



CW Marketing Campaign 2021: Heirlooms of Action

1. Basic overview of mini-campaign

The vision of this campaign is “heirlooms of action” and the concept of leaving a legacy of giving and doing. The focus of this mini-campaign is to encourage charity: water email recipients, who are not yet members of The Spring, to think about and explore the common thread found in the stories we tell about the people we love and admire—and how those stories almost always center around what that individual did for and in relation to others, rather than what they had accumulated or accomplished in more conventional metrics of success. While mementos can be beautiful reminders of our loved ones, it is usually their persistent gifts of time, action and attention given, bearing witness to the needs of others, that stands the test of time and that distinction is the focal point here—the lengths that we’re willing to go for each other.

This mini-campaign would focus on the theme of inherited heirlooms, in both a literal and figurative sense, and invites the email recipient to consider whether they personally are walking a similar path of acting in service to others, and if not yet, to start by making a new tradition with The Spring. The campaign aims to draw a parallel between the stories charity: water community members have about their loved ones with the stories of families in places like Malawi to showcase the commonality and rationale for continued involvement and membership with The Spring.

2. A sample email for the campaign

□ ☆ ▷ charity: water

Heirlooms of action—what will you leave?

10:25 AM

Preview text: And if you’re not quite sure, we’re here to help.



Heirlooms of Action: A Tradition in Taking Care of Eachother

Here at charity: water, we hear profound stories just about everyday.

Between our awe-inspiring donors and the villages that they set out to bring clean water to, we are constantly blown away by each group's tenacious, inventive generosity and the lengths that they are willing to go for one another.

Something we've noticed time and time again is our community's determination and willingness to support those outside of themselves, even if it means walking in 115°F (46°C) heat for water for their family, or giving up gifts on their eighth birthday.

Our community gives 100% in every single thing that they do, and that's exactly why we do too. Charity: water's [100% Model](#) means that 100% of public donations go directly to fund clean water projects and nothing else.

We looked at some of our youngest givers, like [Rachel](#) and [Devison](#), and their families who model a tireless compassion for others, teaching us all what a legacy of giving really looks like.

This got us thinking more about the people we love and admire most, whether it be a grandmother, a neighbor, an influential teacher, what they all have in common and how we can honor them.

We realized that each legacy was all in the doing, the giving, the gift of one's time and intention. It became clear that the heirlooms we inherit and keep close, hold meaning because of the stories and hard work embedded within them.

It's in the giving rather than the gift. Heirlooms hold value because of their stories.

And we want to hear your stories.

We want to hear about the people you admire most and why. Whether it's through a video, photos, or a brief 280 characters—we'd love to hear your stories, tag us.



#thelengthswego



You also might begin to consider the legacy you will leave and the stories that others will tell about you. What might your “heirlooms of action” be?

If you’re looking for a new tradition, **The Spring** is certainly the place to start.

The Spring is our monthly giving community where giving becomes a well-informed habit and reminds us of the sheer magnitude that our small, repetitive gifts and awareness of others can have over time.

Here’s to the lengths we’ll go and the legacies we leave.



3. A sample social post for the campaign



We've been thinking of the lengths we're willing to go for one another recently—about the legacies and lessons our most generous loved ones have left behind or continue to model for us on a daily basis. We want to hear about them.

We have a feeling it's less about the things they left to us, but the stories behind them, which is where our idea "heirlooms of action" comes in.

What will be your story?