



MEDIA | Brief



Mary's meals proposition (why they exist)

A SIMPLE SOLUTION TO WORLD HUNGER.

Mary's Meals (www.marysmeals.cz) is a charity based on a simple but **powerful and life-changing** mission: to provide school meals to children living in some of the world's poorest communities, a life-changing action that brings hungry children into the classroom.

Brief in one line

To generate awareness of Mary's Meals and drive 4,000 new regular monthly donors in the Czech Republic.

Background

In countries experiencing extreme poverty, schools are more than places for kids to grow and develop; **most of the time, they're also where they have their first (and, in extreme cases, only) meal of the day.** Guaranteeing that children who live in extreme poverty have at least one meal every time they go to school is more than a way to fight hunger; it's our way of creating a brighter future for everyone in need.

Because fighting hunger not only helps these kids to grow healthy and strong but also motivates them to keep coming back to school, allowing them to experience the life-changing power education has.

Mary's Meals currently operates in 16 countries across 3 continents, **feeding and transforming the lives of 3 million children every school day**, where our actions are already increasing school attendance by +25%.

In the Czech Republic, they have already helped over 110,000 children across the world, building a successful brand that moves more Czechs every year. With double-digit growth in donations, Mary's Meals Czechia is already among the most successful countries in the network in terms of meals provided per capita.

100% of the Czech donations are designated to help the kids, ensuring donors that their money is making a real impact and reaching those who were promised aid.

Challenge

To recruit 4.000 new regular monthly donors among younger generations.

While Mary's Meals has built a successful story in the Czech Republic, most of the donations they've received over the years are one-time donations. In addition to increasing donation frequency, Mary's Meals also aims to recruit younger generations, ensuring long-term relationships that will change millions of lives in the future. Job to be done

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Create a powerful idea that will engage and generate interest in Mary's Meals among young Czech people, creating a desire for more monthly donations.

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Audience

Young adults aged 18-30. Students or young professionals, mainly in Czech cities. They are hyper-connected, growing up immersed in technology, social media and the digital world. A generation driven by value and purpose that has transformed the global landscape of fighting for equality and justice.

But at the same time, a generation is experiencing confusion and scepticism in general. They are overwhelmed by the different areas of society that need urgent change (poverty, racism, war, etc), often finding themselves confused about how they can really help them.

They are a generation that also doesn't believe everything they see or watch, making it much harder to engage them and move the needle with traditional campaigns. They want clear directions to direct their efforts and donations, knowing their actions will generate a real positive impact.

Insight

To meaningfully change a kid's life takes way less than you think.

Most of the time, big actions that generate a big impact require a big effort or a big wallet. With Mary's Meals, changing kids' lives forever is easy and affordable.

A small commitment that generates an immeasurable impact.

Message/reason to believe

It only costs 550 CZK to feed one child for an entire school year.

50 CZK / month = approx. feeds 1 child per school year

100 CZK / month = approx. feeds 2 children per school year

250 CZK / month = approx. feeds 5 children per school year

Campaign objective

To recruit 4.000 new monthly donors with an average donation of at least CZK 100 per month. To increase awareness and consideration among young generations (18-30).

To reinforce Mary's Meals trust and credibility in the country.

Budget

Campaign budget: 250,000 – 350,000 CZK (excluding donated media and partnerships)

EXTRA INFORMATION:

The groundwork

We place great emphasis on volunteering. In the places where we help, it is the families of the children who volunteer to take part in the entire preparation, distribution, hygiene, and logistics associated with the school meals. We empower them to take responsibility for the program, which makes it sustainable in the long term. Local volunteer involvement is a necessary condition for our program. Volunteers in fundraising countries, such as the Czech Republic, are primarily involved in spreading awareness of our mission and fundraising.

We purchase the necessary food in each country from local farmers, thereby also supporting the local economy and saving on transportation costs.

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Brand tone of voice: do's and don'ts

Mary's Meals should feel like a movement, built on optimism, human goodness and positive transformation

DO'S

Dignity, hopeful and joyful tone of voice
Simplicity and truth
Inspiring real stories
Czech cultural relevance
Modern, clean, trust-building design

DON'TS

Guilt-tripping
Pity-based storytelling
Exaggeration
"Sad child" clichés
Aggressive fundraising

WEB & SOCIAL MEDIA CHANNELS

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