

MENTAL ART



Target

Youth Minders Care

Primary target are parents aged 25-54.

Generation X and Y are most likely to be parents (index 127, 119).

- 25–54 overindex in digital engagement on social media (112).
- The Gen X & Y donors:
 - are far more likely to give online (55%) and purchase to proceed (39%).
 - are more likely to support Local Social Service (41%) children’s charities (32%).

39% of multicultural Canadians would support more charities.

Canadian BIPOC are driven to give and volunteer out of a strong sense of duty to advance the well-being of their communities and Canadian society generally.



Problematic

But They Don't Act

[Slacktivism]: support a cause by performing simple measures but are not engaged or devoted to making a change.

We need to change caretakers from passive minding to taking actual actions to help youth mental health.

Why compassion does not translate into action?

Because



People will only help cause if they align with their deeply held beliefs or life experience.



People need to experience concretely the good and feel they personally gain from *give back* initiatives.

78% of our target are very likely to stop donating if they don't know how their donations is making a difference.

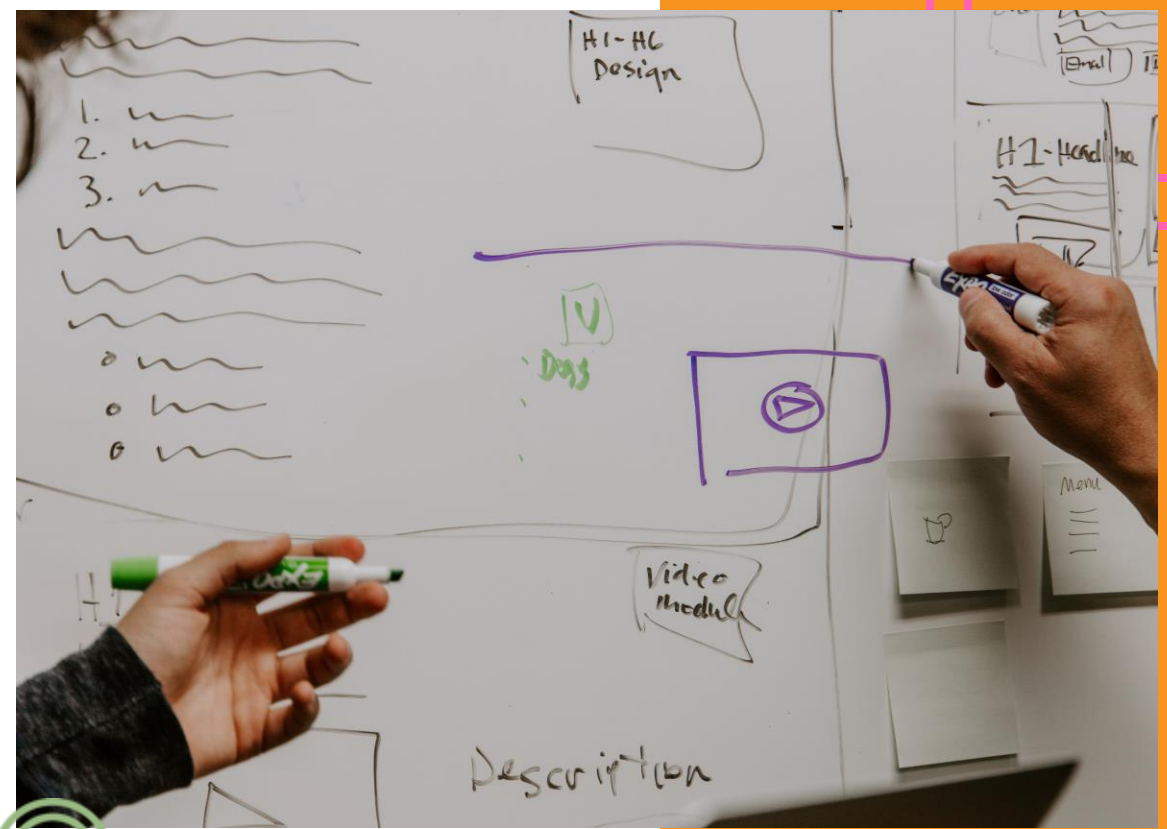
"There is no unselfish good deed"

Joey Tribbiani, Friends, The One Where Phoebe Hate PBS

The Strategic Approach

Concretize donors and volunteers' hard work through monetized medium.

Using a new medium to concretize activism efforts while driving direct return-on-investment (ROI) & volunteer retention for YMHC.



A philanthropic token (NFT) for individual & collective gain.



A non-fungible token (NFT) is a **unique digital code** that authenticates ownership.

They can take multiple form like digital art, music, certificates, PDF, etc.

Our target already shows interest in cryptocurrency (index 117).

NFTs empower Young Mental Health Canada to:

1. Raise money by selling unique digital art NFTs.

2. Reward their volunteer with (token) of appreciation.

3. Publicize their multiple resources (ebook, workshop, training course) on a new medium.

Activation

How it works ?



User make a donation to receive a YMHC NFT.

One NFT from the art collection "MENTAL ART".

Digital artistic piece based on the story of a youth who has struggled with mental health issues and the inspirational story attached.

5,000 NFT (CAD \$50) from diverse artistic backgrounds and marginalized communities (BIPOC, LGBTQ).



User receive a YMHC NFT by volunteering.

One NFT that authenticates that the person has given a certain amount of time to YMHC.

Unique certificates and small artistic NFT are given back to volunteer.



User access YMHC NFT Free Resources

Multiple free NFTs based on YMHC resources (ebooks, workshops, posters) are made accessible on a new medium.

The resources can help youth minders well after the campaign.

Greater business impact



Organic visibility

As every NFT are sharable on social media, organic media can generate extra exposure.



Data collection

NFT collect email that go directly in the YMCH CRM database. Email channel represent 20% of NPO profit.

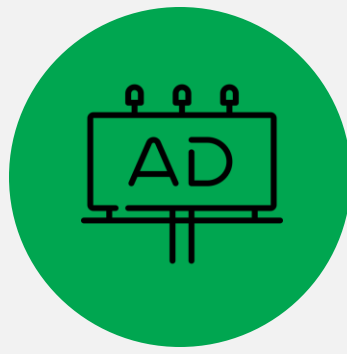


Long-term revenue

When NFT get resold, the creator get 10% the sale therefore creating new revenue stream.

Activation

How to promote efficiently MENTAL ART ?



\$80,000

Digital Out of Home (DOOH)

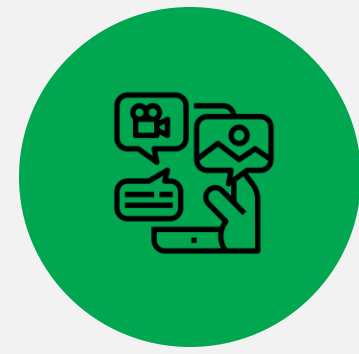
1. Target core audience with parent sociodemographic & mental health affinity targeting to generate impactful visibility on MENTAL ART collection.
2. Retarget exposed users on their mobile to drive actions.



\$110,000

Social Amplification

Target core audience with sociodemographic and interests targeting to drive actions on YMHC website and NFT platform.



\$50,000

Paid Content

Target core audience with sociodemographic and interests targeting to drive actions on YMHC website and NFT platform.



\$10,000

Search Engine Marketing (SEM)

Capture the existing demand for NFTs and YMHC research to increase purchase of MENTALART NFT.



\$0

Organic & PR

1. Use of the artists platform to promote the MENTAL ART collection.
2. Feature the drop on the marketplace calendar.
3. Use of YMHC owned channel (email, website, social).
4. Encourage volunteers to share the initiative.
5. Send media kit to medias and schools.

What is the expected impact?

Results



1.

Pay attention :

- 12M paid media impressions delivered on the target.
- 10M estimated earned media impressions.
- 220K estimated interactions (likes, comments & video views).

2.

Act:

- 5,000 MENTAL ART NFTs sold.
- 10,000 estimated resources NFTs Download.
- Increase demand for resources and volunteering.
- Increase retention for volunteer.

3.

Return-On-Investment (ROI)

- 250,000k in NFTs revenue in the campaign duration.
- Incremental 10% when NFTs are resold (minimum \$5 per NFT).
- Expected lift on other donation channels (website, email, call, etc.).

The Arts Empower

Target

Core target are parents aged 25-54.

Insight

People need to experience concretely the good and feel they personally gain.

Strategy

Concretize donors and volunteers' hard work through monetized medium.

Idea

A philanthropic token (NFT) for individual & collective gain.

Results

- Drive attention around YMHC cause.
- Increase direct action (donations, volunteering, resources, etc.).
- Generate a long-term ROI for YMHC.

