

## An Integrated National Communications Case Study

Presented by:

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### BACKGROUND

About 13.3 million Canadians contribute 2.1 billion hours every year. That said, core demographic groups who form the next generation are not necessarily following in the footsteps of Canada's 'uber volunteers,' who are getting older. Canada's volunteers are at the core of preserving healthy communities nationwide. And so, there is a need to engage volunteers more effectively. Leveraging the 10th anniversary of the global International Year of Volunteers (IYV+10) – a United Nations 2011 initiative designed to celebrate volunteerism – Volunteer Canada, and one of its leading corporate supporters, Manulife Financial, set out to create a campaign that would engage a new crop of volunteers by appealing to their unique skills, interests, and talents; ultimately, contributing to the health of a sector that is crucial to the vitality of Canadian communities.

### CAMPAIGN COMPONENTS

- ♦ Bridging the Gap research launch featuring the Governor General of Canada
- ♦ Getvolunteering.ca / Soyzebenevole.ca + FB communities
- ♦ Online Volunteer Matching Tool and the Volunteer Quiz (VQ)
- ♦ Online display ads and key word search
- ♦ Volunteering products and videos for organizations and Canadians
- ♦ Pan-Canadian training workshops for organizations and public engagement events
- ♦ Cross-sector collaborations
- ♦ Media relations

### TARGET AUDIENCES

Past volunteers were a priority audience. These people have volunteered before, but are not currently doing so. This group represents approximately 33 per cent of Canadians. Non-profit / voluntary organizations were another key audience. These organizations are responsible for recruiting and retaining volunteers in the voluntary sector.

### OBJECTIVES

- ♦ To inspire potential volunteers to "Get Volunteering" by visiting **Getvolunteering.ca**, where they can find volunteer opportunities that match their abilities, skills and interests; inspirational stories of Canadians who are actively involved in their communities; and useful tools and information on volunteering.
- ♦ To support the voluntary sector with tools and resources to help organizations better attract and retain today's volunteers.

### EXECUTION

Our Bridging the Gap research uncovered a profound shift in today's volunteers: while Canadians truly are motivated to make a difference and give back, they also want to gain something from their volunteer experiences. The research also uncovered that volunteers have different goals and desires depending on their life stage.

Informed by the research, we created an overarching campaign strategy, called "Get Volunteering," which targeted four specific groups: youth, families, baby boomers, and employer-supported volunteers. This strategy enabled us to reinforce that while giving back is a primary motivator, people also expect to receive personal benefits.

From there, we created the website Getvolunteering.ca and its French counterpart, Soyzebenevole.ca. These sites feature innovative and exciting assets, including a Volunteer Matching Tool and Volunteer Quiz (VQ). Then we implemented an integrated communications campaign featuring all the components listed above.



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### RESULTS

| TARGET   | ACTUAL  |
|--|---|
| Media Impressions (65 Million)                 | 72 million (+ \$53,000 in value)                                    |
| Getvolunteering.ca (65,000 Unique Visitors)    | 100,000+ uniques in 5 weeks , 3 min. average                        |
| Volunteer Matching Tool (25,000 Visitors)      | 400% increase in usage (42,395 visitors). Now largest DB in Canada. |
| Get Volunteering Facebook (5,000 likes)        | About 11,000 (currently over 13,000)                                |
| Key word search (click-through rate: 1.0%)     | 5.17% (above industry standard)                                     |
| Online display ads (click-through rate: 0.07%) | 0.09% (above charity sector average)                                |
| News media (2 national, local coast-to-coast)  | Multiple national and regional stories across news media platforms. |

### OVERALL INTEGRATION OF MARKETING CAMPAIGN

We branded our public engagement campaign “Get Volunteering” and our sector engagement campaign “Building the Bridge” and ensured all campaign assets were branded and messaged accordingly. We optimized our pan-Canadian approach so public and sector engagement activities occurred simultaneously.

### LESSONS LEARNED

- ✦ **Rethink:** Glean insights. Inform your strategic approach before launching into tactics.
- ✦ **Rework:** Strike a balance. For us, this meant inspiring the public while building capacity in the voluntary sector. For others, this may mean: how budgets are spent; how sustainability is achieved; or how many phases are required in a campaign.
- ✦ **Reaffirm:** Walk the talk to get results. For example, are you leveraging your network of insight? How will you get Return on Integrity? How is your campaign achieving a short-term and long-term impact?
- ✦ **Reengage.** Personalize your campaign for your key audiences.

