to develop a way for donors to get an in depth look into where and who their money is going to. The overall marketing objective is to increase customer interaction and engagement by 20%

Research

- By talking to potential customers, I would hope to learn more about why they haven't yet made the jump to donate to Charity Water. These interviews would allow me to better develop a campaign that targeted this audience while answering any questions or concerns they had. By talking to current customers, I would hope to understand why they first donated and why they continue to come back. While focusing on the positives of their loyalty, I also would like for them to touch on elements they think that Charity Water could improve on. This could be something such as the complexities of non-profit transparency to simple things like website design.
- In order to gather more research on Charity Water, I would also conduct interviews on Charity Water employees. I would ask them what their most successful campaign has been thus far. Another question I would ask, would be what they feel like their strongest tool for donor engagement has been and what has been their weakest tool. Through these questions, I hope to learn more of an inside point of view on the non-profit.

Target Audience

- The primary target audience for Charity Water is young women, between the ages of 18 and 25. I chose young women as my primary audience because I believe Charity: Water knows the urgency and passion that young adults have for changing the world. I think that young women have an extra sense of passion behind their feelings about moving the world in a more positive direction because most of them are thinking about future families.
- "People communicate directly with each other, and they communicate with their favorite brands. Nonprofits are no different in this respect than for-profit brands: people want to connect with causes and non-profit organizations" (Grau, pg, 16)

Marketing goal, tactics, and benchmarks



Creative Strategy

- The mobile marketing strategy would be partnered with a creative social media ad that stems from the phrase, "Start Local, Get Global".
- This ad would be used to promote the "Start Local, Get Global" event, which will take place in order to raise awareness for Charity Water.
- This event would highlight the work that Charity Water has done, displaying pictures and videos of their time serving around the world, as well as a in-person look at the type of products they place in these communities and celebrity guest speakers
- Since my target audience is between the ages of 18 and 25, I would utilize social media, specifically Instagram, in order to properly promote this event.
- Another creative strategy that I would use for this campaign is influencer marketing. Charity water has utilized this tool in the past, with celebrities like Jennifer Connelly and Alicia Keys.
- Influencer marketing is another useful tool to use in order to engage with the target audience because gen z and millennials trust influencers that they follow online.
- All of these creative strategies would circle back to the main inspiration for this campaign, which is the Charity Water app.

Offer Strategy

- For this campaign, Charity Water would offer those who donate merchandise, depending on the amount they donated.
- Focusing on the emotional side of Charity Water's work could also be used as an offer strategy.
- Offering their target audience the opportunity to save an entire communities life with their donations.
- "Although there is a push for measurable results, at the end of the day, people still make decisions based on an emotional connection rather than a rational one. Research shows that, in advertising campaigns, emotional appeals work better than rational appeals" (Grau, pg. 185).

Marketing goal, tactics, and benchmarks



Database Strategy

- In order to collect accurate data, I will conduct a survey that asks a series of questions regarding consumer experience with the new app, the website, and their overall feelings about Charity Water.
- Tracking donations from the start date of the campaign will also be extremely useful in order to calculate performance

Loyalty Strategy

- To build loyalty among people who donate, Charity Water will create an insider program that offers special features, merchandise, and information, to customers.
- This program will be based on tiers and customers can reach different tiers based on how much they have donated
- For example:
 1. Tier 1, \$5 donation: Charity Water sticker
 2. Tier 2 \$10 donation: Charity Water sticker and handwritten note from Scott Harrison
 3. Tier 3 \$25 donation: Charity Water sticker, handwritten note from Scott Harrison, and a polaroid CW magnet
 4. Tier 4 \$50 donation: Charity Water sticker, handwritten note from Scott Harrison, a polaroid CW magnet, and a t-shirt
 5. Tier 5 \$100 donation: Charity Water sticker, handwritten note from Scott Harrison, a polaroid CW magnet, t-shirt, and hat
 6. Tier 6 \$150 donation: Charity Water sticker, handwritten note and personal video from Scott Harrison, a polaroid CW magnet, t-shirt, and hat.
 7. Tier 7 \$500 donation: Charity Water sticker, handwritten note and personal video from Scott Harrison, a polaroid CW magnet, t-shirt, hoodie, and hat.
 8. Tier 8 \$1500+ donation: Charity Water sticker, handwritten note and personal video from Scott Harrison, a polaroid CW magnet, t-shirt, hoodie, and hat. This bundle also includes an opportunity to fly out to where your donation is being used to see the work being done in real time!

Marketing goal, tactics, and benchmarks



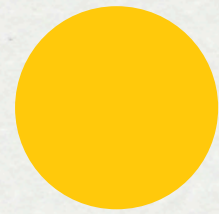
Communication Tactics

- For this campaign, I will utilize the app, as well as social media channels, such as Instagram and Facebook to communicate with the public.
- I will specifically use texting notifications that send those who enter their email/number on the website, messages about events, the new app, and ways they can get involved.
- For people who are actively donating, they can opt-in to get text updates on how and where their donations are being used.
- The Charity Water app will encourage the audience to get more engaged in the non-profit because they will be able to see a more in depth picture of where their donations are going. The app will also serve as a way to build trust among those who donate.

Benchmarks

- Social media engagement: since this campaign will primarily be promoted using social media, it will be used as the main benchmark when looking at campaign performance
- Ad campaign through Instagram:
- App downloads: 500 downloads per month
- The CEO of Charity Water said, "To me, the most efficient way to raise money was online, so we adopted that as the main vehicle to reach people. Today over 75 percent of our donations for water projects come from the Web" (Bilton, 2012)
- According to Sachdev, "Mobile marketing can provide can provide substantial value to mobile marketers as an avenue to reach large numbers of consumers, many of whom spend a lot of time using their mobile devices. Increasingly, consumers are using mobile apps to conduct business and purchase. Over 40 percent of transactions online are now completed via mobile, making mobile ever so critical" (Sachdev, pg. 286).
- With mobile marketing and app usage on the rise, I believe that donations could increase by 10% .

References



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