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How to use digital to have an audience engage, interact and donate via the impact report

The Challenge

Every year, One Young World releases our [Annual Impact Report](#) - a deep dive into all One Young World's activities for the previous 12 months.

The content printed in the report is the heart and soul of why we exist as an organisation. It is released in print and online.

However, we face a constant battle to drive traffic to this page and to convert viewership into action (i.e. making a donation to a One Young World Ambassador project).

With an increasing focus on digital channels amidst the COVID19 pandemic, we need to devise a strategy to drive traffic to the 'Impact Hub', on our website. The content must be organised to optimise a users journey to donate to Ambassador projects, and presented in a digitally rich way that encourages the conversion of viewer to donor.

We are turning to teams of digital creatives to help us conceptualize, strategize and visualise how we can turn our annual impact report into engaging online content that tells our story in a meaningful and impactful way.

The report also serves as a sales tool for existing partners and potential partners or donors (corporate and government) by highlighting One Young World's impressive portfolio of work.

Insight

30.4 million people have been positively impacted by the work of One Young World Ambassadors since 2010. 4.4 million in 2020 alone.

For every US \$1 invested, One Young World Ambassadors deliver US \$15 of social value.

The annual impact report highlights 50 of our most engaging One Young World Ambassadors. Showcasing their work and projects and highlighting the world issues they are tackling. We want our target audience to engage with the Annual Impact Report, find an



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ambassador and cause they believe in and donate to that project. There is currently no clear donation function and this is something we would like to build.

In the past, we have grouped projects by SDG - but we would challenge you to think outside the square.

Impact is the epitome of why One Young World exists. One thing we know for sure: the consistent and outstanding leadership qualities of our community is what makes our global network both unique and desirable.

Impact Reports are commonplace among non-profit organisations. It is our Ambassador's stories of greatness in the face of adversity that set us apart from the rest. We want to find new and innovative ways to tell the story of our community in a more meaningful way that prompts an emotive response from visitors to the website, and using other One Young World owned platforms to signpost to the report.

To the year end 1 March 2021, the One Young Website had accrued close to 3 million page views. Of those, just 14,000 were visits to the Impact Report 2019 page.

Target Audience

The content should resonate with people with a common interest in building a sustainable future. They could have a specific area of social change that they feel passionate about, and all should have the ability to donate financially to projects or stories that resonate with them.

Strategy

[One Young World Impact Hub](#) is THE place where people should go to donate to young leaders projects.

The aim of this digital activity is to drive interest and engagement. We want to create digital content that will capture potential viewers and donors.



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Our role is to provide a platform for our young leaders to showcase and amplify the reach and impact of their work. By donating to initiatives run by One Young World Ambassador, 100% of the funds are directed to the project in question. There is no fee nor commission.

Our Ambassadors welcome donations big and small - no amount of support is treated as insignificant.

Key Message

By donating to the world changing initiatives featured on One Young World's Impact Hub, you are supporting a project run by one of the world's most impactful young leaders.

You can make a tangible impact by supporting their initiatives.

Support to the Brief

[Brand Guidelines](#)

[Brand Colours](#)

[Logos](#)

[Impact Hub](#)

[2020 Annual Impact Report](#)

[2020 Impact Video](#)

About One Young World

This new generation is the most informed, most educated, most connected generation in human history. One Young World identifies, promotes and connects the world's most impactful young leaders to create a better world, with more responsible, more effective leadership.

The annual One Young World Summit convenes the brightest young talent from every country and sector, working to accelerate social impact. Delegates from 190+ countries are counselled by influential political, business and humanitarian leaders such as Justin Trudeau, Paul Polman and Meghan Markle, amongst many other global figures. The One Young World Summit 2021 will take place in Munich, Germany from 22 - 25 July 2021.



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At the end of the Summit, Delegates become One Young World Ambassadors. They return to their communities and organisations with the means and motivation to make a difference, accessing the global network of 12,000+ young leaders to accelerate existing initiatives or establish new ventures. Between Summits, the One Young World Community participate in an ongoing programme of opportunities including caucuses, funding, peer-to-peer mentoring, media exposure, and speaking engagements.

About the Impact Report

The first year of the 2020s has highlighted the world is in urgent need of strong, positive leadership.

The deadline for the Sustainable Development Goals is under a decade away, a pandemic has swept across the globe, systemic racism was laid bare yet again, and the climate emergency becomes more urgent year on year. One Young World believes that the vacuum of leadership must be filled by young people.

The Community is evidence that this leadership already exists. However, discrimination can make young people feel patronised, neglected, and even marginalised in their countries, communities, and workplaces. This makes the Community a vital resource, whereby young people are supported, and help each other to succeed

Our Annual Impact Report, represents the incredible impact of the Ambassador Community, and the work of our organisation throughout the year.

The 2020 Impact Report uncovered that 4.4 million people have been positively impacted by One Young World Ambassador-led initiatives which were analysed in 2020. This means that over 30.4 million people have benefited from Ambassador projects since 2010.

The impact of the One Young World Ambassador Community is measured using methodology inspired by Social Value UK and devised following discussions with PwC.

The Social Return on Investment analysis of the 50 projects featured in 2020 discovered that, on average, every \$1 invested in an Ambassador-led initiative returns \$15 value of positive social impact.



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Personality

Our purpose is to identify, connect and promote the world's most exceptional young leaders.

We are not a 'youth' organisation. We are a network of global young changemakers who are working to create a better, more sustainable future by delivering results on the SDGs in their communities and on an international level.

The One Young World platform has been and will continue to be the springboard for thousands of changemakers ready to make a positive impact in every sector and every country in the world.

One Young World's identity is professional, sharp, respectable, powerful and kind. We are the most inclusive forum of its kind, with no other youth-focused platforms representing all 196 UN recognised countries. We are trusted and welcoming. We extend our platform to issues that are not commonly addressed on the global stage.

Manifesting aspiration among budding young leaders may be a natural outcome of showcasing the incredible work of our community - but we do not exist to only inspire. We exist to champion quality leadership and tangible action.

We stand proudly for equality, inclusion, peace and global security.

If not you, who? If not now, when?

Specific Campaign Deliverables

Example of use of three digital-led components. These components could be used on social media platforms but also any other digital led execution.

- A four-part written submission (150 words per section)
- Campaign Summary
- Creative insight - How can creativity help solve the problem using digital and technology?
- Solution - the platforms, technology and tools used and why?
- How does it work? - How will the digital solution help answer the brief and solve the problem faced by the client