

Youth Impact Communication

Aid For Tibetan Children

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Summary

We have been

1. spreading information about the true situations that children in Tibet face;
2. raising social awareness of the hardships Tibetan population are undergoing;
3. attracting more people to our funding project, giving Tibetan schools and families more support.

Public welfare is the knowledge of practice.

Identify the Topic

| Topic Description

In China, Tibet, children's life can be very difficult. Being a relatively backward part of China, Tibet has many families still surviving on grazing. Some extremely poor ones only have an annual income of about 6000 RMB, which is just three times of the lowest monthly income of a southeastern city, Nanjing. Combining poor economy and extreme weathers on "the roof of the world" (an average elevation of 4000 meters), health conditions are severe in relatively remote areas as medication is hard to access and people have high susceptibility to diseases. All the factors above cause there to be a large number of children living without parents or only one parent and grandparents, oftentimes none of them having a job. Local schools also suffer humble facilities, bringing obstacles to education. We want to improve the lives of Tibetan children, families, and schools with financial aids and facilities support.

| Why it is important

It brings you a shiver when witnessing the great contrast between children in the same only: part of them chatting in warm classrooms, celebrating festivals and playing smartphones, while the other part studying in -20 degrees, cold injuries over their hands, and walking through ice and snow towards their homes with cement walls and grounds. They should have shared the same rights, yet they don't. We should aid these children simply for the reason that they are part of the world's future and deserve a better life. But apart from that, there are also other benefits to this: improving education could change these Children's grazing destiny, allowing them to have a wider prospect; it could also raise a generation that will be able to help develop their own hometown, improving local conditions, etc.. In the greater scope, this promotes balanced regional development.

| Project Objective

We intend to:

1. Spread information about the true situations that children in Tibet face;
2. Raise social awareness of the hardships Tibetan population are undergoing;
3. Attract more people to our funding project, giving Tibetan schools and families

more support.

Identify the Target Audience

| Who Are They?

1. Main audience: Jiangsu, Nanjing women, aged 35-60, relatively wealthy, well educated.
2. Nanjing primary school students, aged 6-12.

| Why Are They?

We are quite familiar with the mentality of such women, since our mothers belongs to the group.

For the main audience, there are three main considerations:

1. Wealth. Their economic ability ensures the basic requirement that they will be able to donate money.
2. Nanjing. The charity program hopes to establish direct, long-term contact between each donator and helped child, so it does not require large numbers of people but rather faithful ones. Local donators are easier to contact and to ensure that they can take responsibility.
3. Aged 35-60. Women at this age are often more susceptible to emotional impacts. Their compassion makes it easier for us to phrased them into donating. Especially, we plan to use Xi MuRong, who was a poet of high esteem among this generation of women, as a character to quote from to help us promote.
4. Well educated. While making them meticulous people, higher education, generally, also helps them develop altruism and take on a higher value for the noble deeds aimed at improving the society.

For primary school students, mainly considering that they are young pro who will be the leading force of the society in 15-20 years, and we hope for this generation to be aware of Tibetan people' s circumstances and make changes in near-future.

| What is your scope?

For our main audience, it can be narrowed down to

1. Mainly in two neighborhoods: Masterland and Meizhiguo Garden, which are both near-suburban mansion groups, inhabited mainly by rich people.
2. A small part might come from other parts of Nanjing, like Xinjiekou, a small CBD of Nanjing.

3. Online contacts developed through help from present acquaintances.
For primary school students, it can be narrowed down to one school: Nanjing Foreign Language School Xianlin Campus.

| How to reach them?

1. Send public articles with on the main social medias: QQ and Wechat. This aims at expanding the range we reach and discovering more potential audience.
2. Giving speeches in primary school.
3. Handing out leaflets in the two neighborhoods; at spa stores and beauty stores.

Identify the Key Message

| The Key Message

To middle-aged women: Give your soul lifelong enrichment with just a scan.

To primary school students: Know the children of another world, cherish what you have, plant a seed of aid.

| The Tactics Behind

We analyze costs and benefits the audience face when deciding whether to take action to donate or not. We also try to appeal to their empathy. It is obvious to everyone that donation is an undertaking of good purpose, yet the main resistance that stops most of them from taking action is that subconsciously, the importance of this action fails to outweigh personal sacrifices of either money or time. Therefore, we try to stress the benefits they can draw from participating in this program and avoid the difficulties.

To our target audience, well-educated, financially able women aged between 30 and 60, a donation of 200 yuan per month will not make a significant influence to their lives. Also, at this stage of life, their pursuit gradually starts to move from material satisfaction to more socially or mentally meaningful undertakings. We try to shape the donation as a good chance for them to better fulfill their lives, so we used "give your soul lifelong enrichment".

Also, in order to reduce obstacles on their way of donation, we want to make it sound as easy as possible. That's why we stressed "just one scan".

Choose the Platform

| The Platform Chosen

1. Wechat and QQ: online articles and video
2. Two or three spa centers in Nanjing: face to face talks; sending out flyers
3. One or two primary schools in Nanjing: presentations.

| The Alternative Platforms

1. Ask community property management center to hold a gathering.
2. Sending flyers in schools.

| The Criteria to Evaluate

For online platforms:

1. Popularity
2. Convenience
3. Possibility for people to make in-depth reading

For real life platforms:

1. Match the habits of target audience
2. Promotion efficiency (the density of audience population in the area)
3. Environment suitable for in-depth communication

| The Rating Sheet

Each platform has the unique strength and weakness on each criteria.

Set the Agenda

| Set the Agenda

Agenda for activities

Date time Participants Location

Online discussion 2019/2/10 20:00-22:00 All group members /
 Online discussion 2019/2/21 20:00-22:00 All group members /
 Audience sample consult 2019/3/1 21:00-23:00 Zong Zhixuan /
 Poster design From 2019/3/21 / Cheng Xingyi, Zong Zhixuan /
 To 2019/3/31 and Wang Yujun

Logo design 2019/3/25 / Pan Zizhan /

Public account setup 2019/3/25 / Wang Zhuoran

PPT making for promotion From 2019/3/29 / Han Zicheng /
 in elementary school to 2019/4/1

Poster printing 2019/4/1 / Zong Zhixuan and Cheng Xingyi /

Elementary school promotion 2019/4/3 18:00-18:30 Zong Zhixuan Nanjing
 Foreign Language

and Wang Zhuoran School Xianlin Campus

Promotion at spa 2019/4/6 16:00-18:30 Zong Zhixuan and Cheng Xingyi
 Yongrong Spa center

Elementary school promotion 2019/4/11 18:00-18:30 All group members Nanjing
 Foreign Language

School Xianlin Campus

Promotion at spa 2019/4/17 16:00-18:30 All group members Yongrong Spa
 center

Design the Packages

Create and Track the Impact

| The Execution Plan

Primary school promotio:

6:00-6:30, at NFLSXC, twice (4/3 and 4/11)

first talk: Zong Zhixuan

second talk:

Cheng Xingyi--overall introduction

Han Zicheng--current program process

Wang Yujun--introducing life and school conditions in Tibet

Wang Zhuoran--Convey central message for elementary school students: cherish yours and make theirs more beautiful

Zong Zhixuan: Assign work to students: 1. write feedback (feelings, book or film recommendations you want to share with Tibetan children) in diaries if voluntary
2. give our flyer to parents

Spa promotion:

16:00-18:30, at Yong Rong spa center, twice(4/6 and 4/17)

Wang Zhuoran, Wang Yujun, Pan Zizhan--send flyers at & around gate

Zong Zhixuan, Cheng Xingyi, Han Zicheng--talk to audience one-on-one in the spa cafe

| Impact Statistics

(Until 1st May)

Feedback from children:

Number of children who wrote letters to Tibetan children: 4

Main content: Recommending books or movies; expressing encouragement for Tibetan children.

Feedback from Wechat:

Subscription: 34

Donation: 4519RMB

Items affordable: One printer+ one computer

| Collect Feedback

From children:

"(To Tibetan Children) My dear friends living on grasslands and plateaus, despite all this, studying is now the only way to success. Now that competition is so fierce, we must work extra hard to outperform."

"Don't worry, soon there will be many people donating to you and you can study in warm, big classrooms."

"I hope you read and write every day, and be happy every day!"

" When you grow up, please return to Tibet to help other Tibetan children get out of their dilemma."

From teachers in elementary school:

"We are very proud of young people participating in such work that benefits the society. You have such macroscopic view of the world."

From middle-aged women:

(Interview not yet done)

Review and Reflections

| What Are Successful

Successful strategies:

1. Narrowing down the scope according to our purpose;
2. Utilizing the distinct outstanding traits of our respective team members;
3. Correctly analyzing the habits and traits of target audience.

Activities completed successfully:

1. Primary school promotion
2. Poster making

What has proven effective in making an impact:

We have two objectives: to familiarize children of Tibetan life situations, and to establish a limited number of stable donators. To the children, we are respected authentic speakers, and the speech to them proved very successful for two reasons: firstly, our high school is of great reputation in the city and is the goal of almost all these children, so they have a natural respect for students from this school; secondly, having lived that stage of life, we are very familiar with their mentality, therefore knowing how to move them. Overall, a comprehensive understanding of the target audience's mental preferences was the key to success. As for the middle-aged women group, our choice of location proved to be densely populated by the target audience, and they proved to be able donators. Therefore, the choice of target audience and advertising location were correct decisions.

| What to Improve

Planning deficiencies:

1. Starting the activities too late that there remains no time to collect feedback.
2. Should cover more spas and schools in Nanjing to increase impact.
3. The goal of creating emotional resonance should have best been achieved with a video, but it is unrealistic that we go to Tibet and produce the video in the middle of a semester.

Execution deficiencies:

1. Not noticing or underestimating the effect of these factors caused our promotion to middle-aged women to turn out not as expected:
 - a) Proving our confidentiality: it was harder than expected to prove that their money would really be used on Tibetan children.
 - b) Mood: It appears rather impolite or intruding to the audience to be suddenly

requested a donation after a comfortable spa.

c) Action: Our persuasion skills are far from enough to make most of them take action.

2. Deficiencies in elementary school:

a) Authenticity: The amount of feedback would have been much larger if we used the teachers' authenticity to persuade children.

3. Deficiencies with online articles:

a) The release was too late.

b) The feedback amount was too little, which could have been improved if we contacted more authentic accounts to help us promote.

4. Ineffective choice of target audience:

It was proved in the course of our execution that men can have just as much compassion as women do, so we should have gotten rid of this gender stereotype in assuming that women are more likely to be moved by our promotion.

| Summarize Learnings

1. Impact requires much more time than expected to generate.

2. Essentially, the impact of action depends on the level of accuracy and deepness your promotion design penetrates into the target audience's weakness.

3. No matter who the target audience is, some traits are common among advertisements: Innovation; artistic quality; emotional stimulation.

Appendix

| Presentation File



| Team Credits

1 Zhixuan Zong 1. Come up with the project objective, contact Tibetan school, and plan the overall strategy and agenda 2. Organize each activity, contact group members, hold group meetings 3. Complete the entire report 4. Participate in flyer designing and printing, all two primary school speeches, and all two public promotions (sending out flyers) 5. Record finance history on Wechat (keep track of income and spendings) 6. Plan and participate in the online project presentation 7. Make ppt for online project presentation

2 Xingyi Cheng 1. Main designer of flyers; Print out one of the two versions of flyers 2. Participate in all two primary school speeches and one of the public promotions 3. Participate in the final project presentation

3 Zhuoran Wang 1. Set up our Wechat public account 2. Participate in all two primary school speeches 3. Participate in the final project presentation

4 Zicheng Han 1. Primary school speech PPT maker 2. Participate in all two primary school speeches 3. Participate in the final project presentation

5 Yujun Wang 1. Participate in all two primary school speeches 3. Participate in the final project presentation

6 Zizhan Pan 1. Design the public account symbol 2. Participate in one of the public promotions

Judge Comments

" This section is really well-written. Appreciate the use of descriptive language to explain the problem. "

" When raising funds for a less fortunate demographic of people, especially for the people of Tibet who have a long history of struggle and violence against them, who suffer from prohibitive and discriminatory fees and inadequate facilities, and who live in such a sensitive region as far as the environment is concerned, it is important you take into account how all these other struggles impact the people who live there. Because of this sensitive history it is also important you clarify your purpose and give yourselves substantial time to raise funds and raise awareness that will help influence action and change among your target audience. Be sensitive in your approach and use of language as well. I don't think this is a topic that can be approached haphazardly or casually if your true objective is to raise awareness about the state of Tibetan existence and hardships. While your report and the presentation communicate your goal clearly, your reflection (which I thought was very honest and transparent) seemed to show that there may have been a lack of effort or at least a lack of time to really make this project a priority. I love that your project was one designed to directly impact other human being in a positive way, it seems to have fallen short of the potential it had and the much grander objective you communicated. How can you impact behaviors towards people in the world, especially those living under the rule of your nation? How can you change or enlighten perspectives or the subconscious actions of others through building understanding and empathy. These are things to keep in mind when choosing such a lofty topic with such sensitive history. "

" Why do these children deserve more support than other children in other areas of the world, or even in your own province? "

" I appreciated that you reflected on how you needed to change this in your video; men and women both care about children, as well as a variety of income levels. I think a target audience that needs to be educated about the issue - anyone who doesn't know x - becomes your target audience. "

" I question your use of "rich." Try to use a value here when doing data driven research. People who make xxxxRMB/year, for example. "

" I would have liked to see your brochure or WeChat posts here. "

" So it looks like you really didn't get much information to follow for data tracking purposes? Or you did and you didn't update this portion of the report? "

" Overall, it appears that the trend in your improvement areas are related to time management and project planning to ensure the ability to do all of the planned tasks by the deadline. This is critical to journalism. "

" Beautiful photos and well-designed slides made this presentation easy and enjoyable to watch. But the investigative journalism part of this project was difficult to spot. The goal of helping students in Tibet is a worthy one, but outside of Tibet and China their plight is not as well-known as it should be. That is an opportunity for reporting that shines a light on the conditions that no child or student should have to endure, and the light should be shining on specifics: How many schools lack books, decent plumbing, sufficient food, playgrounds, good teachers? You raised money for four heaters, and that made me curious about what classrooms are like. What else is missing? I wanted to know more about why schools in Tibet don't have the funding they need and how the Chinese government may or may not be providing that funding. I realize that this is a highly sensitive topic. It might have been possible however to include it by way of news reports, and to use that in order to put your fundraising campaign in better perspective. A small note: Your observation that it was a gender stereotype to assume that women are more likely to donate money than men was a very good one and brave of you to admit. (end of Beatrice comment) "

" Great execution for your initiative, especially taking the transparency of utilizing money into consideration. The presentation slides are well made and looks good. But on the other hand, agree with Beatrice that the investigative journalism part of the project was missing. It is worthy doing some research and showing us what the real condition there in Tibet families and schools, via for example videos, interviews and news reports. "