



The job application that helps educate millions of girls in developing countries.

Lots of employers ask their job applicants to work on a short, skill-testing assignment before hiring them. Let's partner with these employers and replace their usual assignment with one that helps build the Mobile Learning Lab.

Google alone receives over two million applications a year. By inserting ourselves into the online job application process, we'll be able to get millions of Canadians to donate their talents to 60 Million Girls.



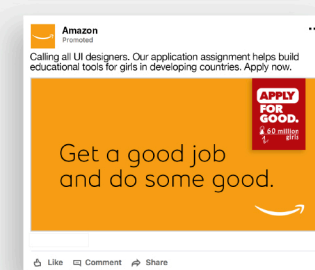
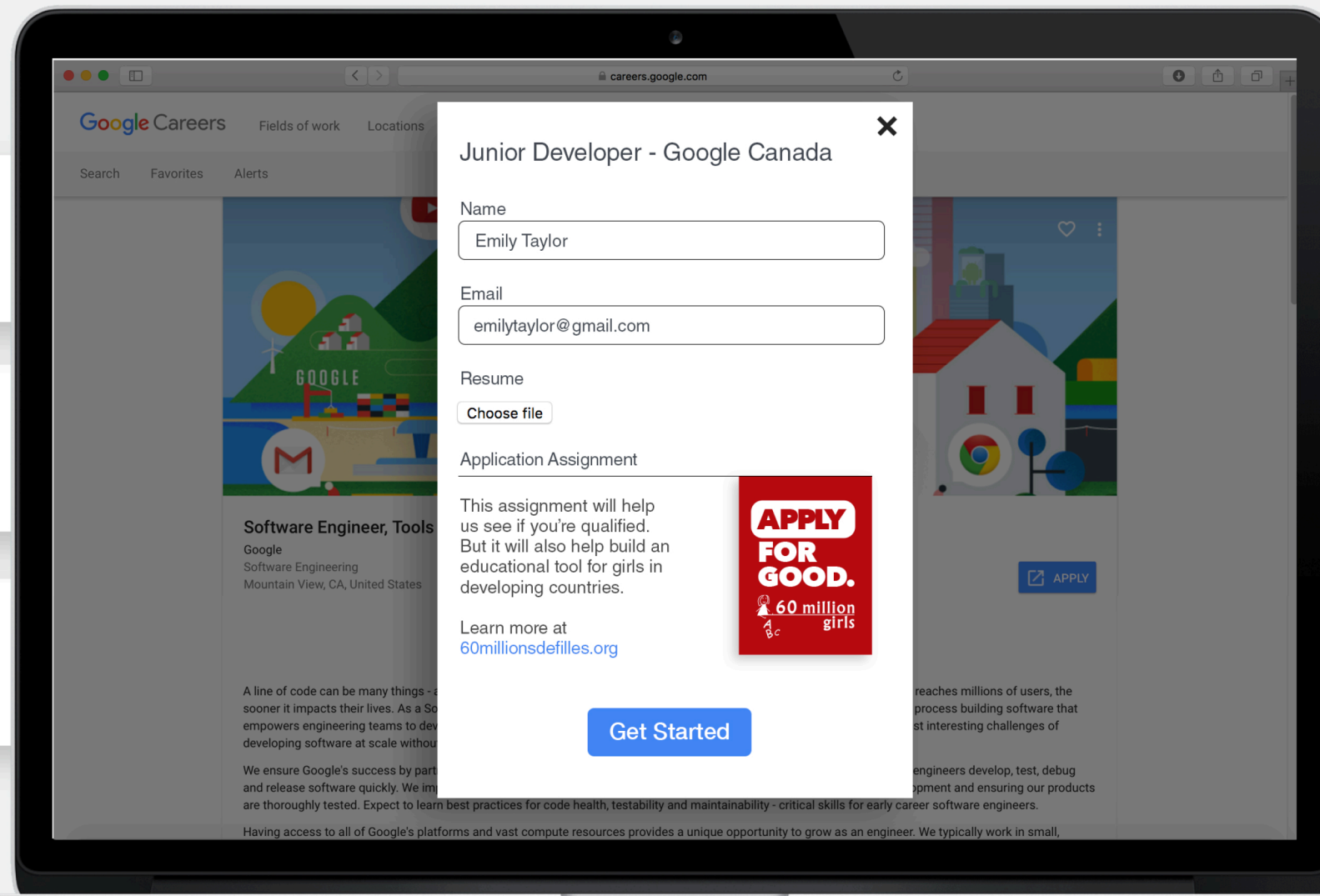
Applying to be a developer?
You could be asked to code part of an educational game.



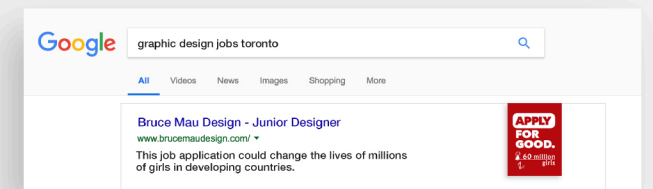
Applying to be a teacher?
You could be asked to create a lesson plan for a grade 4 class.



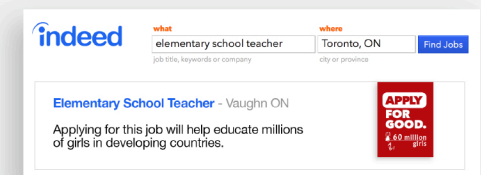
Applying to be a designer?
You could be asked to design icons that help make learning fun.



On **LinkedIn**, we'll target people who have relevant skills and drive them to one of our Apply For Good employers.



We'll intercept **Google searches** about relevant jobs and redirect them to an Apply For Good application.



On job Sites like **Indeed**, our Apply For Good tab will tell people which employers are taking part in our campaign.



Campaign name and summary

Apply for Good; the job application that helps educate millions of girls in developing countries.

Creative insight

Lots of employers ask their job applicants to complete a short, skill-testing assignment before hiring them. We want to tap into this behavior and use it to crowdsource the development of our Mobile Learning Lab.

Solution

We'll partner with some of the best workplaces in Canada to replace their usual application assignment with one that helps build the Learning Lab. For example, if you're applying to be a developer, you could be asked to code part of an educational game. If you're applying to be a teacher, you could be asked to create an interactive lesson plan for a grade 4 class. Now when people apply for a good job, they'll also be doing good in the world.

To drive people to the applications, we'll intercept them when they're looking for jobs on platforms like LinkedIn, Google Search and Indeed.

How does it work?

Google alone receives over two million applications a year. By inserting ourselves into the online job application process, we'll be able to get millions of Canadians to donate their talents to 60 Million Girls.