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**nonsense** **CONCERN**  
worldwide

WHAT (THE HECK) CAN FUNDRAISERS LEARN FROM RAPPERS?

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# WORD!

(ER... HELLO!)

## INTRODUCING MC KONTENT & DJ STRAT-2G



(sorry James!)



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NONSENSE ARE A CREATIVE DIGITAL AGENCY THAT CONNECTS BRANDS  
TO THEIR AUDIENCE THROUGH CONTENT WORTH SHARING



Brands that act like publishing houses  
and tell compelling stories will succeed.

Not all stories deserve telling.  
Brands need to focus on the ones that do.

***Content Worth Sharing***

Engagement with these stories is not measured in eyeballs or passive 'likes'.  
It's measured in action, and there's no greater digital action than sharing.



Concern is tackling hunger and transforming life's in the worlds poorest countries, set up in Ireland over 40 years ago. Fundraising and campaigning in the UK – trying to move away from the Ireland HQ.

My role was the first digital focused role in the UK office, to facilitate and advise on digital projects – work with all teams to make them be more digital and suggest new areas

7 KEY PRINCIPLES OF  
CONTENT MARKETING FOR FUNDRAISERS...  
...AS EXPLAINED BY THE WORLD'S BEST MC'S\*

\*and Vanilla Ice.



#1



“The **purpose** is clear  
We're here to leave your  
ear hurtin' severe...”

“CONCRETE SCHOOLYARD” - JUSASSIC 5,  
FROM “JURASSIC 5” - PAN, 1998



#1



## HAVE CLEAR OBJECTIVES!

Jurassic 5 have a very clear objective... and it's not just to "bust your blood vessels" or "perforate your ear drums".

They set out to challenge the "gangsta" rap dogma - i.e. dumb lyrics about blunts, 40s and 'bitches', with the same Soultrain samples - using more lighthearted, partytime lyrics and poppy beats...



#1



## HAVE CLEAR OBJECTIVES!

Fundraisers can do this too! If you're going to get into content, you need to know what organisational goals it's helping with, and which parts of your fundraising efforts you're assisting.

Are you helping convert at the decision point of donation?

Are you trying to get one-off donors to give again?

Are you looking to grow a prospects database etc?

#1



## HAVE CLEAR OBJECTIVES!

It helps to make your objectives "ladder up"  
- i.e. make sure the smaller objectives  
contribute to the larger (organisational) ones.



Confused  
voice with  
different  
parts of the  
organisation

No engaging  
content  
e.g videos,  
infographics,  
quizzes

Limited  
cross team  
working  
and sharing  
of content

Limited  
sharing of  
content  
online

No budget  
for content  
due to  
demand of  
instant ROI



## Increased awareness

Supporters sharing content  
Growing email list  
PR / Blogger outreach

## Greater participation

Engage regular donors  
Develop social media supporters  
Cross team working

## Increased income

Develop new income streams  
Increase donor retention  
Member get member



#2



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“Alright stop,  
**collaborate**  
and listen.”

“ICE, ICE BABY” - VANILLA ICE, FROM  
“HOOKED” - SBK RECORDS, 1989



#2



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## COLLABORATE!

Great content comes from collaboration...

First of all, collaborate internally; if you can't share great stories about what you're doing with each other, how are you going to do it with your supporters? Set up meetings where you discuss content opportunities and requirements.

You have more content than you think!!





#2



## COLLABORATE!

Next, collaborate with your audience.  
Ask them what they want to know about your  
organisation, and give it to them.

Finally, collaborate with content strategists and creatives.

Identifying what stories to tell, where to place them, and  
making them memorable & shareable may well require a  
point of view external to your charity!



#2

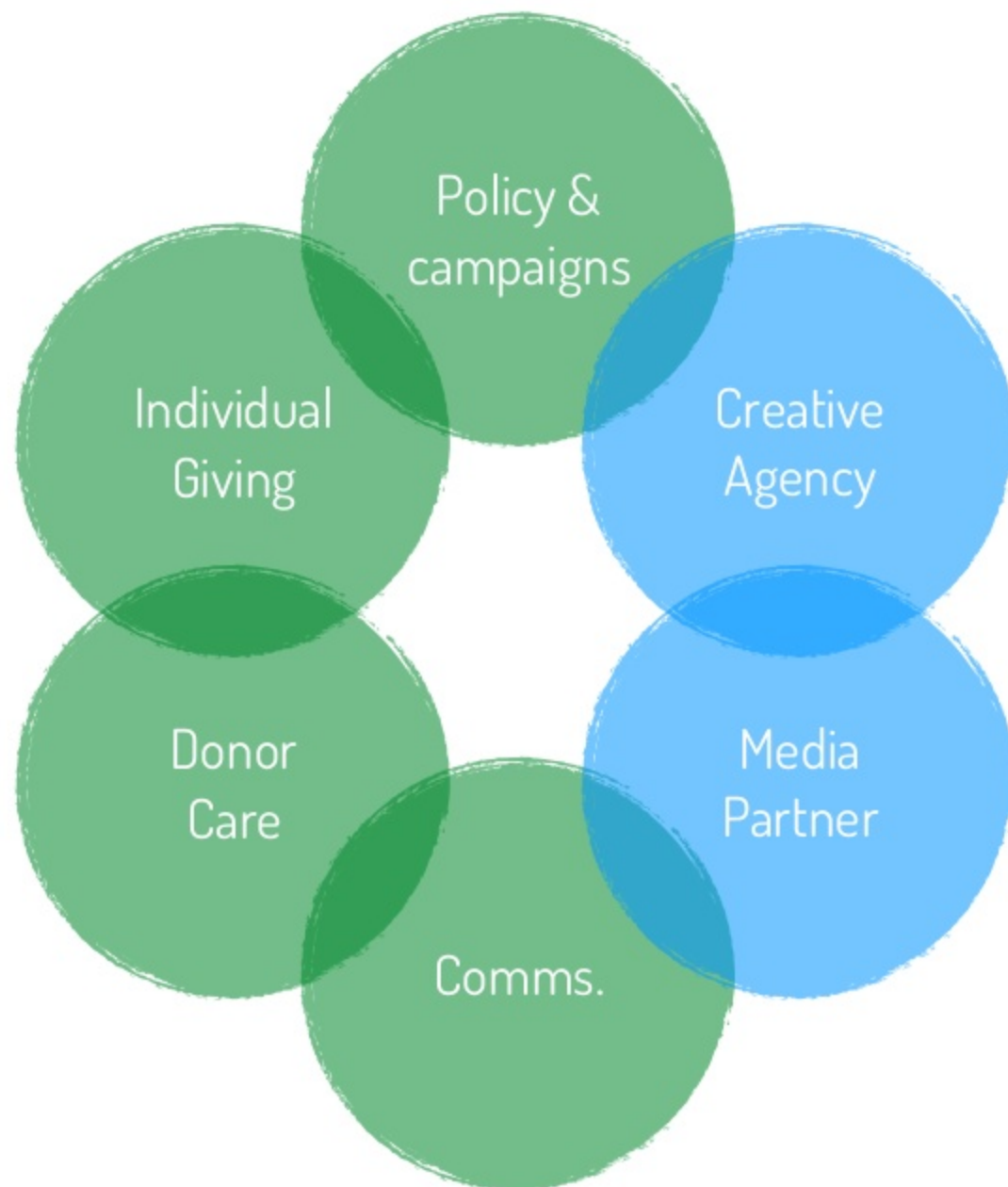


## COLLABORATE!

Every good hip hop artists knows the power of collaboration, with a constant switch up amongst Producers, DJs, Rap crews and albums littered with cover versions and guest appearances.

Vanilla's not actually a very good example!  
Think about Dizzee Rascal's success with collaborations...

## CONCERN'S COLLABORATION MODEL



- All teams need to be updated on content. Don't forget about donor care as they are the people who deal with any queries from the public.
- Felt like I worked for the United Nations ensuring teams were working together, sharing ideas/objectives and overcoming differences.
- Agencies can help this development as they are the outsiders, have outside knowledge and creative expertise.

## BENEFITS OF COLLABORATION



- There is value in having one agency who know you inside out... saves you time and money in the longer run.
- Learn from previous campaigns and use this to guide your strategy.
- Source budget – agencies can help with the business case to increase budget.
- Push creative boundaries – we had some hilarious meetings with our teams trying to see how far we could push our brand. We sometimes took the less crazy options, but helped us to see where our brand could go in the longer run.

One agency to guide  
and develop content

Learning from  
previous campaigns  
& industry trends

Source more budget

Pushing creative  
boundaries



## COLLABORATION EXAMPLE...



- #type1uncut started with Garfield Weston Foundation getting together with Diabetes UK to provide an online resource for young people with Type 1 diabetes.
- Diabetes UK were already running meetups for groups of these young people.
- They hired Nonsense to help create the resource... the first thing we did was run workshops with the young people, who not only told us what content they really needed, but also volunteered to help make it!
- They now make and publish videos on the subjects they really care about on [youtube.com/type1uncut](https://youtube.com/type1uncut)

**DiABETES UK**  
CARE. CONNECT. CAMPAIGN.

**nonsense**



Garfield Weston  
FOUNDATION



#3



“My **story** connected with a lot of folks.”



“US” - BROTHER ALI, FROM “US” -  
RHYMESAYERS ENTERTAINMENT, 2009.