



**Big Brothers Big Sisters
of Australia**

The Brief

Driving awareness and fundraising are the core objectives

Sharing the aims of Big Brothers Big Sisters through advocate stories

Focus on positive outcomes rather than shock tactics

Grow Big Brothers Big Sisters CRM donor database

Execute with little to no budget



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Insight

There are many benefits and positive outcomes from the Big Brothers Big Sisters (BBBS) program, with each result being unique to an individual's experience and story.

However, what unites all stories is that BBBS Australia educates, equips, and empowers you with the right tools to better take on whatever life throws your way.

Similarly, in gaming, you need to be equipped with the right Gear to take on whatever challenges you may face on your journey. Each item of the Gear combines to make up your in-game identity, and determines how your experience is shaped.

Get

Potential donors

(Urbanites, AB12 - educated individuals on the higher earning spectrum, financially not impacted by Covid-19)

Who

Regularly engage in online gaming (62% of all working adults*)

To

Learn about BBBS programs
and success stories

To

Consider donating - at individual
and corporate level - to BBBS

By

Creating relatable and engaging parallels between
gaming, life and BBBS mentorship program outcomes.

*Source: Interactive Games & Entertainment Association *Digital Australia 2020 Report*



Sharon's Shield of Resilience
Increases confidence and self worth



Geared for Success

We'll create a unique range of Gear inspired by the experiences of people who have been through our program. Just like being equipped with the tools of BBBS, these items will help you face each challenge Geared for Success.

Each time you download the gear, we'll ask you to donate.



How it works

Just as traditional cosmetic items have a unique name and story, so will the Gear. Each item will have a name and story based on an advocate's experience, and explore the positive outcomes of going through the program.

The Gear will improve your stats in a way that directly links to the benefits and outcomes of BBBS, sharing the stories and driving donations in an organic way.



Sheeza's Necklace of Niceties
Increases ongoing relationships



Erika's Cloak of Confidence
Increases communication skills

Maya recalls Erika being more anxious and was being bullied at school. Since our match Erika has won student awards, sung in front of all the students at assembly, her attendance at school has improved and the bullying has ceased.



Will's Sword of Self
Increases proactive defense

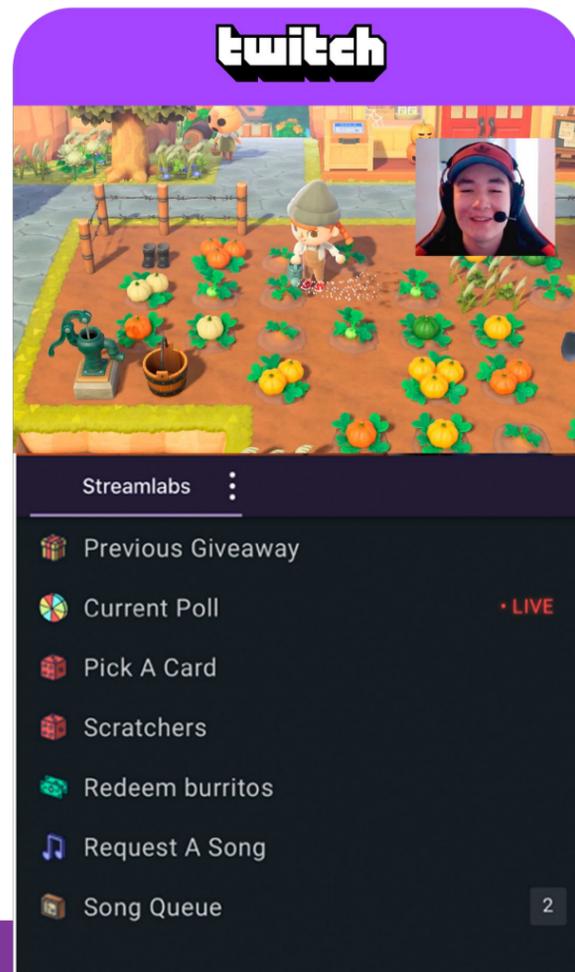


Launch

We'll launch the Gear via a volunteer streamer on Twitch. They'll team up with someone who has been through the program; an opportunity for open dialogue about genuine experiences with BBBS.

People will donate throughout the live stream, with all funds going to BBBS.

66% of people who game watch walk throughs or live streams created by others.



Social

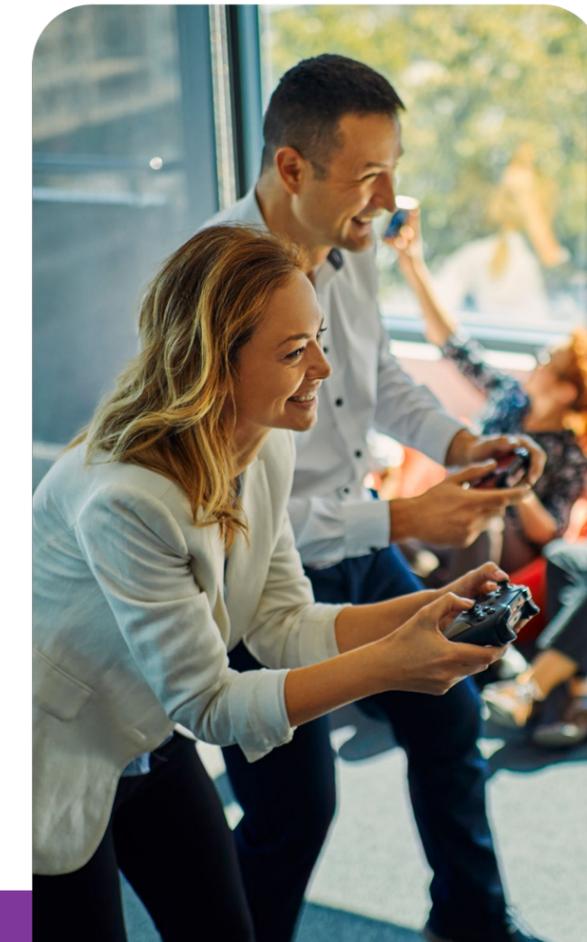
We'll drive people to our social channels and website by releasing the latest gear updates here, and use our volunteer gamers to further direct them our way.

We'll also share the deeper stories of the people each item represents on these channels.



Corporate

We'll create unique corporate Gear packages, for multiplayer games. Just like Australia's Biggest Morning Tea, we can host office gaming sessions with all proceeds going to BBBS.



Why gaming?



Gaming is incredibly accessible and quickly becoming a popular, age and gender agnostic digital communication channel.

91% of Australian households have a device on which games have been played. 47% of gamers are female and 23% are over 50 years old.

Interactive Games & Entertainment Association - *Digital Australia 2020 Report*
Parliament of Australia - *Video Games Industry Report*



Rather than going broad and communicating with the corporate masses, we're targeting a hyper engaged, passion led audience.

More than two thirds of Australians play video games, including 62% of all working adults. 24% of white collar workers said they played during work hours.

Interactive Games & Entertainment Association - *Digital Australia 2020 Report*
Employmentcrossing - *Popcap Games Survey*



Gaming channels inherently foster social connections and relationships, putting people in a positive and empathic frame of mind when consuming our message.

74% of gamers say games contribute to their emotional wellbeing and 67% say they helped maintain social connections and relationships.

Sydney Morning Herald - *The state of Australian gamers in 2019*
Interactive Games & Entertainment Association - *Digital Australia 2020 Report*

PR Headlines

As a PR extension of this activity, we could pair a passionate high school student with a professional gaming engineer through our 'Young Achievers' program. Together, they could create additional Gear under their mentor-mentee relationship, inspired by their first-hand experiences.



Charity invites unsupported young people to collaborate with industry leaders on fundraising campaign



Do you love gaming? Big Brothers Big Sisters set to pair passionate high school gamers with gaming engineers as a part of successful 'Young Achievers' program. The outcome of the program will be a first of its kind, in game fundraising drive.

2 hours ago

Coronavirus pandemic

Cases in quarantine jumped 46% in weeks before India flight ban

But experts have questioned if the extraordinary action including fines and jail for those flouting the travel halt was proportionate to the risk.

2 hours ago

Exclusive India

Tom caught COVID-19 more than once, but it's not his health he's worried about

The Australian volunteer is more concerned about how his neighbours in an Indian slum will survive the devastating outbreak.

FINANCIAL REVIEW

"Alternative fundraising campaign has C-suites recognising the importance of mentorships"



"'Young Achievers' are geared up for gaming industry through BBBS Charity"

BuzzFeed

"Ever wondered what gaming and mentorships have in common? This charity has the answer (and some sweet Gear too)"

PRESS START

"Mentorship charity let's you 'gear up' by creating success story inspired cosmetics for Australia's favourite games"

In Summary

Raise Awareness

Embedding ourselves in gaming, where and when people are paying attention with a message that is relevant in the moment.

Drive Donations

Through voluntary payment when downloading Gear. And through additional donations drives like live streaming and corporate events.

Storytelling

Sharing genuine stories through our Gear and through live streaming events.

Positive Outcomes

We focus on stories that have positive outcomes through a channel that naturally fosters positivity and relationships.

Grow Database

Capturing emails and personal details when the viewer downloads the Gear (on BBBS website) or through donating throughout the multi-channel campaign.

Small budgets

Core of the campaign is easily produced within the \$5k budget, with additional stretch ideas that are scalable up to \$50k.



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