



**ChildFund**<sup>®</sup>  
Alliance

Communication  
and Marketing  
Committee Meeting

**Vietnam**

9<sup>th</sup> April 2018



# CMC 2018 Agenda

## Sunday 8<sup>th</sup> April

18:00

*Welcome Dinner – meet and greet dinner and get to know other attendees. (none compulsory)*

## Monday 9<sup>th</sup> April – Lotus Room

Joint full day session with ATF, APC and CMC

[Detailed Agenda and pre reads can be found here.](#)

9:00

### **An Opportunity for the ChildFund Alliance**

S2019 will be a milestone year for child rights and the SDG targets related to violence against children, it offers a unique opportunity for ChildFund to mobilize across the Alliance in support of our shared priorities.

Two existing Alliance-wide initiatives can be leveraged in support of this work.

- ***Small Voices, Big Dreams (SVBD)***
- ***Child-friendly Accountability***
- ***Joining forces to end violence against children***
- ***ChildFund engagement in the SDG monitoring***

**Co-chairs  
And  
Secretariat**

*Through a combination of presentations and working groups we will jointly focus on this initiative.*



# CMC 2018 Agenda

## Tuesday 10th April 2018 – Lotus Room

8:30	<i>Morning welcome and introduction for the day</i>	<b>Rob</b>
9:00	<p><b>Lead Generation and Conversion – Deep Dive</b></p> <p>What is a lead and what is lead generation?          Why do we need lead generation? (inbound marketing)          How do we generate leads:              Back to the basics: donor centred and content is king              Lead generation ideas and learnings:</p> <ul style="list-style-type: none"> <li>• <i>ChildFund Germany - Antje</i></li> <li>• <i>Un Enfant par la main - Johanne</i></li> <li>• <i>Childfund Korea - Yoonmi</i></li> <li>• <i>Others?</i></li> <li>• <i>New ideas?</i></li> </ul> <p>KPIs: Educo’s proposal of KPIs with 2016 and 2017 results.          Possible synergies between members:</p> <ul style="list-style-type: none"> <li>• <i>Global agreement with suppliers (like Care 2?)</i></li> <li>• <i>Sharing content that generate leads?</i></li> <li>• <i>Create a global content that could generate leads?</i></li> </ul>	<b>Floriane</b>
12:30	<p><b>Working Lunch – choice of 4-5 different discussions over lunch.</b></p> <ol style="list-style-type: none"> <li>1. <i>Elena – EU data protection</i></li> <li>2. <i>Rob – Fundraising Offices Issues (MX, BR, Th and India)</i></li> <li>3. <i>4, &amp; 5 ..... Its up to you... please make suggestions on what you would like to cover.</i></li> </ol>	
14:00	<p><b>Digital Acquisition - Deep Dive</b></p> <p>The role which digital plays in donor retention</p> <ul style="list-style-type: none"> <li>• Learnings from Across the Alliance (15 min share by each member)             <ul style="list-style-type: none"> <li>• <i>CCF Canada - Growing SM audiences - Sandra</i></li> <li>• <i>New Zealand - ? Skype Link?</i></li> <li>• <i>Australia - Karen</i></li> <li>• <i>Korea - Yoonmi</i></li> <li>• <i>USA - loyalty products - Corbin</i></li> </ul> </li> <li>• <i>Generating content from country offices</i></li> <li>• <i>Towards an Alliance wide digital marketing group</i></li> </ul>	<b>Corbin</b>
17:00	<b>Wrap up and Finish</b>	

# CMC 2018 Agenda

## Wednesday 11th April 2018 - Lotus Room

9:00	<b>Sponsorship 2.0 Deep Dive</b> <b>Shared Innovations</b> <ul style="list-style-type: none"> <li>• <i>CCFC – Sandra; Segmentation and Targeting</i></li> <li>• <i>Thailand – Bancha; Sponsor meet Child</i></li> <li>• <i>Educo – Pauline; Personalised Book for new Sponsors</i></li> <li>• <i>CFI – Corbin; CAN network</i></li> <li>• <i>CFA – Di; Digital approaches</i></li> <li>• <i>Vietnam</i></li> <li>• <i>ChildFund NZ meaningful connections</i></li> </ul> <b>Challenges and opportunities in sponsorship- Country office, acquisition and retention</b>	Rob and Di
13:00	Lunch	
14:00	<b>General CMC Business</b> <ul style="list-style-type: none"> <li>• <i>CMC Co-chairs</i></li> <li>• <i>CMC 2019 process</i></li> <li>• <i>Corporate Policy</i></li> <li>• <i>Policy and Procedure review and Discussion (pre-read) with short discussion.</i></li> <li>• <i>Cause based campaigning update</i></li> </ul>	Rob and Diana
16:00	<b>Go back session - Opportunity to go back in to the deep dives and discussion further any of the outputs from the three sessions</b>	Rob
17:00	Wrap up and debrief	

## Thursday 12<sup>th</sup> April 2018

8:00 Depart for BacKan Field Trip  
 9:00 Depart for Hoa Binh Field Trip

## Friday 13<sup>th</sup> April 2018

Return to Hanoi airport by 12:00,  
 Return to The Hanoi Club Hotel & Lake Palais Residences by 13:00