



## WWF-UK PHILANTHROPY TEAM PR/MEDIA BRIEF FOR 2030 CIRCLE

### The Project

#### **2030 Circle: an overview**

The [2030 Circle](#) is our mid-level giving club which we launched in October 2020. In its inaugural year, our 2030 Circle members – now a community of 50 strong led by WWF Ambassador Alastair Fothergill as Chair – together raised a significant 6-figure amount to support WWF's work. These likeminded philanthropists give sizeable individual donations to WWF and want to create lasting change. The 2030 Circle operates under three pillars: *Respect, Restore and Renew*, each with a corresponding project area. We have a big focus on the shared endeavour: the collective goal is to raise £10 million in 10 years. We acquire and manage our 2030 Circle members through a blend of relationship management and mass marketing techniques.

#### **Why WWF?**

WWF is the world's leading conservation organisation and actively works in more than 100 countries. We have an established and proven track record and a position at the heart of the timeliest mission possible. The power and reach of our trusted panda brand mean WWF can appeal to a broad audience that many other environmental NGOs cannot. As a result, the WWF network can mobilise a significant supporter base and influence governments and corporates on a local and global scale, while delivering practical, on-the-ground solutions through our campaigning, project and influencing work.

For many 2030 Circle members, the 2030 Circle offers them the most effective and impactful way to support WWF's work. As part of the offering, members enjoy a tailored journey with us designed to bring them closer to the work they're funding. This includes exclusive invites to events where they can engage with WWF's science experts; personalised content; updates from the field; and an annual report detailing the impact their support has had.

#### **Our strategy**

Going forward, we are driving a 70% retention rate and a 30% year on year growth rate for the Circle. We therefore need to be bold in our acquisition strategy, which has a 3-pronged focus:

- How to convert current pipeline of philanthropy supporters to this product
- How to drive more of our 1 million active supporters to this product
- How to maximise our reach by targeting new prospects who do not currently support WWF in any way.

**We are looking to work with a PR/marketing agency with experience of working with HNWs and Philanthropists to act as an adviser and help us test and deliver a marketing strategy via paid media as an acquisition tool to drive the 2030 Circle's growth rate over 12 months.** We believe this approach will help create a fertile ground for direct approaches, communications, and events as a result of increased visibility in our key audience.

Our target audience would be HNW Philanthropists (those embarking on an enviro philanthropy journey), wealth/philanthropy advisors, and business and finance leaders/executives, board members, investors, financial institutions, senior sustainability/CSR professionals.

### Rationale



The world is teetering on the brink of irreversible harm, with scientists warning of the need to limit dangerous climate change to 1.5°C. Private philanthropy can play a unique role in unlocking and accelerating innovative solutions, providing nimble, flexible, and risk-tolerant capital to make a meaningful long-term impact for climate and nature. So far, it has already saved species from extinction, changed national legislation, restored vast areas of land, and safeguarded the health and livelihoods of millions of people. At the COP26 climate summit last November, major philanthropists pledged large sums to climate change including US\$1.7 billion of funding over five years that will be given directly to Indigenous Peoples and local communities in the Amazon biome to strengthen their crucial role in the guardianship and protection of forests. Among the supporters of this pledge are the founding partners behind the Protecting Our Planet Challenge, a \$5 Billion private funding commitment – the largest-ever of its kind – to support the protection of at least 30% of the planet by 2030.

Despite these new commitments, philanthropic funding of climate-change solutions and environmental conservation remains small compared with the scale of the problem and the speed with which the world must act to stop climate change in its tracks and keep us within 1.5C. **In the UK, [estimates](#) indicate that environmental philanthropy represents less than 4% of total giving from UK trusts and foundations.**

We believe a paid for strategy can play a key role in helping us reach new HNW audiences and positioning WWF’s 2030 Circle within the landscape of environmental philanthropy and those looking to start their philanthropy journey.

Project Objectives	
Objectives	Success Criteria
<p>Over a period of 12 months, we would like to work with a PR/marketing agency to create a strategy for the 2030 Circle with the following objectives:</p> <p><i>Primary objectives</i></p> <ul style="list-style-type: none"><li>• <b>Raise awareness of WWF and the 2030 Circle in the philanthropic sphere</b> by focusing on audiences and target media read by philanthropists and HNWI</li><li>• <b>Generate and increase leads</b>, with the aim of increasing philanthropic funding for our priority initiatives and driving growth of our mid-level member giving club, the 2030 Circle.</li></ul> <p><i>Secondary objective</i></p> <ul style="list-style-type: none"><li>• <b>Boost environmental philanthropy</b>, particularly in the lead-up to and following COP27 when the climate and nature crisis will be towards the forefront of the public consciousness.</li></ul>	<p>Please set out evaluation metrics as part of your brief. These could include:</p> <ul style="list-style-type: none"><li>• X leads generated.</li><li>• X leads converted.</li></ul>

#### What we're looking for

**We are seeking an agency with experience of working with HNWs and Philanthropists to advise on the best approach and strategy for paid media/PR as an external Acquisition Tool to drive the 2030 Circle's growth rate.** This could involve editorial and advertorial opportunities, both print and digital, and on social channels such as LinkedIn. Any strategy would need to emphasise a feeling of community and demonstrate strength in the collective.

#### Expected deliverables

We would like any proposed tactics and strategy to feature a clear set of deliverables and rationale, such as: research and interviews; profiles; types of PR pitches and suggested content/topics e.g. banner ads/op-eds/blog posts; suggested influencers; and a timeline of activity over the next 12 months. *Please also supply some previous case studies of working on strategies aimed at HNW audiences.*

Note we have recently produced a promo trailer for the Circle, voiced by 2030 Circle Chair and WWF Ambassador Alastair Fothergill, which could be a useful asset for the PR/paid media strategy we pursue. We are also exploring filming a series of member testimonial videos in the autumn.

#### Key WWF dates/moments

There are a number of WWF/externally relevant events in Autumn 2022 onwards that we could use to amplify any activity. These include:

- **WWF's Living Planet Report 2022** – expected to launch mid-October
- **WWF State of the Planet Address 2022** – date TBC, mid-October
- **COP27** – Nov 7-Nov 18<sup>th</sup>
- **Tiger campaign** – particularly in light of TX2 initiative and upcoming tiger reports throughout the calendar year, will be focus of WWF's Christmas campaign
- **A major new nature documentary series** – launching Feb 2023 [CONFIDENTIAL]

We are also in the process of selecting and appointing a female Co-Chair to help lead the 2030 Circle alongside Alastair Fothergill, and hope to have filled the position later this year. An op-ed piece could, for example, be a nice offering for the female Co-Chair.

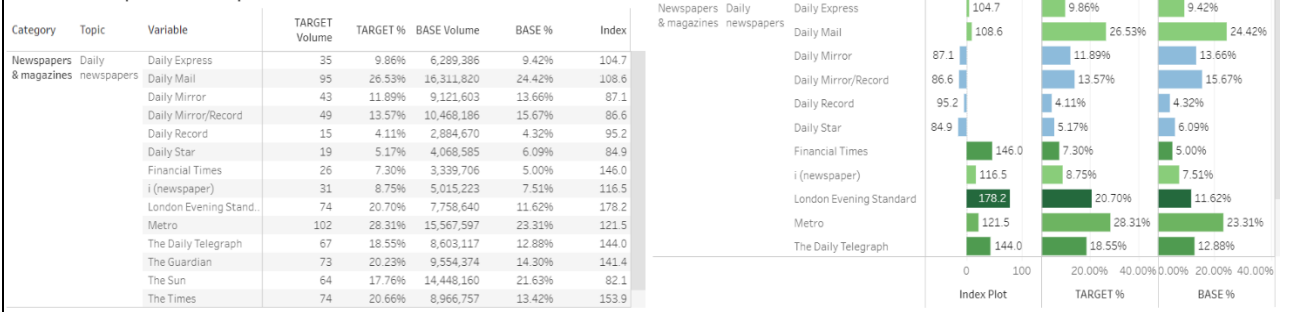
#### RISKS AND ASSUMPTIONS

Please identify appropriate targets and risks/mitigation measures as part of your pitch.

#### Assumptions

We haven't carried out detailed analysis of our audience's media consumption or social presence. Below is recent Tableau insight into publications read by UK Philanthropists, however we are providing an educated guess here as to the types of publication and social platforms our audience regularly consume. For example, we are assuming that LinkedIn or Google is a good place for paid ads, and *FT How to Spend It* or similar is a good starting point for media. Any strategy will provide further insight/learnings.

#### TARGET : Philanthropist vs BASE: UK Population



#### Timeline for pitching

- **w/c July 25** – WWF Philanthropy team to reach out to shortlist of agencies (max 3)
- **w/c August 22**– Proposal deadline [*Please note that you will only be invited to present your proposal based on this initial proposal document*]
- **w/c August 30 (29<sup>th</sup> is a bank holiday, exact dates/timings tbc)**– Morning presentation of proposal / opportunity for Q&A
- **w/c September 5** – WWF appoint selected agency

#### Proposal & Written Quote to include

- Please provide a written proposal and be available to present your proposal w/c August 22<sup>nd</sup>.
- Please include an itemised written quote for this work.

**Note we have a budget of approx. £15k for this work (budget for fees excl any paid-for-media).**

#### Sustainability

Our planet is facing an emergency. The loss of nature threatens everyone's future. From combating climate change and fixing the food system to restoring the health of our ocean and rivers, we need radical changes to put things right. That is why we are making changes to 'business as usual'. WWF are working to achieve a sustainable supply chain. This means suppliers' social, economic and environmental factors will be assessed to ensure no one is left worse off by the products and services we have purchased.

- Does your organisation have an Environmental Policy?
- Does your organisation monitor, manage and report its environmental impacts?
- Please list the environmental impacts measured (i.e. water, waste, recycling, energy, print, procurement, plastics etc)
- Are there any other environmental factors that affect your organisation, or activities you undertake that WWF should be aware of?

#### Diversity & Equality

WWF-UK expects the successful agency/agency to evidence that it operates with a focus on equality and inclusivity. We ask as a minimum to be successful that agency can evidence processes that they have in place to challenge unconscious bias and champion diversity in all aspects of the creation and delivery of our marketing campaigns.



For more info, please contact

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**Disclaimer**

- All costs incurred by agency to create proposal are their own.
- Missing the detailed deadlines may mean your proposal cannot be considered.
- If your proposal is not chosen on this occasion, we may be in touch for future or similar projects where your proposition is more suitable.

**BRIEFING ENDS**