

17. Client: WORLD WILDLIFE FUND (WWF)

Challenge

How can WWF turn their members into the world's most active global conservation community? How can they modernize their membership and enable their existing supporter base to become more active? Design an innovative membership offering to galvanize existing members to action and drive the recruitment of new ones.

Background

Since 1961, WWF has worked to reduce the impact of humanity's footprint on the environment and promote biodiversity conservation. Their stated mission is "to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature." Through a legacy of hard-hitting awareness-driving campaigns they have become the best-known non-governmental organization working in this field. They're also, by some way, the world's largest conservation organization with over 5 million supporters worldwide, working in more than 100 countries.

WWF's members are essential to the organization for both funding and support, so engaging and recruiting members is crucial to their efforts. Members not only pay monthly subscriptions but also serve as a highly receptive 'mailing list' who can be drawn on for specific campaigns. But right now the benefits members and contributors get are limited. Currently, members simply pay a subscription and receive three magazines a year. And this lack of involvement feels like a missed opportunity, especially among a younger audience who expect and desire more involvement in the causes they commit themselves to.

Considerations

- This is about empowering a community, but it's also about trying to bring others into that community. So be provocative, be inventive, but be relevant.
- Are there any partnerships WWF could put into place that would help take the activity to the next level?
- Think about value exchange. Do members simply give money, or could their commitment shift to involve time, expertise or reach? (GoodGym or RockCorps are great examples of communities whose members commit something other than money).
- This is an open brief, so it's up to you how you approach the challenge. Do you shake up the membership package itself to make it more dynamic and engaging? Is it a comms campaign that motivates members into action? Is it a service that links members up with conservation opportunities?
- You choose the platform. Consider multiple touch points: advertising in all its forms, social media, apps, PR, product, experience, and anything else that makes sense to you.
- Whatever your solution, it needs to work both digitally and in the real world, on and offline.

Target Audience

The audience is global. Both existing WWF members and potential ones. The core target audience is 25-40 years old but your concept should also appeal to 16-25 year olds.

Further information on client

<http://www.worldwildlife.org/>