

# 999

DBA DESIGN EFFECTIVENESS AWARDS 2016

Rainforest Foundation UK - Cameroon Appeal

CATEGORY

## Design for Society



FOR PUBLICATION

INDUSTRY SECTOR  
Charity / Not for profit

CLIENT COMPANY  
Rainforest Foundation UK  
(RFUK)

DESIGN CONSULTANCY  
999 Design Group

DATE OF ENTRY  
June 2015

# Executive Summary

## 2012 Campaign - Email



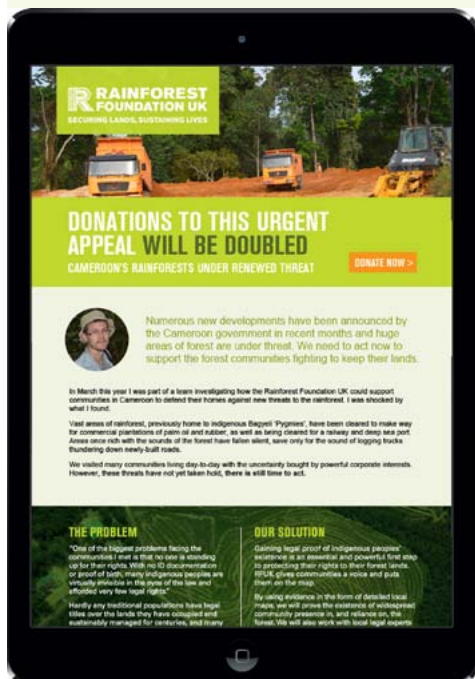
The rainforests of the world are being destroyed at an incomprehensible rate of 1 acre per second. 2 acres have been destroyed in the time it's taken you to read this far.

Mining, logging, infrastructure development are some of the biggest risks faced by the rainforest and the indigenous communities who have called the rainforest their home for thousands of years.

**A small charity, with a huge challenge**, the Rainforest Foundation UK work to enable the rights of these indigenous communities and provide them with tools and training to effectively map their land to protect them from future harm. By protecting indigenous communities RFUK is in turn protecting every aspect of the unique ecosystem that is the rainforest.

The Bagyeli Pygmies, native to Cameroon, are being displaced from their homes due to industrial logging for commercial plantations such as palm oil and rubber. The state can force communities to leave due to lack of identification papers and rights to the land. RFUK is working with over 200 communities in the region to urgently protect their rights and map their land over the next three years.

## 2014 Campaign - Email



The level and speed at which untouched areas are being threatened is horrific. **RFUK needed a hard-hitting campaign** to highlight these issues - the aim, to raise crucial funds to map this vast area - 1 million hectares - equivalent to half the size of Wales.

Our campaign needed a real sense of urgency and clarity while telling the emotive story from the indigenous peoples' perspective. It delivered;

- ▲ THE CAMPAIGN ACHIEVED RESULTS OF 78% ABOVE TARGET
- ▲ A 99% INCREASE ON THE PREVIOUS 2012 CAMPAIGN
- ▲ INDIVIDUAL GIVING INCREASED BY 43% - FROM £26 TO £37

“This strong new RFUK branding approach conveys an impression of an organisation that knows what it thinks, is confident and consistent, with a serious message. Our voice is being heard. Clearer and stronger than ever before.”

Simon Counsell, RFUK Director

word count 297

## PROJECT OVERVIEW

# The Brief

To create a one-off fundraising campaign targeting existing contacts of RFUK via direct mail and email marketing, to highlight the issues in the Cameroon Rainforest and encourage timely donations.

**Crucially, this was a 'matched giving' campaign**, supported by an anonymous donor who matched the total donation received (capped at a specific value) but most importantly this was set within a time frame - communicating this was vital:

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### KEY OBJECTIVES

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- 1** Raise £8,000 for the Cameroon 'matched giving' appeal - a 12% increase from the 2012 campaign
- 2** Increase the average individual donation amount from £26 to £30 - a 15% increase from 2012 campaign
- 3** Highlight the serious nature of the issues faced and the impact and success of the RFUK's work - strengthening and improving their reputation

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### CHALLENGE

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- ▲ Provide supporters of RFUK with a compelling reason to make a one-off donation
- ▲ Ensure a timely response
- ▲ Represent and summarise the complex work RFUK are undertaking in the region

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### SCOPE

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- ▲ As a small charity, Rainforest Foundation UK has a very limited budget for fundraising. Due to the complex, niche nature of the organisation they tend to communicate with those who they have an existing relationship with.
- ▲ We therefore agreed to use direct marketing as the primary channel for the campaign targeting those who had made a one-off donation previously.

## Approach

As part of the wider brand positioning and review 999 had undertaken, we proposed a key shift in the direction and approach to communications and content;

**HUMAN** Bring to life the people; those who work for RFUK, partners and the forest people. Communicating in a human way – with a lack of jargon.

**CLARITY** Shifting perceptions that the charity WASN'T about trees and wildlife. Focussing the RFUK role and its position.

**SOLUTION FOCUSED** Providing clear solutions to problems and a strong call to action, demonstrating where money raised would be channelled.

We also needed to address the key barriers that every UK charity faces to giving: [Source: CAF UK Giving 2014]

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### **BARRIER 1 - Understanding how the money raised will directly help.**

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- ▲ **Our Approach:** Creating a focussed campaign for ONE region, clearly stating the proposed solution.
- ▲ **Our Approach:** Showing how their individual donation would be used and how it would help.

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### **BARRIER 2 - There are so many charities, it's difficult to choose one.**

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- ▲ **Our Approach:** Highlight the difference of the RFUK as an organisation, the issues they tackle and the impact they bring.
- ▲ **Our Approach:** Build a personal, human-focussed relationship with the reader.

## Client Background

Since their inception, the Rainforest Foundation has helped indigenous and local communities protect more than **11 million hectares** of rainforest. Their approach is unique – they believe that the best way to protect the rainforest is through empowering the indigenous peoples to defend their ancestral lands. By promoting the establishment of community rights over rainforest lands and tackling the root of the problem related to the deforestation.

The rainforest is a home, a habitat, a shelter, a pharmacy, a supermarket and an ecosystem that supports many lives and livelihoods. For the indigenous people and animals that inhabit it, the rainforest is everything. Yet **most forest dependent people are unable to defend the lands on which they live from forest destruction, land theft and resource exploitation.** The Rainforest Foundation UK aims to change this.

The current rate of destruction is around 1 acre A SECOND. Expanded, that amounts to:



Not a well known fact, the organisation was originally founded by Sting and his wife Trudie Styler in 1989, after seeing first hand the devastation of the Amazon Rainforests and the impact it had on the lives of the indigenous people who lived there. Although high profile global celebrities, **they are not the face of the RFUK brand nor do they ever feature in campaign communications,** so the organisation can't and doesn't rely on high level input from them.

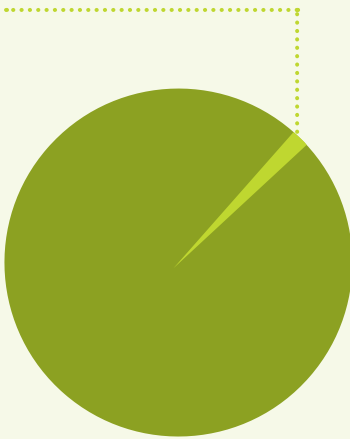
## Overview of Market

The charity sector is hugely complex, competitive, and faces continued pressure in securing on-going support and donations from a country still in a post-recession climate.

The charitable sector is faced with a conundrum of how to increase the total level of donations it receives – particularly when other revenue streams such as government funding are diminishing, and there are concerns over the lower level of engagement from younger generations, who are the potential donors of the future.”

[Source: UK Giving Report 2014; www.cafonline.org]

### ENVIRONMENT DONATIONS = 2%



#### In summary

A low priority sector receiving just 2% proportionally of charitable giving.

Coupled with a high amount of competition and a complex offering.

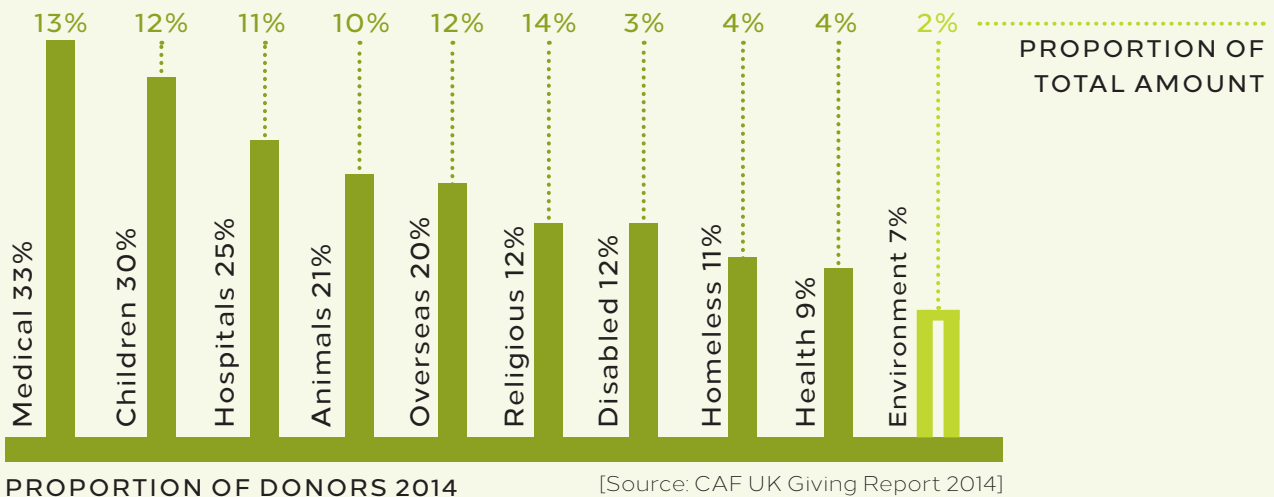
#### Coupled with the following:

- 1 RFUK are a very small charity, **employing only 20 staff**. On average raising £100,000 - £115,000 per annum through individual giving.
- 2 They operate in a unique way, which makes communicating their methods and approach complicated. **It's a hard sell** – especially compared to well known environmental charities such as Greenpeace.
- 3 It's a **competitive market place** with around 60 charities falling in the 'international environmental' category.
- 4 When reviewing charity giving in the UK, the **'Environment'** as a **category is low down the list**, receiving 7% of all donations (volume), which equates to 2% of overall funds (value).

[Source: CAF UK Giving Report 2014]

- 5 Post-recession, a report by CAF shows people channel additional income into holiday, clothes and going out **rather than supporting causes**. When asked, **charity scored lowest** - only 9% compared to holidays 21%, clothes 17%, and leisure activities 14%.

[Source: CAF UK Giving 2014]



# Outline of design solution

We created a campaign with stand-out, to engage and take the reader on the journey of the issues within the Cameroon, telling an emotive and compelling story, clearly demonstrating how the RFUK would approach the solution and where their donations would be directed.

The outtake – this is happening NOW, to people and communities – again to add to the sense of urgency to donate.

## Human:

- ▲ Use of imagery – showing portraits of ‘real people’ – introducing Jeanne, Bagyeli Community Leader, and featuring her story alongside Adam, the Head of Fundraising with RFUK who had experienced this first hand.
- ▲ Talking to the reader in first person – to acknowledge the relationship.
- ▲ Including an account from Jeanne – an indigenous person – to give this real authenticity and provide an emotive angle, this was happening to her, her home, and her family.
- ▲ Final sign off – iterating the urgency, however highlighting that this is a partnership – acknowledging the relationship and the importance of ‘your’ individual donation.

## 2014 Campaign - DM Letter



In March this year I was part of a team investigating how the Rainforest Foundation UK (RFUK) could help communities in Cameroon defend their homes against new threats to the rainforest. I was profoundly shocked by what I found.

Useless areas of rainforest, previously home to indigenous Bagyeli 'Pygmy' tribes, have been cleared to make way for commercial plantations of palm oil and rubber. These plantations are now being built on the land of the forest. The result of the forest has fallen when there was only the threat of logging trucks thundering down newly built roads.

I came across many communities like Jeanne, with similar experiences and concerns. Being able to do with the remaining forest by the roadside, people have had to move to the edge of the forest to act when there is no time to act.



JEANNE'S STORY

Jeanne and her family have lived in the forest for many generations. It is the only life she knows. But recent developments by a rubber plantation company have left her forest home destroyed. She worries about her people's future as the forest is their only source of food, medicine and shelter.

"Our forest is our fortune and our life but it is no longer ours. The State wants us to leave the forest and throw us away like objects. We are being left on our own. And we don't have rights. Our voices is not being heard. We are going to live like birds without a place to put our feet."

**200 VILLAGES TO BE MAPPED IN THE NEXT THREE YEARS (NEARLY ONE MILLION HECTARES)**

By proving their land rights forest communities can fight future developments. This approach has been very successful in other parts of the world (see below) and is urgently needed in Cameroon.



PLEASE DONATE TO EVERY DONATION YOU GIVE WILL BE



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In March this year I was part of a team investigating how the Rainforest Foundation UK could support communities in Cameroon to defend their homes against new threats to the rainforest. I was shocked by what I found.

## Compare to 2012 Campaign - DM Letter



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## Solution Focused:

- ▲ Including a compelling summary of the problem AND the solution – something from research we identified as key to include. The reader needs to know how a charity will solve a problem and where their money is being channelled.
- ▲ Upfront with the reason behind the communication.
- ▲ Clear CTA throughout.

word count 205

# Email – Compelling and Responsive



Numerous new developments have been announced by the Cameroon government in recent months and huge areas of forest are under threat. We need to act now to support the forest communities fighting to keep their lands.

In March this year I was part of a team investigating how the Rainforest Foundation UK could support communities in Cameroon to defend their homes against new threats to the rainforest. I was shocked by what I found.

Vast areas of rainforest, previously home to indigenous Bagyeli 'Pygmies', have been cleared to make way for commercial plantations of palm oil and rubber, as well as being cleared for a railway and deep sea port. Areas once rich with the sounds of the forest have fallen silent, save only for the sound of logging trucks thundering down newly-built roads.

We visited many communities living day-to-day with the uncertainty brought by powerful corporate interests. However, these threats have not yet taken hold, there is still time to act.

### THE PROBLEM

"One of the biggest problems facing the communities I met is that no one is standing up for their rights. With no ID documentation or proof of birth, many indigenous peoples are virtually invisible in the eyes of the law and afforded very few legal rights."

Hardly any traditional populations have legal titles over the lands they have occupied and sustainably managed for centuries, and many communities that once lived in the forest have been forced to live on the side of the road as their forest homes are destroyed.

### OUR SOLUTION

Gaining legal proof of indigenous peoples' existence is an essential and powerful first step to protecting their rights to their forest lands. RFUK gives communities a voice and puts them on the map.

By using evidence in the form of detailed local maps, we will prove the existence of widespread community presence in, and reliance on, the forest. We will also work with local legal experts to advocate for forest peoples' rights and the protection of their rainforest home.

**X2** Our new project partners are ready to begin, our staff have the experience, and a generous donor has agreed to match all donations towards this appeal

## WE PLAN TO MAP 200 VILLAGES (NEARLY ONE MILLION HECTARES) IN THE NEXT THREE YEARS;

This approach has been very successful in other parts of the world and is urgently needed in Cameroon.



[CLICK HERE FOR SUCCESS STORIES](#)

## WE HAVE A REAL OPPORTUNITY TO MAKE A DIFFERENCE, BUT WE NEED TO ACT NOW.

The level and speed at which previously untouched areas of forest are now being threatened is horrific. One map alone won't change much, but 200 maps, covering a million hectares of forest and representing thousands of voices will become impossible to ignore.

With many thanks

*Adam Colling*

## CLARITY:

- ▲ Use of white space to ensure legibility around headline messages, easy to read and not an overwhelming use of copy.
- ▲ Distinctive, serious and well considered – an organisation you can trust.
- ▲ Refined colour palette.
- ▲ Clear sections each with their own purpose to guide the reader.
- ▲ Providing a succinct encapsulation of the issue.
- ▲ Use of icons to break up copy and demonstrate how mapping works and what your money would buy.

## WE PLAN TO MAP 200 VILLAGES (NEARLY ONE MILLION HECTARES) IN THE NEXT THREE YEARS;

This approach has been very successful in other parts of the world and is urgently needed in Cameroon.



# Direct mail – achieving cut-through



## Outer envelope

- High impact outer envelope for maximum cut through and to draw reader in.
- Strong and powerful headline that immediately ensured the reader understood the topic.
- The use of a flash to hierarchy that donations would be doubled and to give a sense of urgency.
- A powerful logging image used to further engage with the reader and give the campaign a sense of place and reality.



## DONATIONS TO THIS URGENT APPEAL WILL BE DOUBLED

### CAMEROON'S RAINFORESTS UNDER RENEWED THREAT

Numerous new developments have been announced by the Cameroonian government in recent months and huge areas of forest are under threat. We need to act now to support the forest communities fighting to keep their lands.

In March this year I was part of a team investigating how the Rainforest Foundation UK (RFUK) could help communities in Cameroon defend their homes against new threats to the rainforest. I was profoundly shocked by what I found.

Our areas of habitat, primarily home to indigenous Bagyeli 'Pygmies', have been cleared to make way for commercial plantations of palm oil and rubber, a new railway and deep sea port. Areas once rich with the sounds of the forest have fallen silent, now only the sound of logging trucks thundering down newly built roads.

I am aware many communities like Jeanne's, with similar experiences and concerns, find it difficult with the uncertainty brought by powerful corporate interests. But these threats have not yet taken hold so there is still time to act. Now is the time to fight back.

**200 VILLAGES TO BE MAPPED IN THE NEXT THREE YEARS (NEARLY ONE MILLION HECTARES)**

By proving their land rights forest communities can fight future developments. This approach has been very successful in other parts of the world (see below) and is urgently needed in Cameroon.



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Jeanne, Bagyeli Community Leader, March 2014

**MAPPING WORKS**  
SUCCESS STORIES FROM THE AMAZON

In 2004, RFUK used mapping to secure legal titles for nearly one million hectares of rainforest in the Peruvian Amazon.

With the legal titles in place, we helped communities defend this area from the threat of a hydroelectric dam which would have flooded over 73,000 hectares of rainforest.

PLEASE DONATE TO THIS URGENT APPEAL EVERY DONATION YOU GIVE WILL BE MATCHED, DOUBLING YOUR IMPACT

TURN OVER TO FIND OUT WHAT WE DO TO HELP...

EXAMPLE NAME HERE  
Address line 1  
Address line 2  
Town  
Country



I WANT TO HELP DEFEND THE CAMEROON RAINFOREST

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SUCCESS STORIES FROM THE AMAZON

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With the legal titles in place, we helped communities defend this area from the threat of a hydroelectric dam which would have flooded over 73,000 hectares of rainforest.

## SUMMARY OF RESULTS

- Objective 1: Raise £8,000 for Cameroon matched giving appeal – a 12% increase from the 2012 campaign

### Results

**£14,213**

RAISED

**78%**

INCREASE  
VS. TARGET

**99%**

INCREASE ON THE  
PREVIOUS 2012  
CAMPAIGN

- Objective 2: Increase average donation amount from £26 to £30 – 15% increase from 2012 campaign

### Results

**£37**

AVERAGE  
DONATION

**23%**

INCREASE  
VS. TARGET

**43%**

INCREASE ON THE  
PREVIOUS 2012  
CAMPAIGN

BUCKING THE  
SECTOR TREND

The 2014 Campaign also unlocked the Maximum Matched Giving Donation.

### RFUK Cameroon Appeal results - 2012 vs 2014

	2012 Campaign	2014 Target	2014 Actual	Result v.s Target	Result v.s Target 2012
Database	12,691		13,043		352 // approx 3% additional
Donations	£7,133.51	£8000 // approx 12% increase	£14,213.47	78% increase	99% increase
Matched giving	£7,000	Capped at £11,000	£11,000	Capped at 11,000	Unlocked maximum
Grand total	£14,133.51		£25,213.47		17,213 more than target
Average donation	£26	£30 // 15% increase	£37	23% increase	43% increase
Annual individual giving	£110,880		£115,799		

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▲ **Objective 3:** Highlight the serious nature of the issues faced in Cameroon and the impact of RFUK's work in the region – **helping to strengthen and improve their reputation**

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**Quotes from Senior RFUK Stakeholders.**

'The strong new brand being applied to all of our communication outputs, conveys an impression of an organisation that knows what it thinks, is confident and consistent, with a serious message. **Our voice is being heard, clearer and stronger than ever before.** The impact of our work is being talked about. Doors previously closed (to RFUK) are opening.'

**Simon Counsell, RFUK Executive Director**

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'Without a doubt, the new brand approach to our campaign conveys real authority to our work. The issues are being told with conviction, and I know it helps to add urgency to our fundraising appeals. **The results of this campaign speaks for itself.**'

**Adam Colling, Head of Fundraising**

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'I think the Rainforest Foundation UK's new brand will 'enable' the organisation in a way that I don't believe has been possible before. In fact, it is clearly already starting to do this, which is very exciting to see. RFUK is a very small organisation that already punches above its weight and it is fantastic that a leading design agency like 999 is helping them to do justice to their communications, with each one playing such a vital role on the long and arduous journey towards achieving positive change in the field of forest peoples' rights.'

**Louise Morriss, Chair of the Board of Trustees**

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word count 243

# Other influencing factors

The Foundation in RFUK's name is a bit misleading and can imply that it is a charitable foundation. Foundations, which are typically endowed by an individual or family, are usually grant-giving organisations, which RFUK is not.

Charity giving in 2012 vs 2014 within the environment sector, received an increased volume of donations (5% - 7%) however the overall proportion of money remained at 2%. Therefore the increase in individual giving seen by the campaign bucked the sector trend.

Although a campaign targeting a specific region wasn't run in 2013, other fundraising activity took place targeting the database.

## 2014 Campaign - DM Letter



In March this year I was part of a team investigating how the Rainforest Foundation UK (RFUK) could help communities in Cameroon defend their homes against new threats to the rainforest. I was profoundly shocked by what I found.

Most areas of rainforest, previously home to indigenous Baka and Pygmy, have been cleared to make way for commercial plantations of palm oil and rubber, a new railway and deep sea port. Areas once rich with the sounds of the forest have fallen silent, save only for the sound of logging trucks thundering down newly-built roads.

I came across many communities like Jeanne's, with similar experiences and concerns, living day-to-day with the uncertainty brought by powerful corporate interests. But these threats have not yet taken hold so there is still time to act. Now is the time to fight back.



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Jeanne, Baka Community Leader, March 2014

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PLEASE DONATE TO THIS URGENT APPEAL  
EVERY DONATION YOU GIVE WILL BE MATCHED, DOUBLING YOUR IMPACT

TURN OVER TO FIND OUT WHAT WE DO TO HELP...

EXAMPLE NAME HERE  
Address line 1  
Address line 2  
Town  
Country



I WANT TO HELP DEFEND THE CAMEROON RAINFOREST



## 2012 Campaign -DM Letter



EVERY POUND YOU GIVE WILL BE DOUBLED!  
Helping twice as many 'Community Lawyers' defend the rights of forest peoples to protect their ancestral lands

Dear  
When you think of the rainforest, what comes to mind? The green canopy of trees that stretches for miles and miles? Exotic birds and animals?  
But what about the people for whom the rainforest is home?  
People who rely on rainforests for their food, shelter and livelihoods.

Unfortunately, when decisions are made about the future of rainforests, the voices of these people are often not heard. They rarely have access to legal support if their rights to protect local rainforests are being ignored. This leaves their forest homelands vulnerable to exploitation and destruction by logging, mining, rubber and palm oil companies.



"We have been living in this region for ages, and have lost every control over our forest and are desperate to gain our rights back!"

### WHY WE NEED YOUR SUPPORT TODAY

There are more than 1.5 million people living in tropical rainforests in Gabon and the Central African Republic in Africa, including many indigenous 'Pygmy' people.

However, very few forest peoples have a legal voice to defend their rights to the lands they depend on for food, medicine and shelter. Many lack birth certificates and identification papers, meaning they do not exist in the eyes of the law. Only very few know about the legislation protecting them or about the rights to which their communities are entitled.

When large legal or illegal logging companies or 'land grabbers' arrive in their villages, these forest communities have no way of defending what's been theirs for many generations - and as a result the forest is often destroyed. We need your support to help such people use the law to protect their forest homelands.

Benjansky Senekian,  
Community Lawyer,  
Central African Republic (CAR)

Benjansky is from Psoou in north-west CAR. He graduated in Bangui in 2009 with a degree in Public Law. He has always wanted to get involved with local community organisations, and is among the young lawyers who will be working to improve forest communities' rights.

RAIN FOREST FOUNDATION UK  
Registered Charity No. 1134427

www.rainforestfoundationuk.org/communitylawyer

# Research resources

Charities Aid Foundation - <https://www.cafonline.org/>

CAF Report - UK Giving 2014

CAF Report: UK Giving 2012

Rainforest Foundation internal donation data