



**COMMUNICATIONS TOOLKIT
LET'S PLAY FOR CHANGE
CAMPAIGN 2016**



Save the Children

Background

IKEA Foundation is Save the Children's largest global corporate partner. We have been partners with IKEA since 1994 and have together developed the IKEA Code of Conduct to prevent child labour in the supply chain. In total, IKEA Foundation-funded programs implemented by Save the Children, have touched the lives of some 10 million children.

The Soft Toy for Education campaign was a vital part of the partnership between Save the Children and the IKEA Foundation. Thanks to the funding from the campaign 2005-2015 Save the Children was able

to implement 40 projects in 17 countries reaching over a million children directly in the eastern parts of Europe and in Asia.

The 2015 campaign was by far the most successful year ever for Save the Children in terms of communicating and promoting the campaign.

In November IKEA launches the new global good cause campaign Let's Play for Change.

Let's continue our communications and PR work in the same positive and efficient manner.

About the toolkit

The toolkit is created to provide guidance and aid the roll-out of the Let's Play for Change campaign. Its aim is to make it easy for Save the Children's members to carry out communication activities. The communication tool kit can be used as is or modified for national adjustment. Each Save the Children member is expected to contribute to the Let's Play for Change campaign through their own initiatives and proactive communication efforts.

The main part of all Let's play for Change activities will be carried out during November and December of 2016. In January, all countries will report their own activity to Save the Children Sweden, to be used in the aggregated evaluation. The presentation of effects and results from this year's Let's play for Change campaign will be made for IKEA Foundation in the form of a collective report in February 2017, which will also be shared internally within Save the Children.



Photo: Mats Lignell / Unsaïd for Save the Children

Basic elements

THEMATIC FOCUS

Thematic focus for the campaign is children's right to play and develop, highlighting the benefits of play for all children.

THIS YEAR'S CAMPAIGN

The new IKEA Good Cause Campaign, Let's Play for Change, focusing on children's rights to play and develop will be launched 20 November 2016 (Universal Children's Day).

For every toy sold from IKEA's play range from November 20 to December 24, 2016, the IKEA Foundation will donate €1 to support children's rights to play, develop and have fun in some of the most vulnerable communities in the world.

The donations will go to Save the Children, Handicap International, Room to Read, War Child, Special Olympics and UNICEF.

In 2016, for Save the Children the following countries will run Children's right to play for Change campaigns together with IKEA:

Australia, Canada, China, Denmark, Dominican Republic, Finland, Germany, Great Britain, Hong Kong, Iceland, Italy, Japan, Lithuania, the Netherlands, Norway, South Korea, Switzerland, Spain, Romania, Sweden, Taiwan, USA.

The Save the Children programme supported by the Let's Play for Change campaign is called 'I play, I learn and I'm

safe'. Our programme focuses on preventing unsafe migration of children in Ethiopia and Bangladesh by promoting protection, education and play for children on the move.

OVERVIEW TEXT

This is text that can be used to describe the campaign and Save the Children's role:

*Let's Play for Change Campaign 2016
The new IKEA Good Cause Campaign focusing on children's rights to play and develop will be launched 20 November 2016.*

Many children around the world lack safe spaces to play. For every children's book and toy sold from 20 November - 24 December the IKEA Foundation will donate €1 supporting children's right to play and develop. #letsplay

The donations will go to Save the Children, Handicap International, Room to Read, War Child, Special Olympics and UNICEF.

*Save the Children's programme **I play, I learn and I'm safe** will focus on preventing unsafe migration of children in Ethiopia and Bangladesh by promoting protection, education and play for children on the move.*

KEY MESSAGE

Many children around the world lack safe spaces to play. For every children's book and toy sold from 20 November - 24 December the IKEA Foundation will donate €1 supporting children's right to play and develop. #letsplay

HASHTAGS

Primary: #letsplay

Secondary: #ikeafoundation

LOGOTYPES

Please use the IKEA Foundation logotype in communicating about our partnership, not the IKEA logotype. This does not apply to in-store material.

A high resolution IKEA Foundation logotype kit can be downloaded here:

<http://www.unsaidcommunications.co.uk/letsplayforchange/>

BOILERPLATE FOR THE IKEA FOUNDATION

About IKEA Foundation

The IKEA Foundation (Stichting IKEA Foundation) is the philanthropic arm of INGKA Foundation, the owner of the IKEA Group of companies. We aim to improve opportunities for children and youth in some of the world's poorest communities by funding holistic, long-term programmes that can create substantial, lasting change. The IKEA Foundation works with strong strategic partners applying innovative approaches to achieve large-scale results in four fundamental areas of a child's life: a place to call home; a healthy start in life; a quality education; and a sustainable family income, while helping these communities fight and cope with climate change.

Learn more at www.ikeafoundation.org and www.facebook.com/IKEAfoundation

ONE PAGER

This year there is a one page overview document describing different aspects of the Save the Children programme that can be shared with IKEA contacts. They are usually used in IKEA stores, both in public areas and staff areas to spread knowledge about the campaign. They can also be used internally at the Save the Children Member office.

The one-pager about the programme in Bangladesh and Ethiopia can be found at this address: <http://www.unsaidcommunications.co.uk/letsplayforchange/>

SAVE THE CHILDREN CAMPAIGN SITE

The Save the Children website for the 'I play, I learn and I'm safe' campaign: <https://www.savethechildren.net/i-play-i-learn-and-im-safe> will not be activated until 20 November.

Although content will be available externally only by 20 November, it can be previewed from 15 October at this address: <http://www.unsaidcommunications.co.uk/letsplayforchange/>

SUPPORTING INFORMATION

IKEA's Let's Play for Change campaign material will be available by September at this address: <http://www.unsaidcommunications.co.uk/letsplayforchange/>

Content for Save the Children's own channels

The following are examples of Facebook content to be used directly or as inspiration. All the pictures can be downloaded (with and without logotype) from: <http://www.unsaidcommunications.co.uk/letsplayforchange/>

Social media content for the launch and 'thank you' dates produced by IKEA (Foundation) will be shared in early autumn to be shared 20 November and in January 2017 respectively.

Please note that since the programme is starting up this year we have no real programme results or activities to share, however we will convey hopes and ambitions of staff that will work with the projects on the ground in Bangladesh and Ethiopia.

FACEBOOK POST - BANGLADESH

250 million children are on the move today, both within and between countries, with or without their parents. The cause can be poverty, natural disaster, conflict, abuse, lack of education opportunities and lack of life opportunities. Children on the move are at risk.

Funded by the IKEA Foundation, through the Let's Play for Change campaign, the Save the Children programme I play, I learn and I'm safe help prevent unsafe migration of children in Ethiopia and Bangladesh by promoting protection, education and play.

"Unsafe migration and trafficking are key child protection problem here," says Mohammad Mojb-Ul-Hasan, at the Save the Children office in Bangladesh. "This project will address the source of the problem and help children directly."

Read more about the Let's Play for Change campaign and the I play, I learn and I'm safe programme here: <https://www.savethechildren.net/i-play-i-learn-and-im-safe/>

FACEBOOK POST - ETHIOPIA

250 million children are on the move today, both within and between countries, with or without their parents. The cause can be poverty, natural disaster, abuse, lack of education opportunities and lack of life opportunities. Children on the move are at risk.

Funded by the IKEA Foundation, through the Let's Play for Change campaign, the Save the Children programme I play, I learn and I'm safe help prevent unsafe migration of children in Ethiopia and Bangladesh by promoting protection, education and play.

"We must aim to intervene in the areas children migrate from as well as in the areas they end up in to help children," says Abubeker Naser who is working for Save the Children in Ethiopia. "I'm happy to start working on this project, because I strongly

believe we can make a lasting and positive change for these children.”

Read more about the Let’s Play for Change campaign and the I play, I learn and I’m safe programme here: <https://www.savethechildren.net/i-play-i-learn-and-im-safe/>

TWITTER

Example of Twitter content. Use as is or modify.

Tweet about the Let’s Play for Change campaign

For every children's book and toy sold 20 Nov - 24 Dec IKEA Foundation donates €1 for children's right to play. #letsplay

WEBSITE AND INTRANET

This is how you can present the campaign internally or externally on your web site or intranet. Use as is or modify:

*Let's Play for Change Campaign 2016
The new IKEA Good Cause Campaign focusing on children’s rights to play and develop will be launched 20 November 2016.*

Many children around the world lack safe spaces to play. For every children's book and toy sold from 20 November - 24 December the IKEA Foundation will donate €1 supporting children's right to play & develop. #letsplay

The donations will go to Save the Children, Handicap International, Room to Read, War Child, Special Olympics and UNICEF.

*Save the Children’s programme **I play, I learn and I’m safe** will focus on preventing unsafe migration of children in Ethiopia and Bangladesh by promoting protection, education and play for children on the move.*

Read more about the campaign here <https://www.savethechildren.net/i-play-i-learn-and-im-safe/>

Targets per country for all member countries

Please work with your local/national IKEA representatives to plan for the campaign launch and engagement activities. They will start to reach out to you from July/Aug 2016 to begin the planning.

SAVE THE CHILDREN NATIONAL SOCIAL MEDIA AND WEBSITE

- Share IKEA Foundation's Let's Play for Change Launch Facebook post on November 20
- 1 Facebook post during campaign period (suggestions available on page 6)
- Campaign content on website 20 November

TARGETING IKEA STAFF – ACTIVITIES TOGETHER WITH NATIONAL IKEA GROUP*

- 2 pre-launch activities
- 1 Let's play for Change "coverage" in IKEA staff channels
- 1 iWitness "coverage" in IKEA Staff channels

TARGETING IKEA CUSTOMERS – ACTIVITIES TOGETHER WITH NATIONAL IKEA GROUP*

- 1 customer activity
- 2 face-to-face-activities (Save the Children representative visiting IKEA store to meet customers)
- 1 social media "coverage" in IKEA's national social media channels
- 1 in-store "coverage"

TARGETING MEDIA

- 2 media activities – 1 general about Let's Play for Change (material provided by IKEA Foundation) and 1 about a local angle
- 1 local Let's Play for Change media angle developed by member country
- Call or email 30 journalists and/or bloggers with Let's Play for Change general and local media pitch
- 3 press clippings in total before January 2017

Report planned activities back to Suzanne Standfast by 1st of October at the latest. Please see the Pre-campaign report template in this toolkit.

* Please note the importance of targeting IKEA's staff and customers since this is the prioritised target group for IKEA Foundation. It is also important to make the most out of the channels where we can reach a large audience; namely the channels IKEA Group has. Of course, we do not have direct control over these, but the important thing is that we all view these as channels where we can get visibility ("coverage") for our content. In order to do this, we need to proactively work with our national collaborations with the IKEA Group and inspire them to carry out activities with us or get them to use content provided by us in their own channels, such as national websites and social media. More proactivity also adds value to the national collaborations and can in all strengthen our relation to IKEA as a whole.



Photo: CJ Clarke / Save the Children

Schedule for the 2016 Let's Play Campaign

JUNE

- The communication toolkit is shared within the organisation
- Communication target is sent out to all countries
- Target matrix is sent out to all countries

JULY

- Start media activities (long lead)
- All countries to plan their campaign activities based on targets, working with IKEA.
- Press kit from IKEA is shared within the organisations (IKEA, IKEA Foundation and partners)

AUGUST

- All member countries to develop local media angle on the Let's Play for Change campaign
- 10 August: report targets for social media

SEPTEMBER

- Detailed time plan is shared within organisation
- Start media activities (short lead and bloggers)

OCTOBER

- 1st of October: Report planned activities with dates to Suzanne Standfast – final deadline
- Carry out minimum 2 pre-launch activities targeting IKEA staff together with national IKEA
- Get national IKEA to publish Save the Children content in their staff channels (in November-December)
- Get national IKEA to publish IWitness content in their staff channels (in November-December)
- 20 November: All member countries to share IKEA Foundation's Facebook-status

NOVEMBER

- Carry out one customer activity targeting IKEA customers together with national IKEA
- Carry out one face-to-face activity targeting IKEA customers

DECEMBER

- All member countries to publish at least one Facebook-post during December

JANUARY

- Report campaign results to Suzanne Standfast - final deadline 15th of January

FEBRUARY

- Campaign report with results and impact presented to IKEA Foundation and shared within organisation
- Internal campaign evaluation carried out and shared within organisation



Photo: Hedinn Halldorsson / Save the Children

Examples of previous activities and initiatives

The following are examples of activities and initiatives by different Save the Children members for the last IKEA Foundation campaign – Soft Toys for Education – although not directly applicable to the new campaign they can serve as inspiration.

SAVE THE CHILDREN NETHERLANDS

- In-store customer activities leading up to the campaign (reading to and drawing with children).
- Using one of the UNICEF ambassadors, but naming both UNICEF and Save the Children, a motivational in-store video was made for IKEA staff .
- A full page in the organisation’s magazine was dedicated to the campaign and our partnership with IKEA.
- Online: Information and posts were put on the Save the Children website, on Facebook and Twitter before the launch, on the day itself and during the campaign period.
- We had our Patroness, Her Royal Highness Princess Viktória de Bourbon de Parme, present and interacting with children at the launch of the soft toy campaign.

SAVE THE CHILDREN USA

- Save the Children visited 5 IKEA stores in 5 different locations and set up tables over a weekend during the campaign season and talked to the customers and IKEA co-workers about our partnership.

The tables were set up next to the toys section and had Save the Children materials for people to look at or take if interested. We were there primarily to answer questions and to share information about our partnership. It was informal and people stopped by and talked to us. It was good visibility. The Good Cause Champions that each store had were very excited to host us and they were the reason why we got to go to the stores.

SAVE THE CHILDREN UK

- Save the Children Club is a new face-to-face fundraising initiative. In 2015 the face-to-face fundraisers were in Croydon, Tottenham and Wembley stores during IKEA’s Soft Toys Campaign, their role was to engage with customers and talk about the Soft Toys Campaign, the colouring competition and the work of Save the Children. During this time the Tottenham store had a 15% increase in soft toy sales and Save the Children received new supporters becoming regular givers.
- The Lakeside store chose to ask customers to ‘Give Twice’ during the campaign. These toys were donated to local Save the Children charity shops where even more funds were raised.
- Local support was provided for the Glasgow/Edinburgh bike ride
- There have been multiple PR successes as a result of our involvement with the Soft

Toys Campaign, one particular highlight is the May Yoi Ching Case study photo story with the Guardian online

- Success on social media and local PR – as covered in your evaluation attached
- In-store breakfast meetings with co-workers led by iWitness ambassadors and Save the Children to talk about the work that the Soft Toy Campaign funds. Key message: You're not selling toys, you're supporting children to receive a better education.

SAVE THE CHILDREN GERMANY

- Save the Children had a double page in the IKEA Family Magazine
- An article in the IKEA Zeit – the staff Magazine of IKEA Germany.
- Featured on IKEA Germany's Corporate Blog.
- Published on facebook and twitter, as well as the press release.
- Face-to face teams were present in stores to inform customers about the partnership and sign private donors.
- In-store activities along with the face-to-face teams were conducted, where children could dress up and have their picture taken with the soft toys.
- In-store activities in line with our face-to-face thank you tour included a fairy with a wheel of fortune.
- All stores were provided with communication materials afterwards, which they could use as they wished.

Contact and links to material

For further information, please contact:

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Global PR & Communications Manager the
IKEA Foundation collaboration
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Mobile: +46 73 355 34 31
Email: suzanne.standfast@rb.se

Questions about the global Save the Children – IKEA Foundation partnership should be referred to Suzanne Standfast.

Elisabeth Dahlin, CEO of Save the Children Sweden and Chairperson of the lead agency for the IKEA Foundation Collaboration, is key Spokesperson for the global partnership.

Please find all the material, including this toolkit, here:
<http://www.unsaidcommunications.co.uk/letsplayforchange/>

Pre-campaign report template

| | |
|---|--|
| SOCIAL MEDIA AND WEBSITE | |
| Share IKEA Foundation’s Let’s Play for Change Campaign launch Facebook post 20 November (yes/no): | |
| Number of Facebook posts planned: | |
| Publish information about Let’s play on national Save the Children website (yes/no): | |
| Other initiatives: | |
| TOGETHER WITH NATIONAL IKEA GROUP – TARGETING STAFF | |
| Number of planned pre-launch activities for staff: | |
| Number of Let’s play “coverage” in IKEA Group Staff Channels: | |
| Number of IWitness “coverage” in IKEA Group Staff Channels: | |
| Other initiatives: | |
| TOGETHER WITH NATIONAL IKEA GROUP – TARGETING CUSTOMERS | |
| Number of planned customer activities: | |
| Number of planned face-to-face-activities (Save the Children representatives visiting IKEA Stores): | |
| Number of planned social media posts by national IKEA: | |
| Number of planned in-store-“coverage” by national IKEA: | |
| Other initiatives: | |
| MEDIA | |
| Number of planned media activities: | |
| Number of local media angles to be developed: | |
| Number of journalists and/or bloggers to contact: | |

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