



WRECKING CREW

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Executive Summary

GOAL	KEY QUESTIONS	RECOMMENDATIONS	IMPACT
<p>Bring more donations and other income so that OST can carry out its cause more widely and help more children</p>	<p>How can OST effectively raise awareness and gain donors to support OST causes?</p>	<p>Tweak the Core</p> <p>Raise the right awareness through the right campaign</p>	<p>12.6K Increase in donors</p> <p>31.2K People will donate again</p> <p>46.1M THB Total Incremental balanced fund in 5 years</p>
	<p>How can OST differentiate itself among charitable organizations and generate necessary funding?</p>	<p>Track for More</p> <p>Increase donor retention by creating connection between donors and patients to gain more funding</p>	
Situation Analysis	Tweak the Core	Track for More	Impact

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OST is a non-profit medical charity that aims to provide safe surgeries to underprivileged children to address facial deformity – cleft lip, cleft palate and burns.



What is Operation Smile Thailand?

- An International non-profit medical charity began in 1982
 - With 250 medical volunteers
 - And 150 non-medical volunteers
- Aims** to provide safe surgeries to underprivileged children at no cost to address facial deformity
- Vision**
Envisions a future where health and dignity are improved through safe surgery

What is the organization offering?

Organization provides services to treat...

- Cleft lip and cleft palate
- Burn scar, wound, and contracture and
- Syndactyly / polydactyly / facial deformity

Through, 5 commitments

- Weeklong medical missions**
- Ongoing missions**
- Individual patients**
- Medical equipment & supplies**
- Medical training**


Ultimate Goal
Bring more donations and other income so that OST can carry out its cause more widely and help more children

Source: Case Booklet

Situation Analysis Tweak the Core Track for More Impact

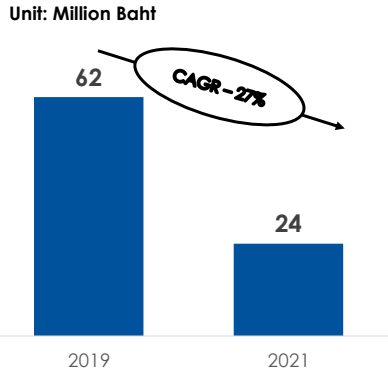
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Currently, OST is struggling to maintain donation pool from two main donor segments – Corporate & Individuals.



OST funding declined by 2.6 times from 2019 - 2021

Unit: Million Baht



Year	Funding (Million Baht)
2019	62
2021	24

CAGR - 27%

Pre-Covid OST funding proportion

- 1st Individuals Donors 44%**
- 2nd Corporate Donors 35%**
- 3rd Others 22%**
(School clubs, Give in Kind, and etc.)

Post-Covid OST funding Highlights

- Donation from Individuals fell by **18 million baht**
- Donation from corporate fell by **10 million baht**

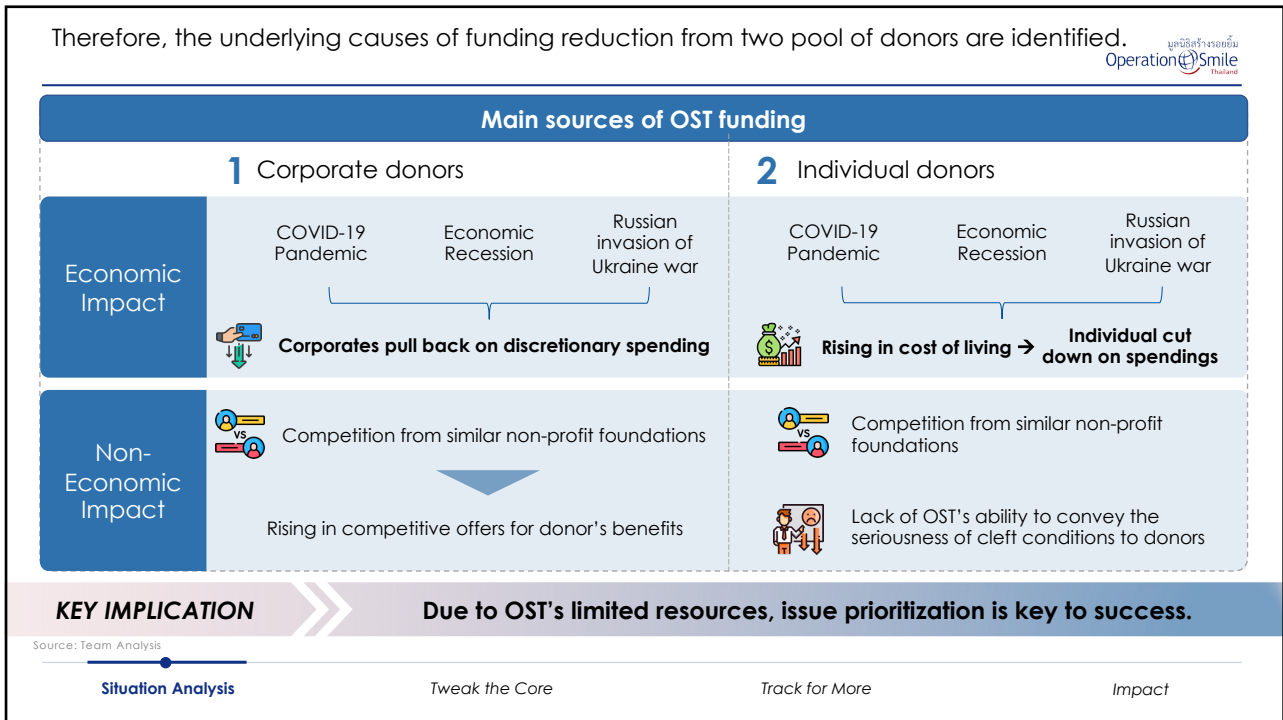
“Individuals is no longer the number 1 source of funding”

Source: Case Booklet, euromonitor

Situation Analysis Tweak the Core Track for More Impact

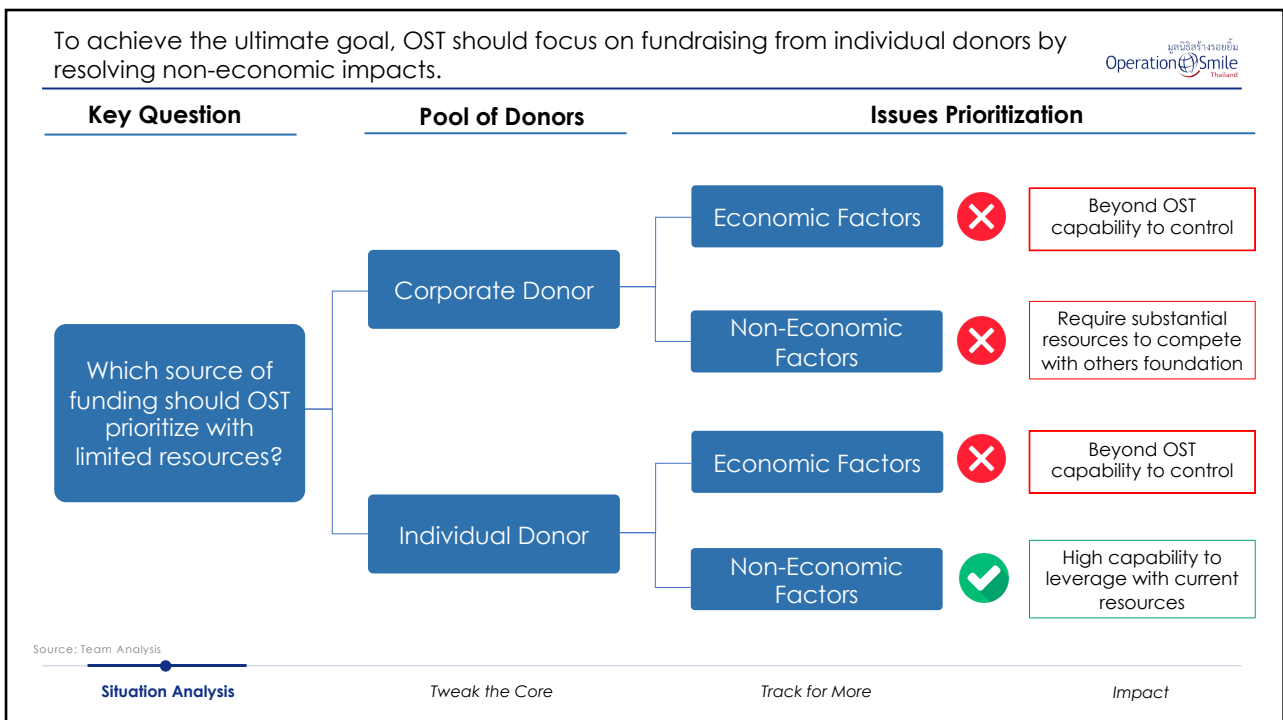
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Therefore, the underlying causes of funding reduction from two pool of donors are identified.




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To achieve the ultimate goal, OST should focus on fundraising from individual donors by resolving non-economic impacts.





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Through deeper analysis on Non-Economic impact, there are two key barriers OST should resolve.



1 Competition from similar non-profit foundations

Direct Competitor	Indirect Competitor
 <p>More foundations are tackling identical problem and offering similar benefits to donors.</p>	 <p>They are more aligned with donor's painpoint, as many people want to donate to organizations that help children in general.</p>

2 Lack of OST's ability to convey the seriousness of cleft conditions to donors

Underlying causes


- 1 **OST's strict policy** to never show the pictures of a suffering child
 ↓
 Makes many people believe that the children are not in desperate need
- 2 OST's current marketing strategy **fails to raise awareness of the lifestyle** behind these patients
 ↓
 Donors don't understand the importance of how patients have to suffer from cleft conditions

Source: Team Analysis



Situation Analysis
Tweak the Core
Track for More
Impact

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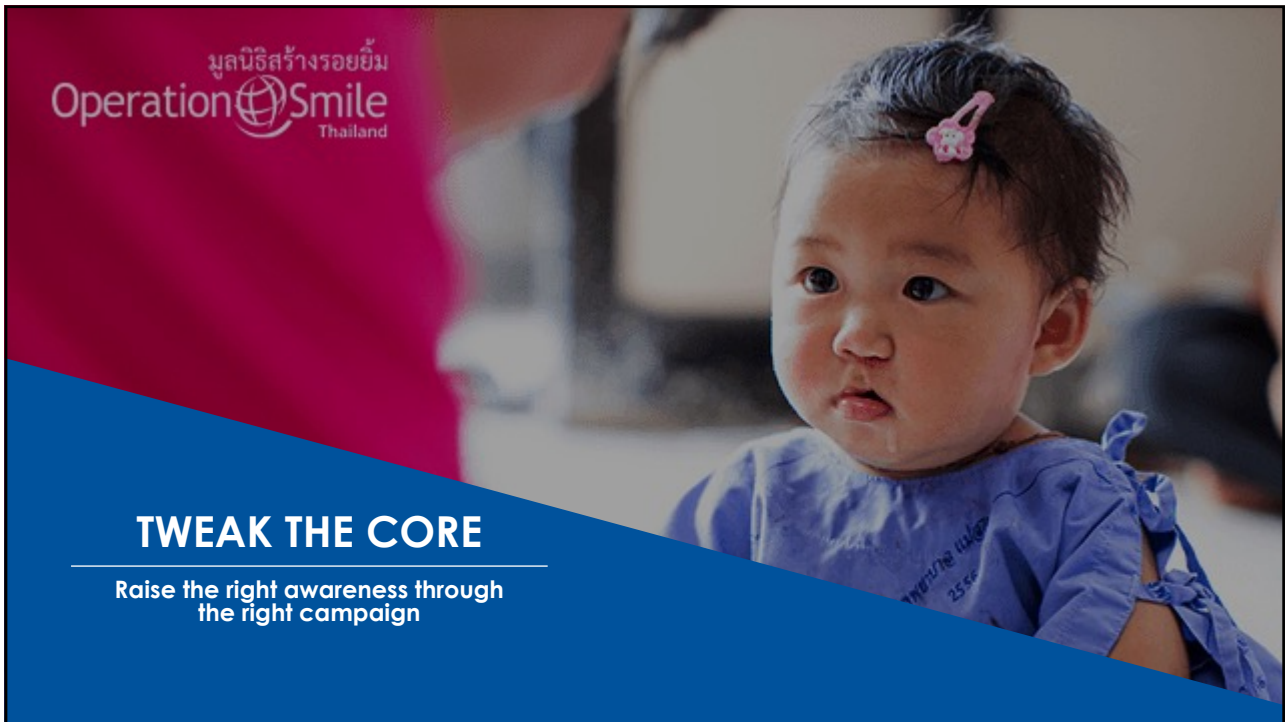
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 Donors don't understand the importance of how patients have to suffer from cleft conditions

Key Question
How can OST differentiate itself from competitors and cultivate public with the right understanding of cleft conditions ?

Situation Analysis
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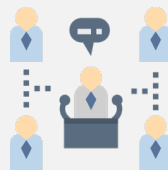

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OST should address their donor's journey from two key problems - Current Ads, Donating method.

มูลนิธิสร้างรอยยิ้ม
Operation Smile
Thailand

Current online campaign

Problems with the campaign

-  Lack of conveying the seriousness of cleft conditions
-  No convincing factor
-  Low engagement


Key Question How can OST raise awareness and provide informative content that is convincing enough to turn potential donors into OST's donors?

Source: Team analysis


Situation Analysis **Tweak the Core** Track for More Impact

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With Tweak the Core, there are 3 key steps OST should follow to outwin competitors and cultivate people's understanding.

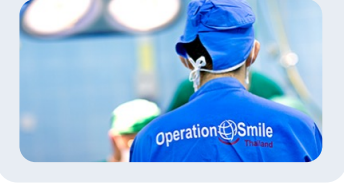


Bring Back the Confidence



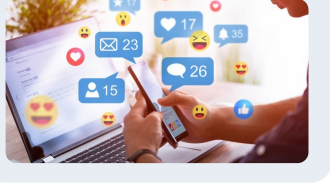
Creating an impactful video advertising through **informing the seriousness of cleft conditions** to raise awareness and **create empathy** for donation

Donate to OST



Improving the website by **illustrating the dashboard** of the recent impact of OST for donors to obviously **acknowledge** what OST does with their donation

Engage with Friends




By **sharing their donation** on social media, donors can post their impacts and have **engagement with their friends** who possibly become **new donors**

Situation Analysis
Tweak the Core
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OST should first address the awareness issue through **"Bring Back the Confidence"** online campaign.



Bring Back the Confidence

Donate to OST


Engage with Friends

Video Advertisement – "You are my smile"


What

Video advertisement: Unite donors to be a part of OST in bringing back the confidence of underprivileged children through funding of safe surgeries

Why



Raise awareness



Convey the seriousness of cleft conditions

How

Theme

<p>Mood</p> <p>Touched in order to create empathy</p>	<p>Tone</p> <p>Creating a personal tension to keep donors connected</p>
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Key message

"Confidence is the most beautiful thing about being human"


Let's make children come back to smile with confidence as you are their smile

OST is now **able to convey the correct understanding** about the seriousness of cleft to public

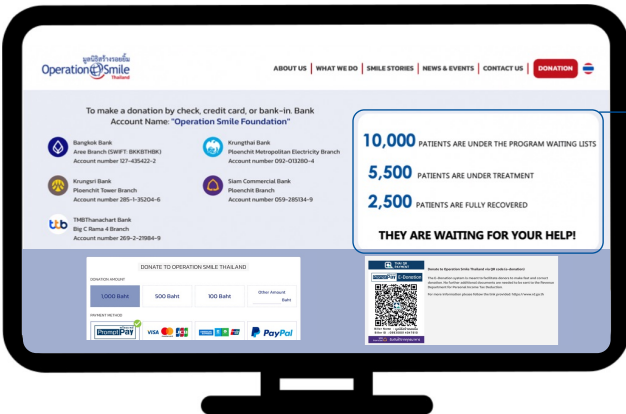
Situation Analysis
Tweak the Core
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After donors are awared with the right understanding, donors are taken on a modified journey that informs about OST's impact to create conversion.




Bring Back The Confidence → **Donate to OST** → Engage with Friends



Dashboard
The dashboard shows real-time patients' status update

- ✓ Indicate the importance of donation
- ✓ Donors can contextualize their contributions


Dashboard Feasibility
Implementing through donor management software with  bloomerang

OST is now able to convert ads viewers into donors

Situation Analysis **Tweak the Core** Track for More Impact

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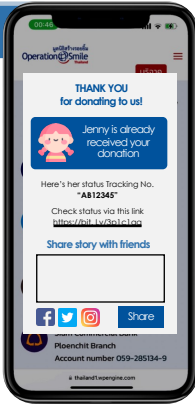
By sharing, donors are able to **engage** their friends through an informative graphic that outlines unique service offerings and their impact.



Bring Back The Confidence → Donate to OST → **Engage with Friends**

Sharable post that outlines OST's impact

Preview of post with impact
+
Multi-platform sharing capabilities
↓
Bring upon friends & family to donate with them



Cyclical Engagement with Friends

A viral share from friends creates peer-to-peer donations
↓
Contribute to cyclical engagement
↓
More potential donors

Sharable posts of donation helps OST increase engagement with its donors

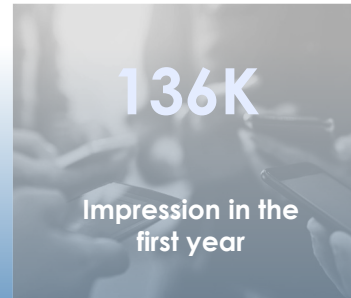
Situation Analysis **Tweak the Core** Track for More Impact

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Through Tweak the Core, OST will achieve three key impacts.



With Tweak the Core, OST will achieve...



After successfully **converting them into donating**, how can OST **prevent** them from being a **one-time donor**?

Situation Analysis

Tweak the Core

Track for More

Impact

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OST should address the gaps (**bonding & trust**) that prevent one-time donor from becoming OST loyal donor. Operation Smile Thailand

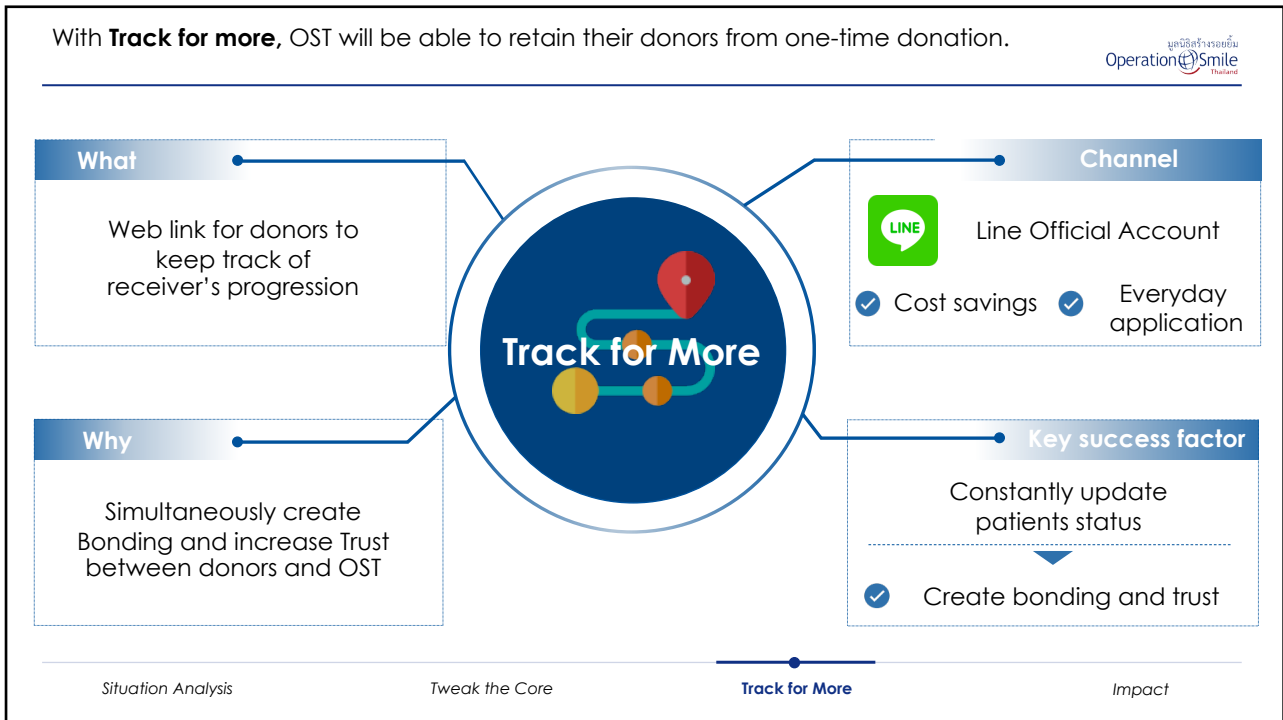
Bonding	Trust
OST is struggling to create bonding between donors and patients	OST still has room for improvement in building its brand image through increasing transparency
<p>Donors behavior 67% of donors said that they do not notice the difference among the organization</p> <p>Current problem There is "No Bond" between OST and donors leading to one-time donor</p>	<p>Donors behavior More than 54% of donors do not donate because they do not know what the organization does with their money</p> <p>Current problem 94% of people tend to have loyalty to organizations that offer complete transparency.</p>
<p>Case study "Sponsor a child program"</p> <p>CCF A program that donors can continuously donate to one child which can create bond between donor and child</p>	<p>Case study "Thankyou Water"</p> <p>thankyou. People use more Thankyou water instead of Plastic bottle water due to the increase in transparency which helps people built more trust and engagement to the brand.</p>
<p>Source: Team Survey, Team Analysis</p> <p>Situation Analysis Tweak the Core Track for More Impact</p>	

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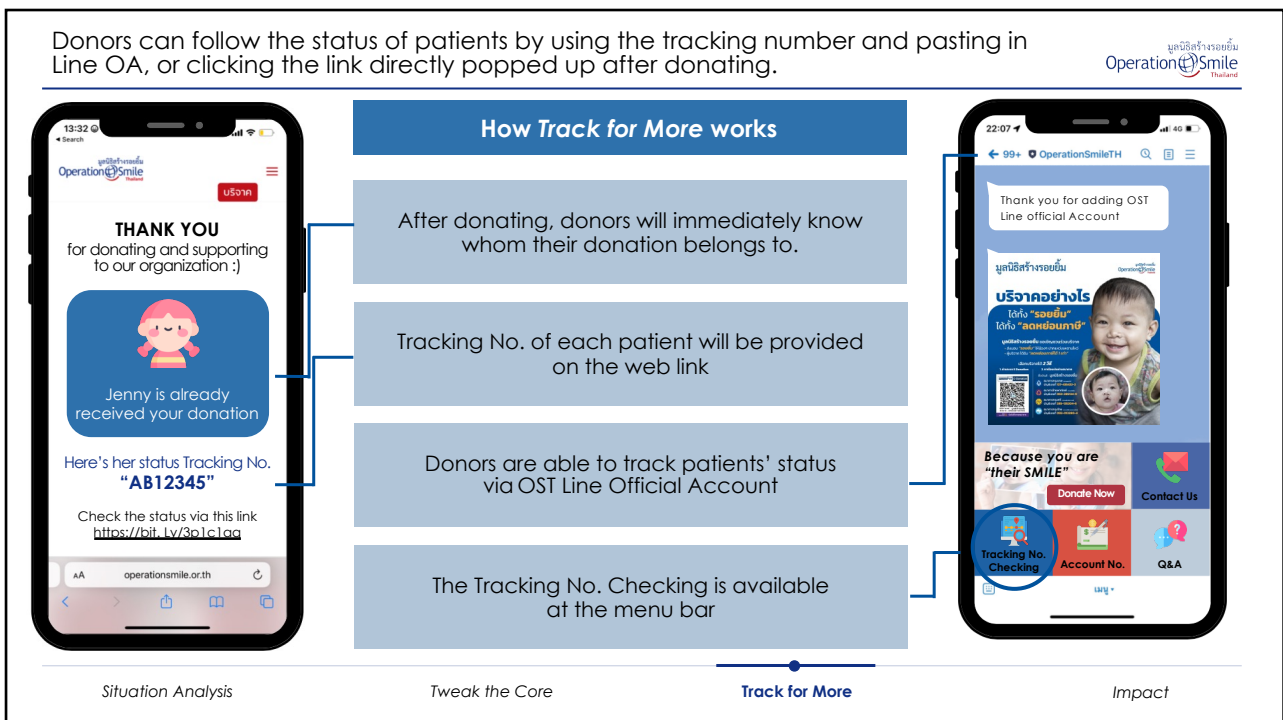
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Bonding	Trust
OST is struggling to create bonding between donors and patients	OST still has room for improvement in building its brand image through increasing transparency
<h2>Key Question</h2> <p><i>How can OST create bonding & trust to donors?</i></p>	
<p>donors leading to one-time donor</p> <p>Case study</p> <p>CCF "Sponsor a child program" A program that donors can continuously donate to one child which can create bond between donor and child</p>	<p>that offer complete transparency.</p> <p>Case study</p> <p>thankyou. "Thankyou Water" People use more Thankyou water instead of Plastic bottle water due to the increase in transparency which helps people built more trust and engagement to the brand.</p>
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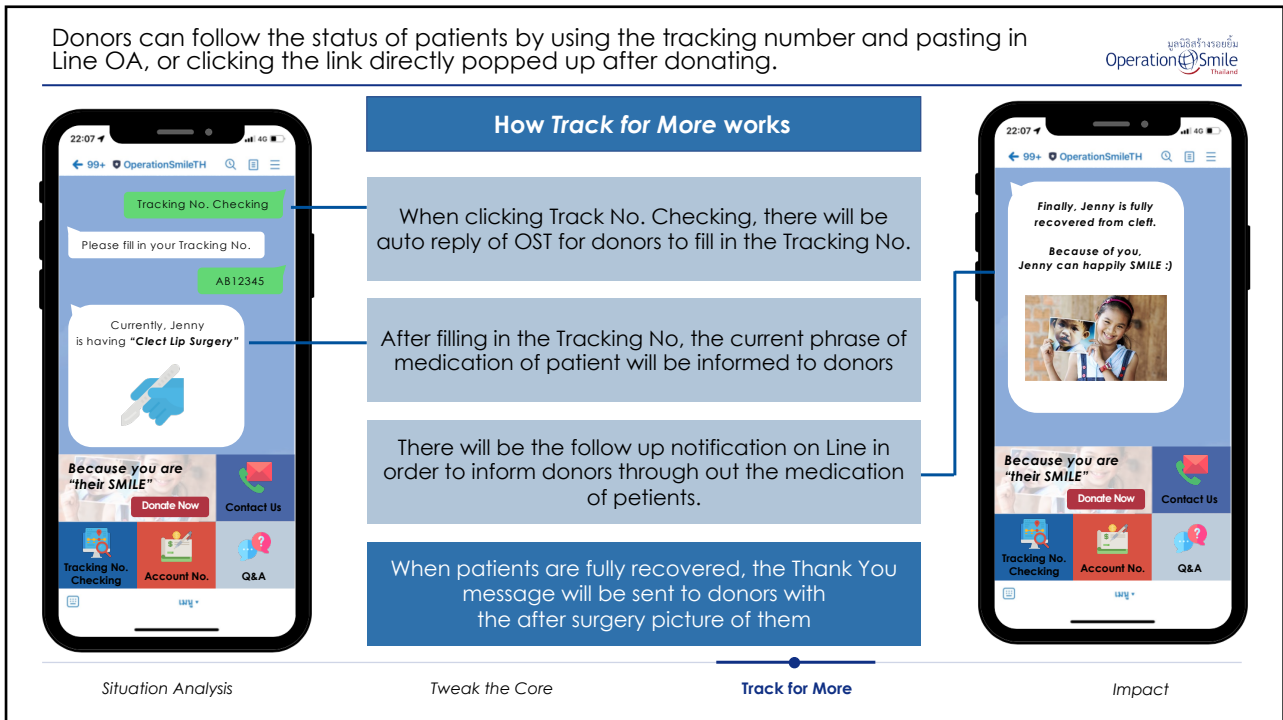
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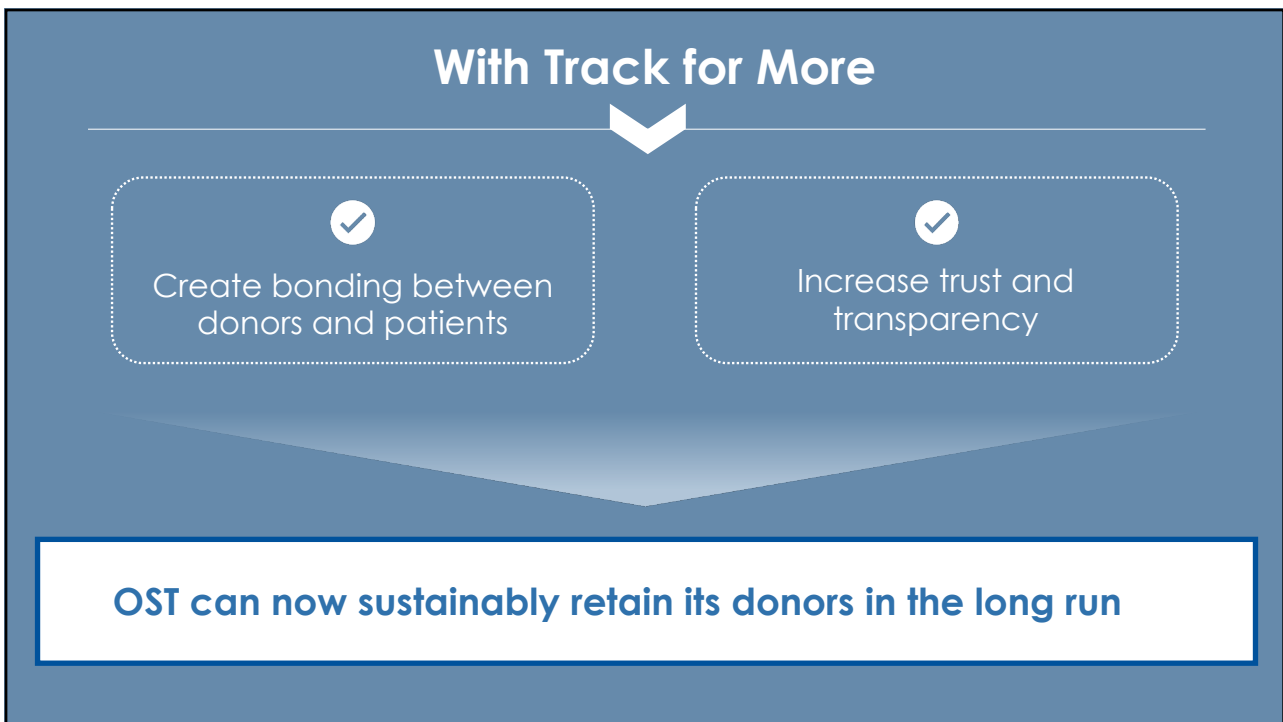
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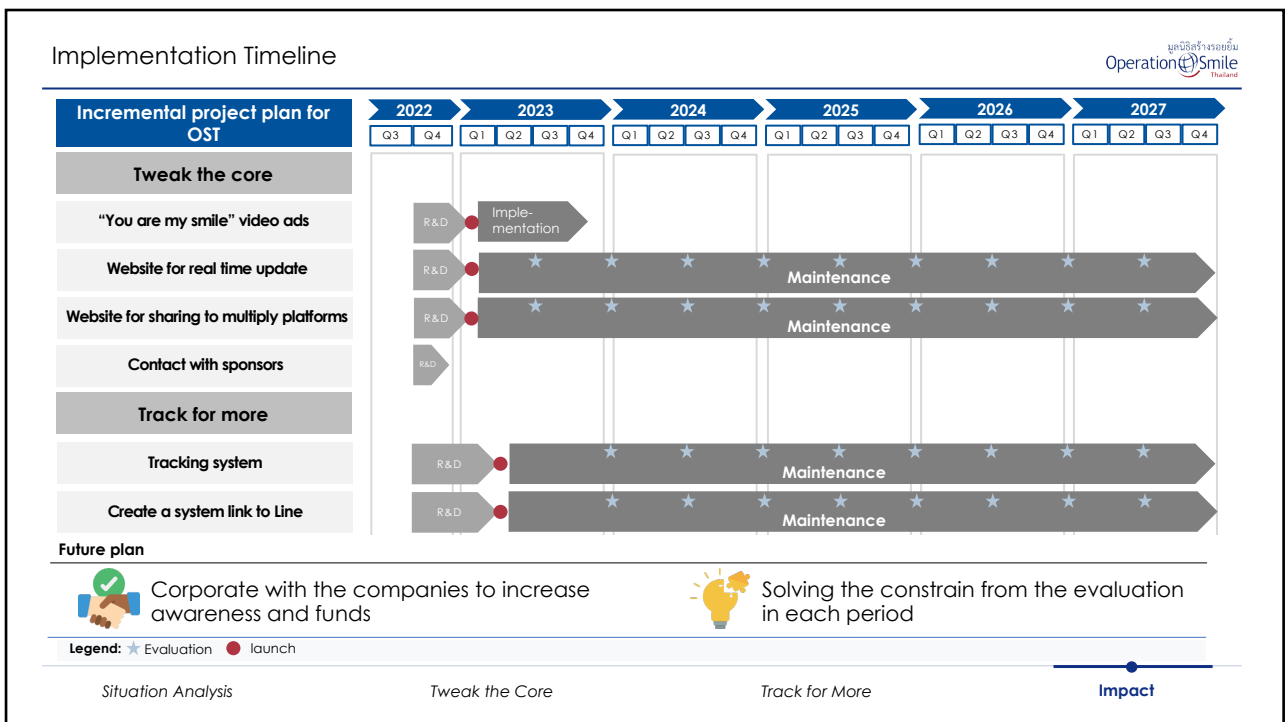
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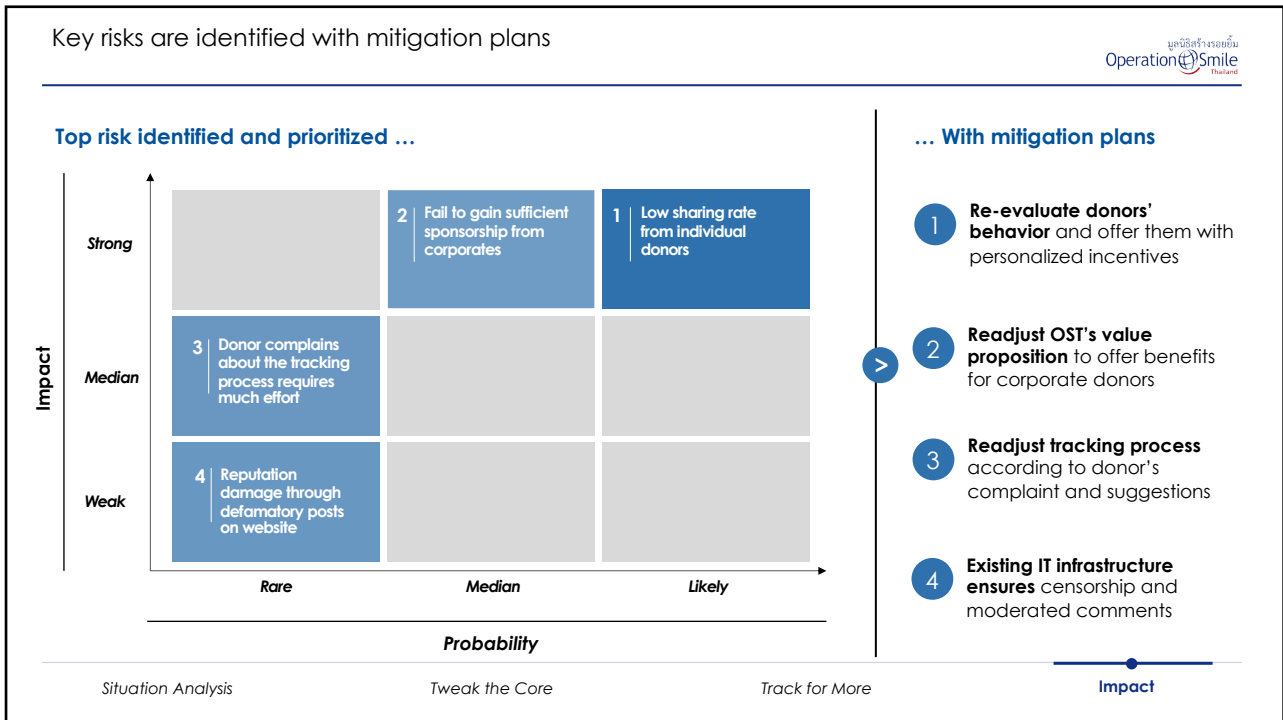
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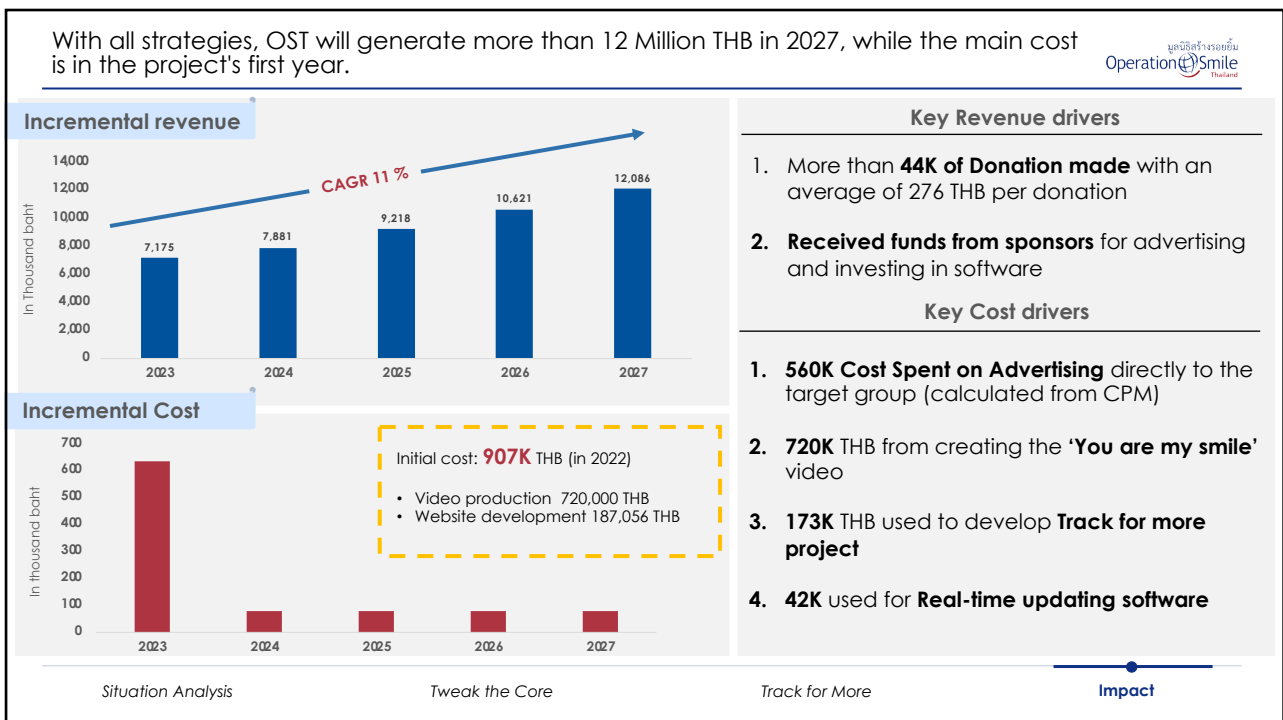
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