



GRADUATION THESIS

MULTIMEDIA COMMUNICATIONS

ESTABLISHING A FUNDRAISING CAMPAIGN FOR A COMMUNITY PROJECT, HELPING POOR CHILDREN
IN TAT NGA COMMUNE, MEO VAC DISTRICT, HA GIANG PROVINCE

HANOI, 25 DECEMBER, 2020

GROUP MEMBER



01

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SUMMARY

01. INTRODUCTION



1.1. About Tat Nga Commune, Meo Vac District

One of seven poorest districts in Ha Giang

More than 7,000 poor households and nearly 1,000 near-poor households, accounting for 30% of poor households in Ha Giang.

Small cultivated area

About 1,300 ha of rice cultivation area and over 7,000 ha of maize area are one crop per year.

Severe weather

There is almost no summer. Snow can appear in winter, with a night time of -3°C .

Children still face many difficulties

Children often go to boarding school because of the difficulty of traveling, or not being able to go to school, stay at home to support their family.



1.2. About the campaign



IGO CLUB

02.

CAMPAIGN OVERVIEW



Goals



Big Idea



SWOT



Target Audience



Media Selection

02.

CAMPAIGN OVERVIEW



SMART Objective



Human Resources



Stakeholder



Cost



Risk

2.1. GOALS



Spreading

Spreading the meaningful charity's message, create awareness for people about volunteering



The premise

The foundation for future campaigns to learn and grow, creating a volunteer community & long-term value for iGo Club.



Fundraising

Call to action, everyone will participate in fundraising activities as well as donation for volunteer program.

2.2. Big Idea

Establishing a fundraising campaign to help poor children in Tat Nga commune, Meo Vac district, Ha Giang province, at the same time, creating a volunteer community for iGo Club fanpage in particular and iGo Club in general.

2.3. SWOT

Strengths

- Have experience organizing fundraising activities
- There is networking platform with sponsors who wish to support the program
- Fanpage channel has been operating for 10 years with a stable interactive foundation
- Reputation of FPT University

Threats

- Not taking advantage of fundraising channels, leading to the risk of lack of proceeds in the campaign
- The innovation of fundraising activities
- Transparency in using donations for volunteering



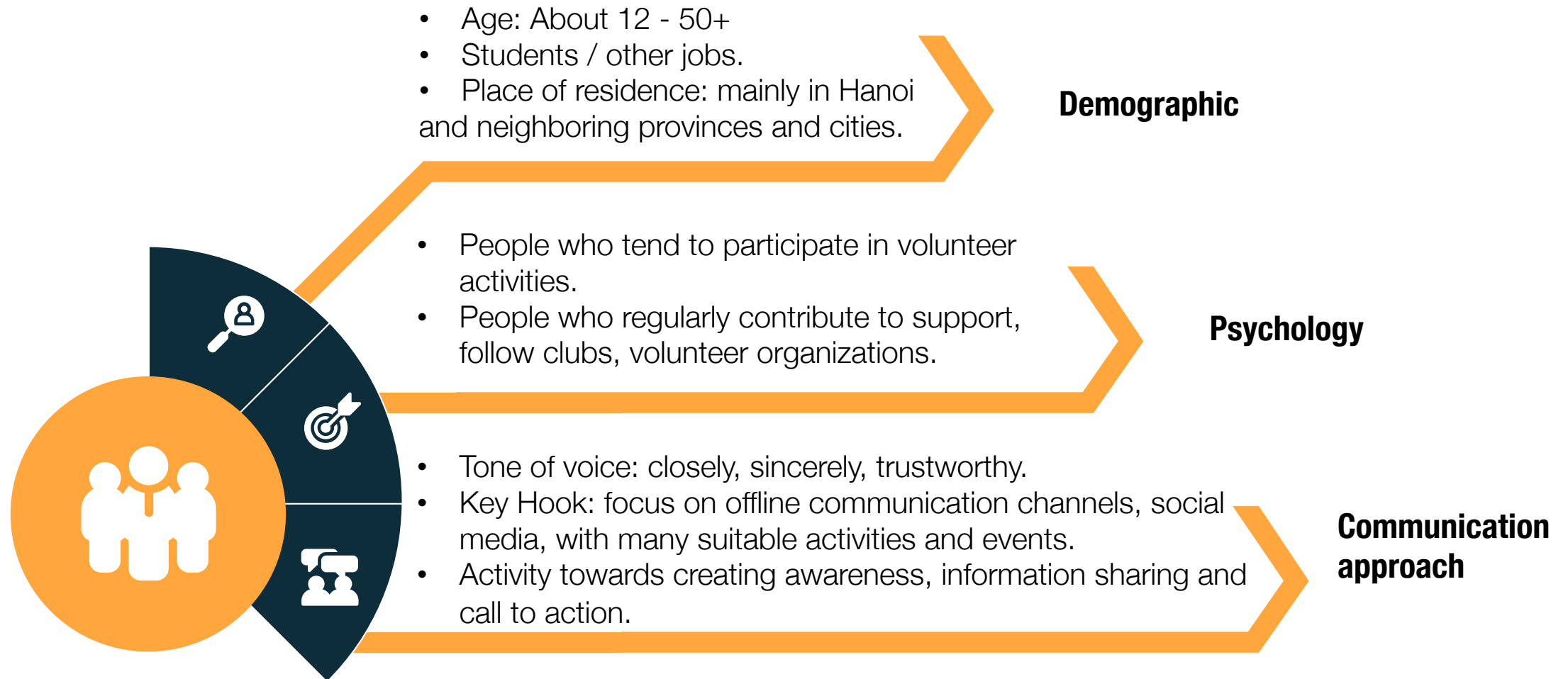
Weaknesses

- Communication for fundraising activities is quite simple, (mainly communication offline, not yet exploited many communication tools)
- Not building many relationships with reputable organizations with trustworthy volunteering.
- Not diversified in fundraising activities

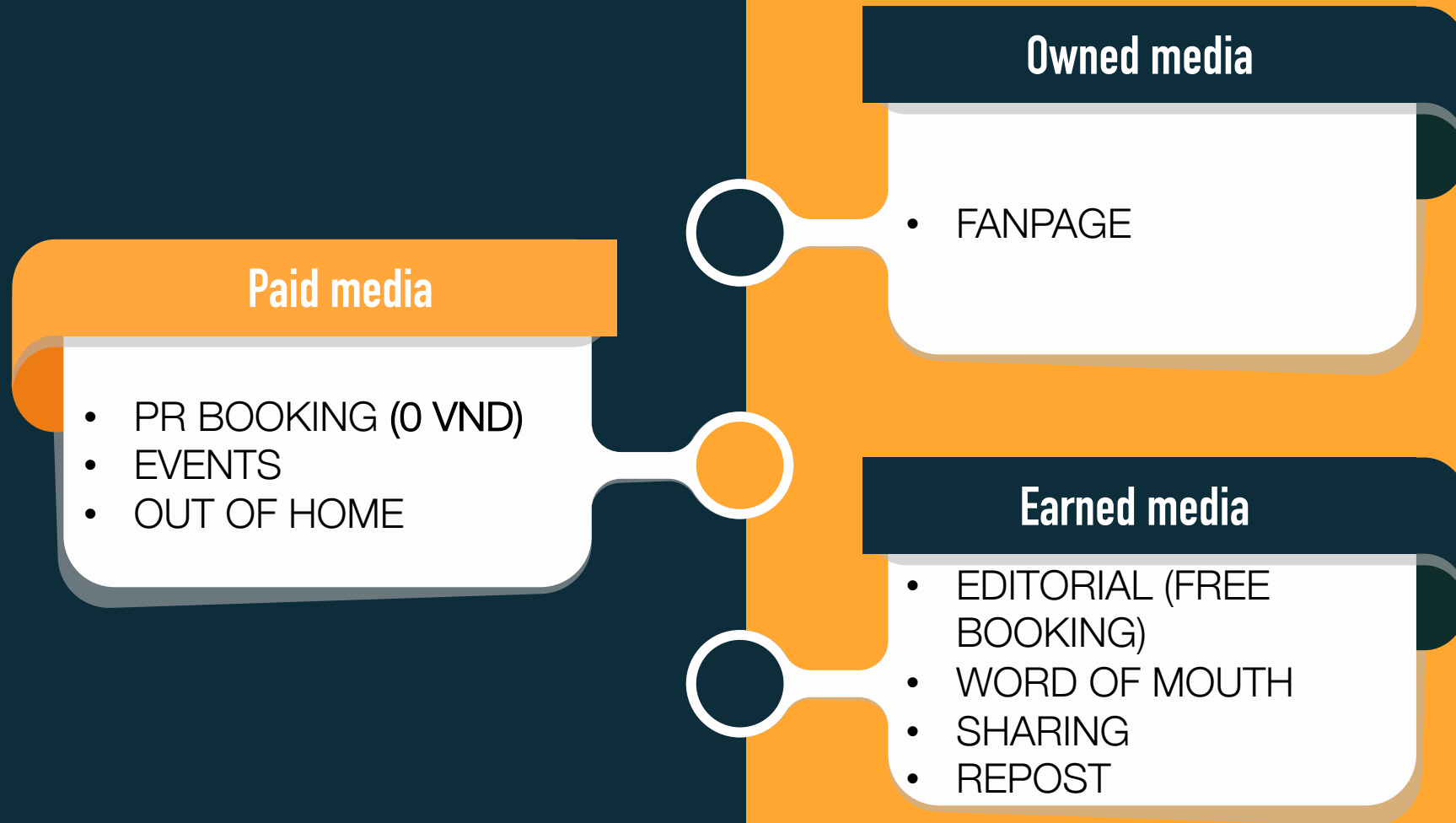
Opportunities

- IGo's foundation of communication tools is an opportunity to develop fundraising activities. Especially Fanpage channel
- There is an opportunity to build a community of volunteers from available sponsors and sponsors.

2.4. Target Audience



2.5. Media Selection



2.6. SMART Objective



Reach

95% of FPT University students, staff and lecturers

60% of FPT High School students

Unit support media sponsors

Yan News, Ybox, VTV News, Doi Song Viet Nam



Total fundraised amount

150,000,000 VND

Online newspapers of FPT University

FPT University Newspaper, “Chung ta” newspaper, “Coc Doc” newspaper



2.6. SMART Objective

KPI FOR IGO CLUB FANPAGE

Article	Unit	KPI	% Increase
Likes/Follows fanpage	like/follow	6500	
Daily page engaged user	user	200	
Reach each post	reach	1000	
Inspiration clip	like	200	
	view	10.000	

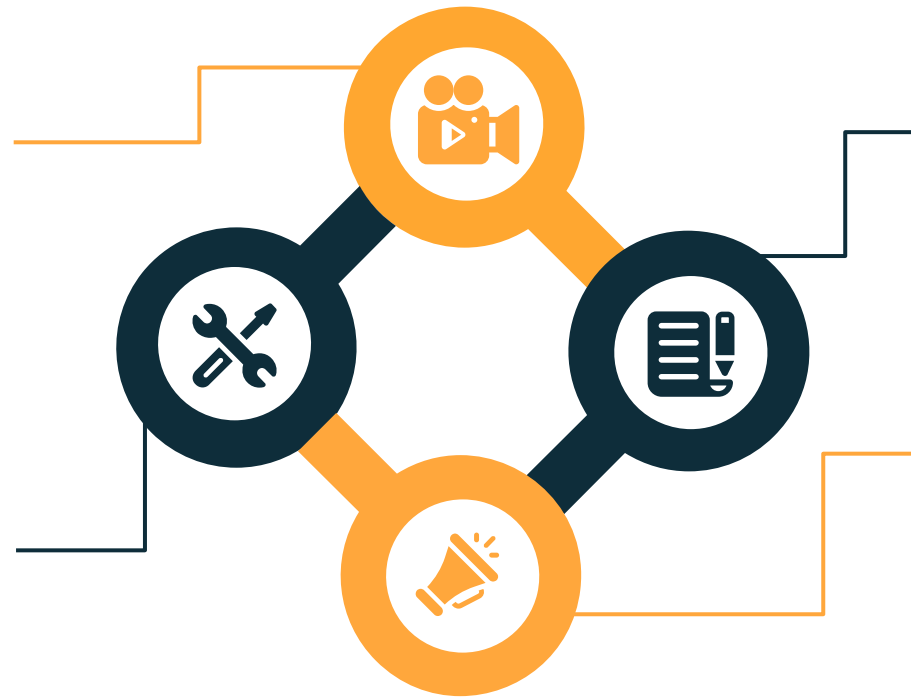
2.6. Human Resources

MEDIA

- Quantity: 7
- Role: transmits information about the club. Creative department, design photo publications, clips, and running program techniques

LOGISTIC

- Quantity: 30
- Role: Ensure the funding, material and conditions to serve the club's activities to be held successfully



CONTENT

- Quantity: 10
- Role: be creative in the stage of idea creation so that all content is always interesting, new and not boring.

FOREIGN RELATION

- Quantity: 10
- Role: Contact schools, agencies, social organizations to mobilize resources and the support of individuals and collectives for activities

2.7. Stakeholder

01

UNITS UNDER FPT UNIVERSITY
HANOI

02

CAMPAIGN SPONSERS

UNITS AIDING IN FUNDRAISING
EVENTS DURING THE CAMPAIGN

03

PRESS UNITS SUPPORT
COMMUNICATION

04

2.8. Cost



The cost of the campaign is equally divided among the activities: Raising 3000 Books Project, Blood Donation & Volunteer Concert



PR Booking costs are supported by contacting and building "Media sponsorship profile" with Yan News, "Doi song Viet Nam", VTV News



The expenses of print are supported by the IC-PDP department of FPT University and the fund for the community of FPT Corporation.

2.9. Risk

Risk	Low Level	Medium Level	High Level	Reducing Methods	Handling Methods
Lack of proceeds		×		<ul style="list-style-type: none"> We have estimated the costs from the planning of fundraising activities. We have made a list of contact with sponsors 	Content cuts will be made at this volunteer trip.
Transparency <i>(People feel there is a lack of clarity in the use of donations and objects for volunteering)</i>			×	There are plans to public this issue on the club's official fanpage	Immediately announced, avoiding the problem happening too long will affect the reputation of the club
Commercial communications		×		Use appropriate content, focus on conveying value to the community, avoid excessive communication for the public to perceive the media's false goals.	Immediately change the content conveyed according to the set criteria



03.

ACTION PLAN

ACTION PLAN							
Key message		"ÁO ẤM HÀ GIANG"					
Stage		1	2	3	4	5	6
Time		14/10- 16/10	17/10 - 26/10	27/10 -06/11	07/11 - 08/11	09/11 - 27/11	27/11 - 10/12
Main Content		1. Looking back on the past seasons. 2. Kick off and introduce the location. 3. Press release.	Raising 3000 books project: 1. Kickoff and launch project communication online. 2. Posts about the difficulties of children in Ha Giang.	Blood donation: 1. Kickoff and launch event media "Blood Donation". 2. Call for donations in cash and artifacts.	Share about the difficulties in Ha Giang land from the actual documents.	“Light up the dreams” Music Charity Show: Kick off and start communicating the "Light up the dreams" charity music show event.	1. Summarize three fundraising events. 2. Kickoff "Ha Giang Warm Clothes" for the second time. 3. Online post activities take place on Ha Giang.
Media Selection	Owned media	Fanpage iGo Club.	Fanpage iGo Club.	1. Fanpage iGo Club. 2. Email Reminder	Fanpage iGo Club.	1. Fanpage iGo Club 2. Website	Fanpage iGo Club.
	Earned media	1. Editorial 2. Sharing and reposts 3. WOM	1. Editorial 2. Sharing and reposts 3. WOM	1. Editorial 2. Sharing and reposts 3. WOM	WOM	1. Editorial 2. Sharing and reposts 3. WOM	1. Editorial 2. Sharing and reposts 3. WOM
	Paid media	1. PR Booking 2. OOH	1. PR Booking 2. OOH 3. Micro-Influencer	1. PR Booking 2. OOH	1. PR Booking 2. OOH	1. PR Booking 2. OOH 3. Influencer	1. PR Booking 2. OOH
KPI		1. Daily page engaged user: 150-200 2. Reach each post: 1000-1200 3. PR Booking: 2 press releases	<u>Online:</u> 1. Participants: 50-60 2. Books: 90-100 3. Inspiration clip: 200 likes and 10.000 views 4. PR Booking: 2 articles (Before and after project) <u>Offline:</u> 1. Schools: 4 2. Books: 2800-3000	1. Number of participant: 500 2. Amount of support from the hospital: 25.000.000 VND 3. Discount from company gifts: 20.000.000 VND 4. The proceeds from the contract with the gift company: 15 % 5. Total: 45.000.000 VND 6. PR Booking: 2 articles (Before and after event)	1. Daily page engaged user: 150-200 2. Reach each post: 1000-1200	1. Number of tickets sold offline: 200 2. Number of tickets sold online: 100 3. Number of participant: 300 4. Proceeds: 26.700.000 VND 5. Cash back after all: 10.000.000 VND 6. Number of feedback: 100 7. PR Booking: 2 articles (Before and after event)	1. The total amount is supported through Fanpage Media: 80.000.000 2. PR Booking: 2 Campaign summary articles
Cost (expected)		320.220 VND	816.000 VND	2.865.000 VND	0 VND	18.450.000 VND	0 VND

04.

IMPLEMENTATION

 **Fanpage Content Direction**

 **Events**

4.1. Fanpage Content Direction



Facebook content strategy

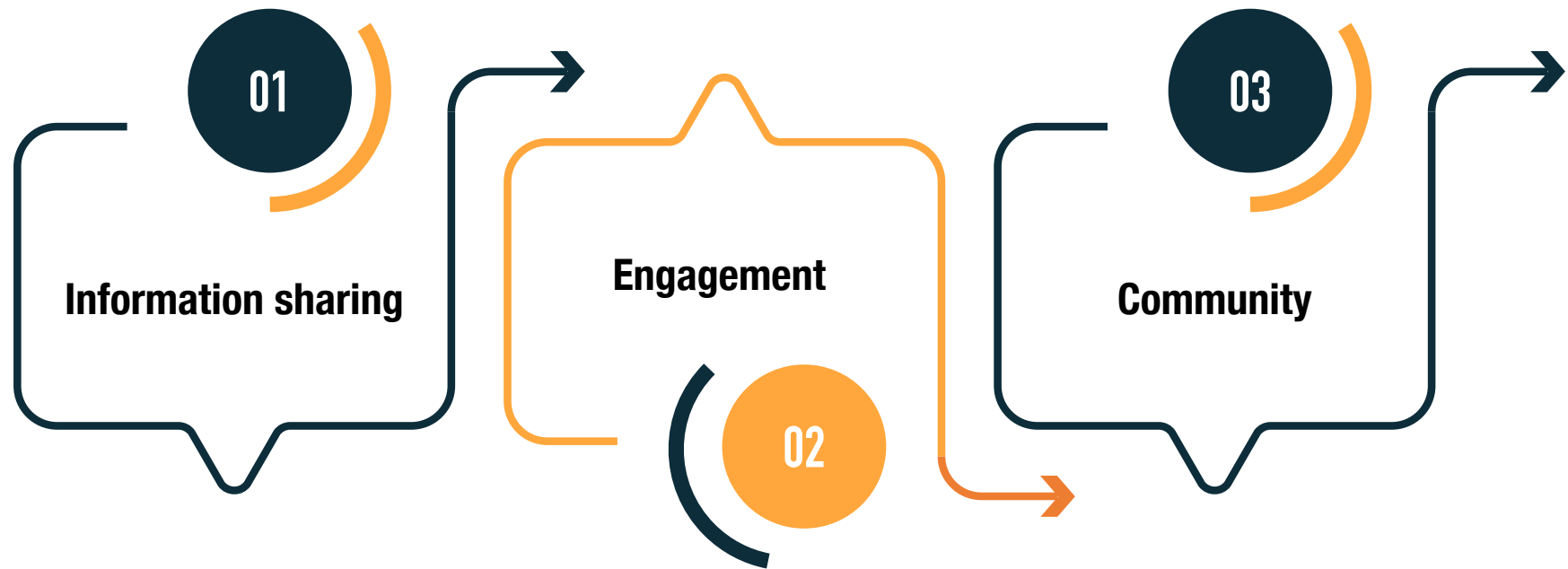
1



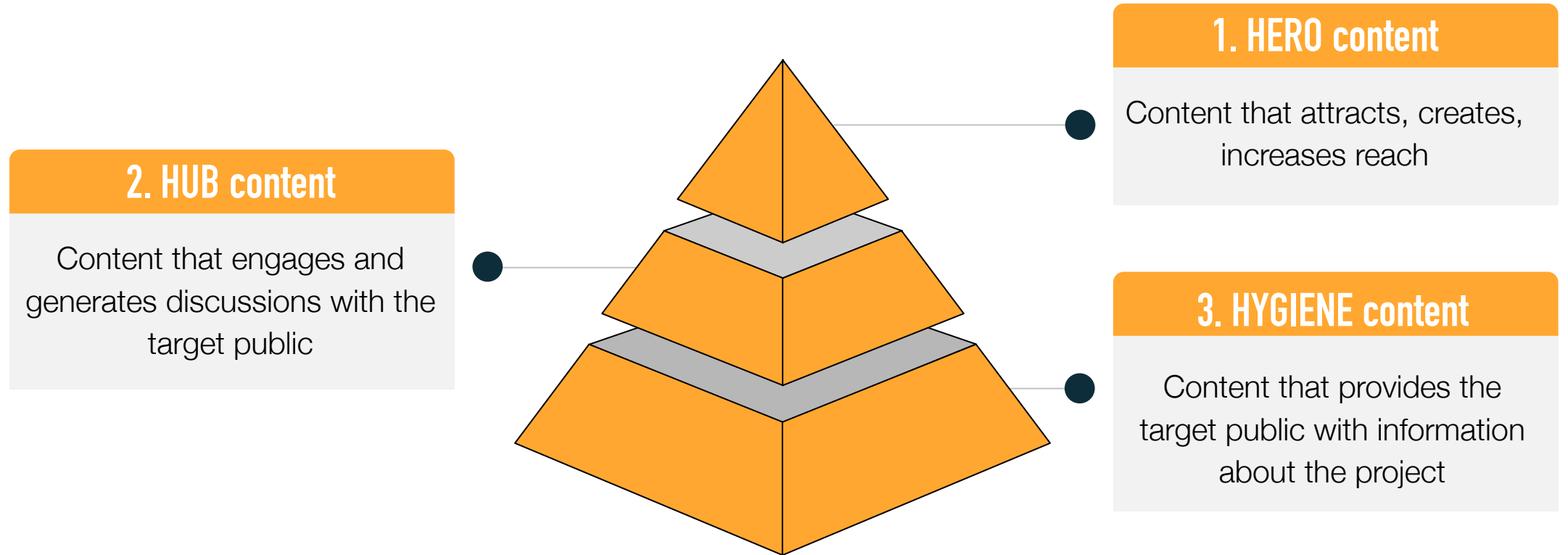
Facebook content orientation

2

Content strategy



Strategy makes a difference



Facebook Content Orientation



Direction fanpage content

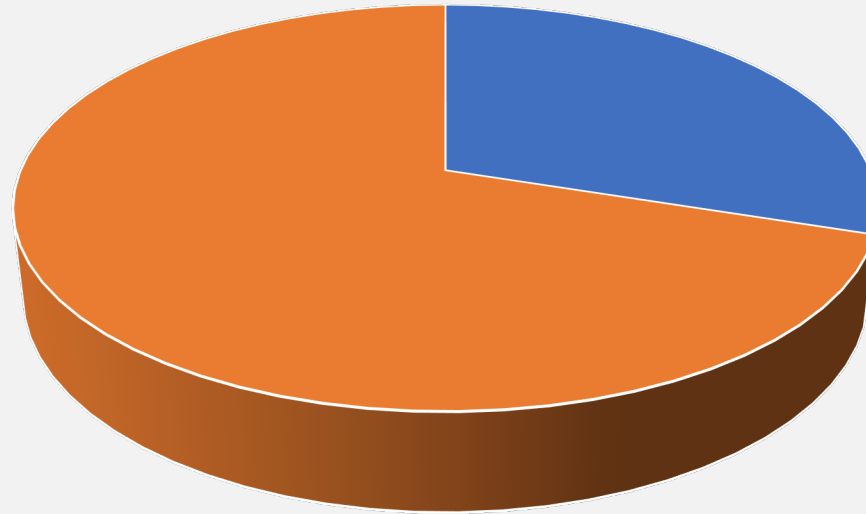
1



Facebook content format

2

Content density



■ Shared content ■ Interactive content

Main spirit: *Spreading the spirit of volunteering, enthusiasm with the desire to contribute youth to help unhappy lives in this world have more warm moments from young Vietnamese themselves.*

Interactive content



iGo's people

The story of people sticking with iGo from the previous “Ha Giang Warm Clothes” seasons, journeys and memorable memories through “Ha Giang warm clothes seasons”.



Social minigame

Organizing mini games for the public



People of Ha Giang

Stories about the difficulties of children in Ha Giang, unhappy lives in Ha Giang



Events

Raising 3000 Books Project, Blood Donation 2020, Night Music “Light up the dreams”

Sharing content

Events

- Raising 3000 Books Project
- Blood Donation 2020
- Night music “Light up the dreams”

Share news

- Share news posted on mainstream newspapers
- Share about community value

Facebook Content Format

Content Single Image



Appearance: a designed image or actual product / space / person image

Advantages: stand out the message, focus on one content, create attractiveness and attractiveness

Content Videos



Appearance: video with maximum length of 2-3 minutes
Combining attractive images and sound, attracting the attention of customers

Advantages: Easy to interact with videos because of the ability to support automatic video playback on Facebook

Facebook Content Format

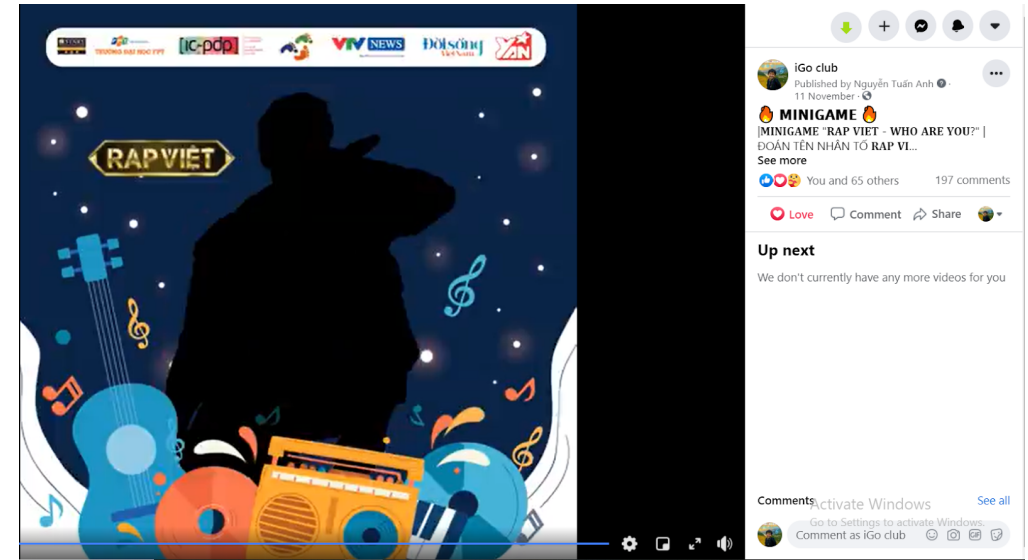
Content Infographic



Appearance: synthesizing information in the form of words and images in the most condensed way

Advantages: impressive, attractive images, easy to remember and highly convincing information.

Content GIF



Appearance: GIF with attractive images, attracting the attention of customers

Advantages: Easy to interact with gifs because of the ability to support automatic gif playback on Facebook

Facebook Content Format

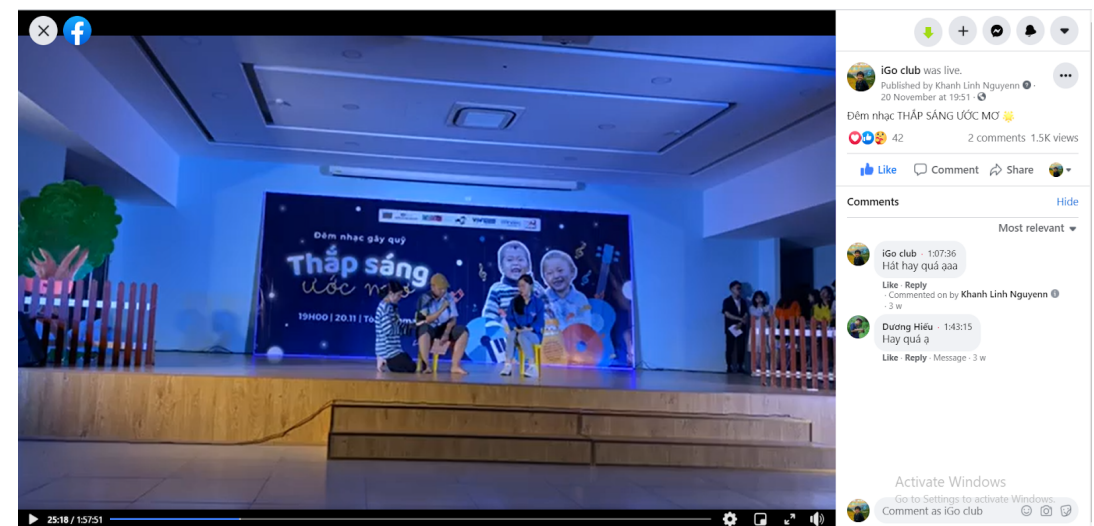
Content Product Review



Appearance: description and introduction of a specific product or service

Advantages: being objective, creating high trust with customers

Content Livestream



Appearance: live streaming of ongoing programs and events

Advantages: increased interactive efficiency, awareness of the program. Content storage, sharing after the program ends, creating a quick and convenient interaction with fans.

4.2. Raising 3000 Books Project (17/10/2020 – 27/10/2020)

- IDEA
- Stakeholder
- Media Selection
- Media Stage
- Cost
- Result
- Risk
- Evaluation



The background image shows three students sitting outdoors on stone steps. A student in a blue shirt is in the foreground, holding an open book titled '5 Centimetres in a Day'. Behind them, another student in a blue shirt is also reading. To the right, a student in an orange shirt is partially visible, holding a ruler. The scene is brightly lit by sunlight, creating a warm and focused atmosphere of study.

IDEA

“Give 3000 books for Ha Giang poor children” we hope we not only can contribute a part to the journey of creating a brighter future, but also build and spread reading habits for poor children in Ha Giang in particular and the community in general.

Stakeholder



IC-PDP Department



Primary/ Secondary/High School
at Thạch Thất district, Ha Noi.



FPT University students

Media Selection

Earned media

- Editorial
- Word of Mouth

Owned media

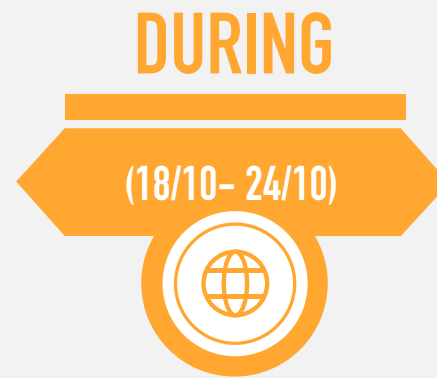
- Social Media: Fanpage
iGo Club.

Paid media

- PR BOOKING
- OUT OF HOME
- Micro-Influencer

Plan	RAISING 3000 BOOKS CHALLENGE									
Day	17	18	19	20	21	22	23	24	25	26
COMMUNICATION LEVEL	Normal			Strong					Normal	
OWNED MEDIA	Fanpage									
PAID MEDIA				Micro-Influencer						
	PR Booking								PR Booking	
	OUT OF HOME									
EARNED MEDIA		Sharing and reposts								
	Editorial									
	Word of Mouth									

Media Stage



Media Stage

MEDIA STAGE (Online activity : #giftbookschallenge)			
NO.	STAGE	TYPE	CONTENT
1	PRE (17/10)	ONLINE	Teaser.
4	DURING (18/10- 24/10)	ONLINE	Kickoff.
5			Update image/clip of participant.
6			PR Booking: Doi song Viet Nam News
7			Share post of Media Sponsor and Media Support.
8			Post at FU-HL about activity: Take part in # activity at Alpha to be sold up to 20% when buying 20/10 flowers.
9			Inspiration clip.
10			Share clip viral.
11			Reading habits of the young generation.
12			Image of poor children at Ha Giang.
13			some hours left to do the challenge.
14		OFFLINE	OOH: Stick the poster at Dormitory (door, vending machine).
15			Communicate at Secondary and High school of Thach That.
16			Take part in # activity at Alpha to be sold up to 20% when buying flowers.
17			Collect books from schools.
18	POST (25/10- 26/10)	ONLINE	Summarize.
18			Share post about event's summary of media sponsors.

Media Stage

MEDIA STAGE (Offline activity: Raising 3000 books project)			
NUMBER	STAGE	TYPE	CONTENT
1	DURING (19/10- 24/10)	ONLINE	Kickoff.
2			Update image/clip of participant.
3			Share the post about activity from fanpage of Secondary and High schools.
4		OFFLINE	Communicate at Secondary and High schools Thach That. (Mini-talk at Assembly and offline communication at class).
5			Assemble books from Secondary and High schools Thach That that communicate and other schools that demand to collect books.
6	POST (25/10- 26/10)	ONLINE	Summarize.
7			Put posts to thank Secondary and High school for their support.

Cost

Number	Subject	Amount	Cost	General
1	Standee	1	75.000	75.000
2	Poster	45	5.022	226.000
	Total	301.000		

Expected	Reality
816.000 VND	301.000 VND

Results

ONLINE EVENT

Categories	Unit	KPI	Reality
Participants	people	60	97
Books	book	100	150

OFFLINE EVENT

Categories	Unit	KPI	Reality
Schools	school	4	6
Books	book	3000	4568

Results

Inspiration clip performance

Video details

iGo club: 🌟 THÁP SÁNG ƯỚC MƠ ĐẾN TRƯỜNG 🌟 ❤️ CHUNG TAY CÙNG SINH VIÊN FPT ỦNG HỘ DỰ ÁN 3000 CUỐN SÁCH CHO TRẺ EM
🌟 THÁP SÁNG ƯỚC MƠ ĐẾN TRƯỜNG 🌟 ❤️ CHUNG TAY CÙNG SINH VIÊN FPT ỦNG HỘ DỰ ÁN 3000 CUỐN SÁCH CHO TRẺ EM NGHÈO HÀ GIANG ❤️ Hiện nay, tỷ lệ trẻ em không được đến trường vẫn còn rất cao, đặc biệt là đối với các vùng dân tộc...

1:37 · Uploaded on 20/10/2020 · Owned · Appears once · View permalink · Copy video ID

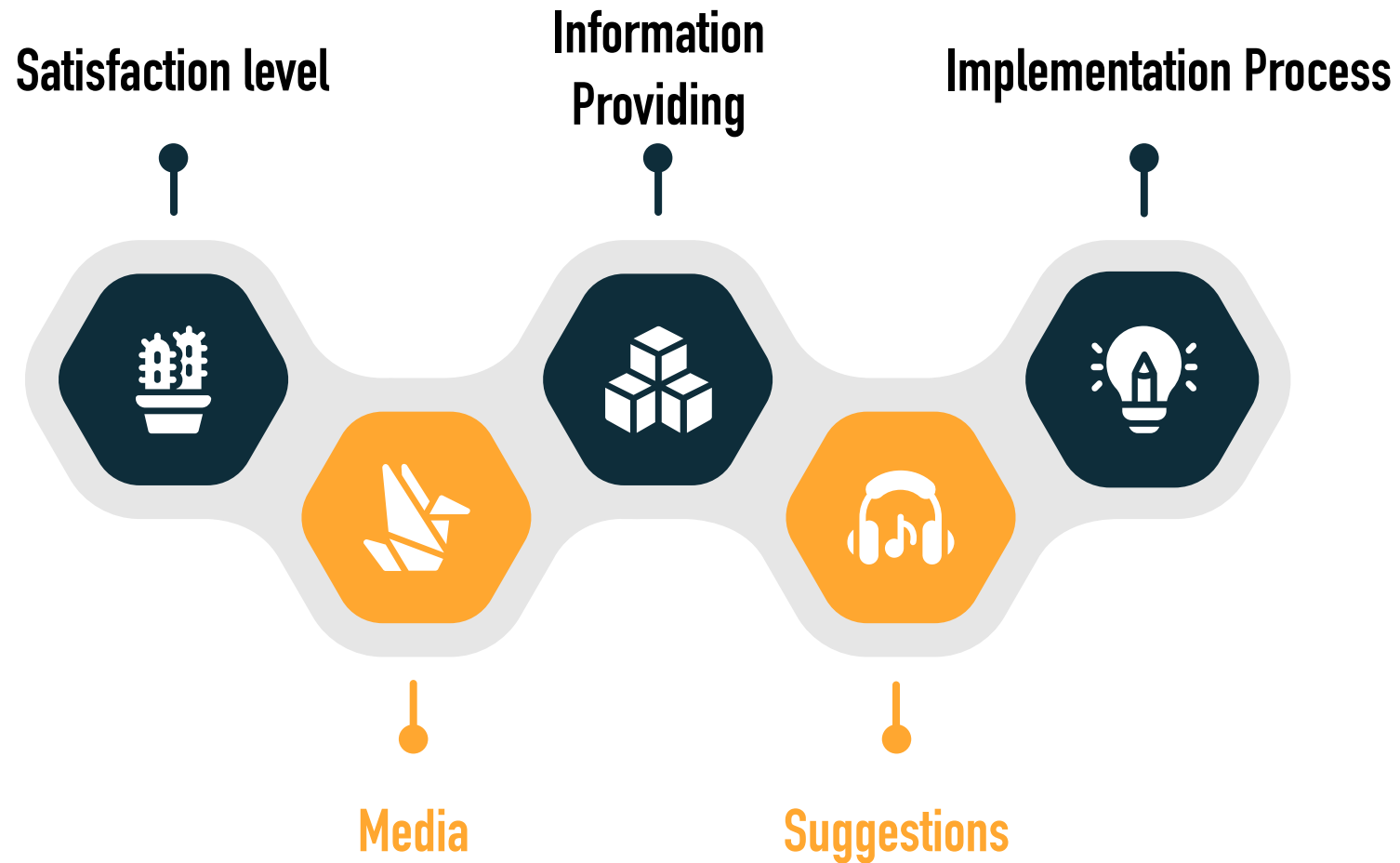
Total video performance

🕒 Minutes viewed	8,176	>
🎬 1-minute video views	208	>
🎬 10-second video views	23,520	>
🎬 3-second video views	35,954	>
🕒 Average video watch time	0:10	>
📄 Audience retention		>
👤 Audience and engagement		>

RISK

Risk	Low Level	Medium Level	High Level	Reducing Methods	Handling Methods
Lack of human resource	✖			Make a list of preparatory human resources.	Redistribution of human resources
Coronavirus			✖	(If can) Remind participants about coronavirus regulations	If the disease progresses complicatedly, we will change the organization time or suspend offline activity.
Lack of books		✖		Had a list of preparatory schools.	Extend offline activities, contact more schools.
Lack of online participants		✖		Had a list of preparatory micro-influencers	Call upon the Organizers to participate in the event, intensify the offline communication.
Schools not allows this activity		✖		Had a list of preparatory schools.	Switch to implementation at fields in the reserve list

Evaluation Feedback (Focus Group)



4.3. Blood Donation 2020 (27/10/2020 – 6/11/2020)

- IDEA
- Stakeholder
- Media Selection
- Media Stage
- Cost
- Result
- Risk
- Evaluation





IDEA

“A drop of blood is given, a life stays”

Spreading the spirit of humanitarian blood donation, helping difficult circumstances to the community in general and FPT University students, staff in particular.

Stakeholder



NIHBT

Vì sức khỏe dòng máu Việt



HOA BẢO



International
Cooperation
&
Personal
Development
Program



Central Institute of
Hematology and Blood
Transfusion.

Hoa Bao Gift Company.

iGo Club & other clubs
at Hanoi FPT University.

IC-PDP Department
and student at
FPT University.

Doi song Viet Nam
News, FPT University
News, Chung ta News.

Media selection

Paid media

- PR BOOKING
- OUT OF HOME

Owned media

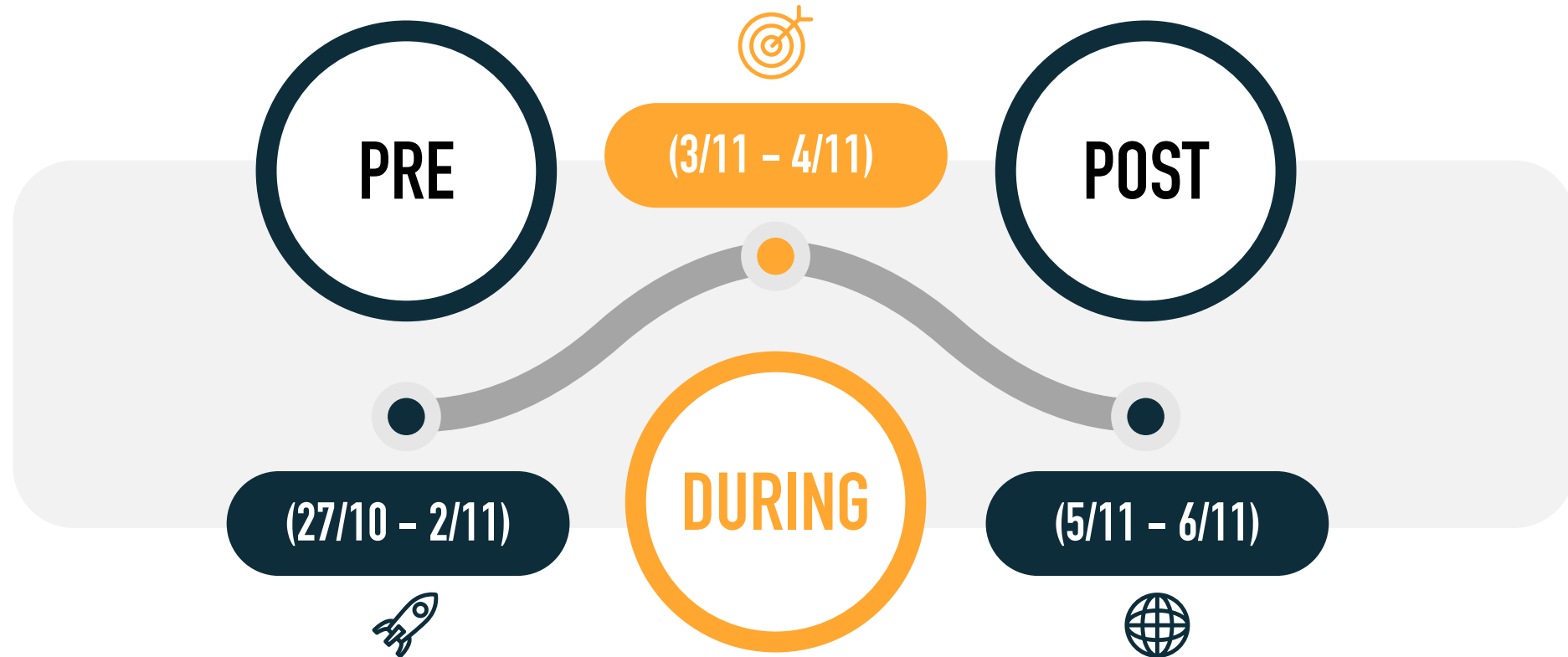
- Social Media
- Email Reminder

Earned media

- Editorial
- Word Of Mouth

PLAN	BLOOD DONATION 2020										
Week	Week 1						Week 2				
Day	27	28	29	30	31	1	2	3	4	5	6
COMMUNICATION LEVEL	Normal					Strong					Normal
OWNED MEDIA	Fanpage										
		Email Reminder									
PAID MEDIA			PR Booking								PR Booking
		Out Of Home									
EARNED MEDIA				Sharing and reposts							
					Editorial				Editorial		
	Word of Mouth										

Media Stage



MEDIA STAGE			
NO.	STAGE	TYPE	IMPLEMENTATION CONTENT
1	PRE (27/10 - 2/11)	ONLINE	Teaser video.
			Kick-off events on Fanpage & personal channels.
			Create Facebook Event.
			Series of articles about benefits of blood donation and benefits of participating in the event.
			Series of articles introducing stakeholders.
			Minigames create interactions.
			Video interviews and informants for the audience of the event.
			Reminders of important information before Blood Donor day and event countdown.
			Send mail to remind subscribers about the event time.
			PR Booking: Event introduction (Doi song Viet Nam newspaper).
		OFFLINE	Offline communication in class and OOH at FPT University.
			Set up an early registration desk to receive gifts at the lobby Alpha, Beta, Gamma.
2	DURING (3/11 - 4/11)	ONLINE	Update event photos.
			Video guide the process of participating in blood donation.
			Livestream opens the program and shares it with student community groups.
3	POST (5/11 - 6/11)	ONLINE	Photo album summary and thanks to the stakeholders.
			PR Booking: Summary article (Doi song Viet Nam News).

Cost

No.	Categories		Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
1	PRINT	Backdrop	400.000	1	400.000
2		Poster A3	7.500	4	30.000
3		Poster A4	5.000	5	25.000
4		Standee	75.000	92	150.000
5	GIFT	Keychain	12.000	50	600.000
6		Crest	7.000	150	1.050.000
8		Minigame gift (phone card, film ticket)	20.000	3	60.000
			119.000	1	119.000
9		Gift for the hospital	150.000	1	150.000
11	OTHERS	Event crew card, lanyard	9.000	60	540.000
12		Paper cup	500	200	100.000
Total: 3.224.000 VND					

Cost

Expected	Reality
2.865.000 VND	2.619.000 VND



Results

Categories	Unit	KPI	Reality
Unit of blood	Person	500	650
Amount of support from the hospital	VND	25.000.000	32.500.000
Amount supported by the manager of the hematology institute	VND	0	1.600.000
Discount from company gifts	Percent	15	20
The proceeds from the contract with the gift company	VND	20.000.000	24.739.500
Total	VND	45.000.000	58.839.500

Results

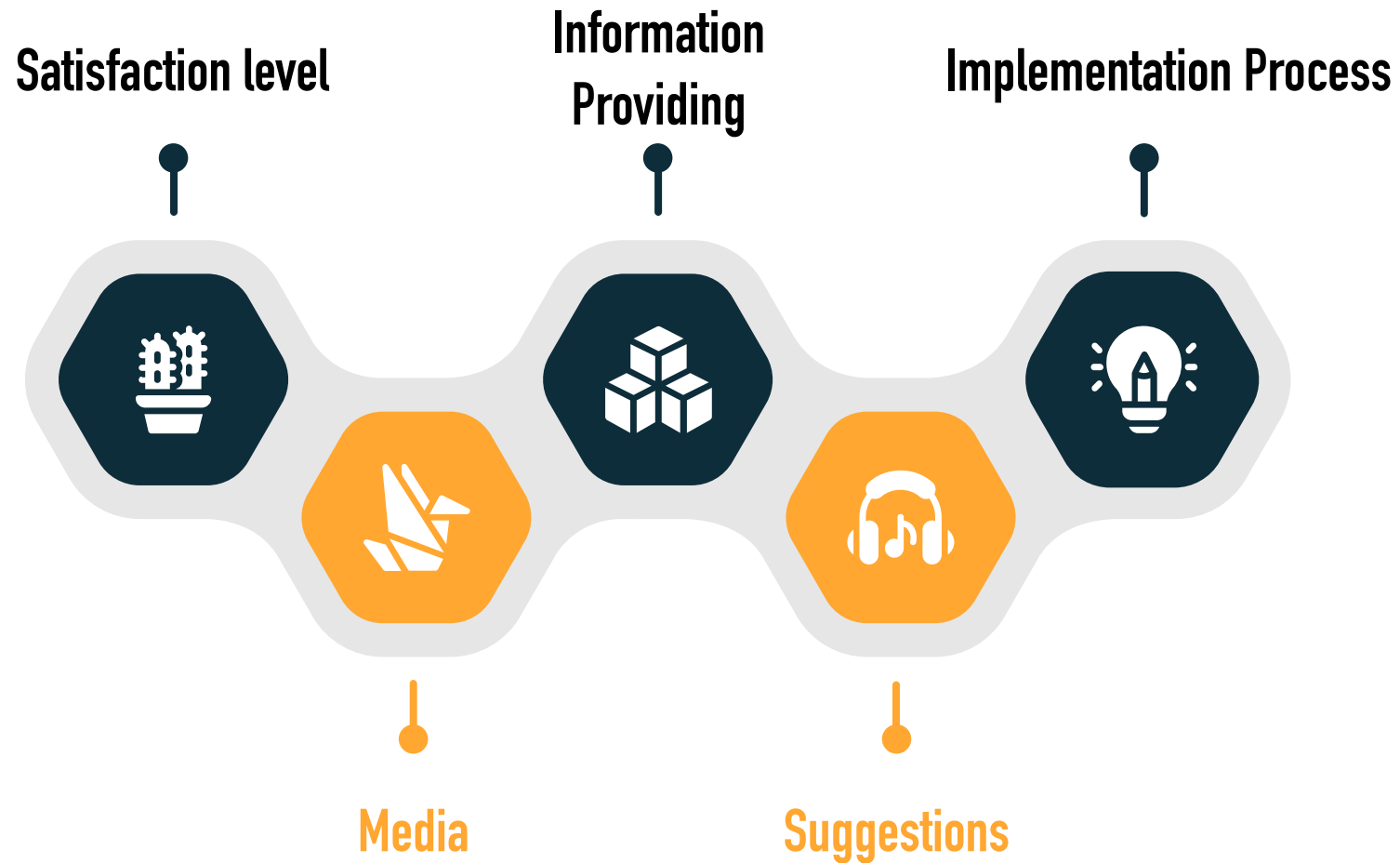
Categories	Unit	Total
Preparation Cost	VNĐ	2.619.000
Proceeds	VNĐ	58.839.500
Final Total	VNĐ	56.220.500



RISK

Risks	Low Level	Medium Level	High Level	Reducing Methods	Handling Methods
Lack of HR	×			Control registered members in positions. Requiring 100% HR to commit will definitely participate.	Each position recruits 1-2 more people to prevent risks.
Appearance of COVID-19 disease			×	Consider how dangerous the disease is. If the epidemic is still under control, it is imperative that attendees wear masks and hand sanitizer before attending the event.	If the epidemic gets complicated, the event will be postponed, focusing on online activities.
Medical problem after blood donation		×		Prepare a team of highly specialized doctors who can handle health issues after blood donation.	There was an ambulance from the hospital, if the situation was too bad, the patient would be taken straight to the nearest hospital.
The number of participants donating is too large			×	Increase the number of personnel for the position of coordinating event participants, ensuring a reasonable space for everyone.	If the numbers are too crowded, the organizers will remind everyone to move on to the next day, if it's the last day, organizers apologize to everyone, and tell everyone to wait for the next blood donation.

Evaluation Feedback (Focus Group)



4.4. Charity music show (09/11/2020 – 27/11/2020)

- IDEA
- Stakeholder
- Media Selection
- Media Stage
- Cost
- Result
- Risk
- Evaluation



The background image shows a woman with glasses and a red plaid shirt on the left, looking towards the right. In the center and right, there are two large, smiling children's faces. The background is dark blue with musical notes and a large blue double bass on the right. A white text box with an orange header is in the center.

Idea

iGo Club in general and the music show "Light up the dreams" in particular, the desire to spread the value of the dream to everyone, especially portraying the desire to realize dreams and barriers of poor children in Highland. From there, creating awareness for people about helping difficult upland communities in general, helping hand to help make the dreams of children in Tat Nga commune, Meo Vac district, Ha Giang province come true.

Stakeholder



Media Selection



Earned media

- Word of mouth
- Editorial
- Sharing and reposts



Owned media

- Social Media
- Website

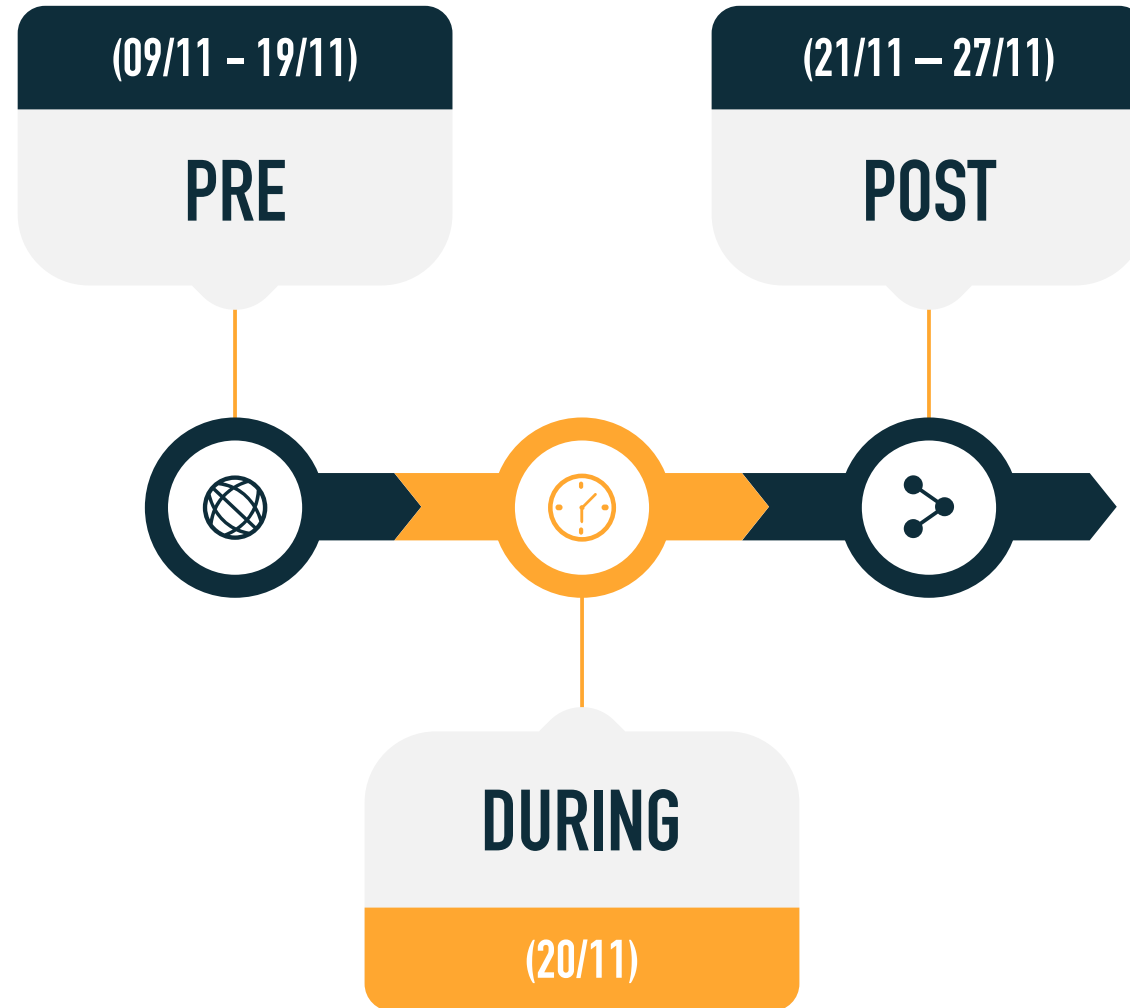


Paid media

- PR BOOKING
- OUT OF HOME
- Influencer

PR Plan	CHARITY MUSIC SHOW																		
Week	Week 2							Week 3							Week 4				
Day	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
Communication Level	Normal							Strong							Normal				
Owned Media	Fanpage																		
Paid Media								PR		PR					PR Booking				PR Boo king
				Poster															
				Standee															
				Banner															
Paid Media								Sharing and reposts											
						Editorial									Editorial			Edito rial	

Media Stage



Media Stage

MEDIA STAGE			
NO.	STAGE	TYPE	CONTENT
1	PRE	ONLINE	Teaser video.
			Revealing ticket opening date, number of tickets published.
			Clip the influencer Gill – Rap Viet announcing he will join the event.
			Open ticket sales on the Website (Landing Page)
			Clip the "INTRODUCE NIGHT MUSIC TICKETS AND THE SURPRISING".
			The value behind the ticket you buy.
			Introduction to discounted early booking tickets.
			Notice of rules and valid ticketing locations.
			Update ticket owners.
			Introducing the companion club, gradually revealing the repertoire.
			Countdown before music night.
		PR Booking	Event introduction (Doi song Viet Nam newspaper).
		OFFLINE	Place the banner and standee around the Alpha and Beta building.
			Offline communication at class and OOH at university.
			Open ticket counters at the Alpha building.

Media Stage

MEDIA STAGE			
NO.	STAGE	TYPE	CONTENT
2	DURING	ONLINE	Live stream the event and update some pictures of the event is going on.
3	POST	ONLINE	Upload pictures of that music night on the fanpage.
			Synthesize, thank the stakeholders.
			Post survey link for the participants.
		PR Booking	Summary article (Doi song Viet Nam News).

Cost

Categories		Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
PRINTING	Standee	#N/A	3	490.000
	Poster	#N/A	30	
	Lanyard	6.000	45	270.000
	Backdrop	#N/A	1	700.000
	Hashtag	#N/A	3	
	Ticket	#N/A	300	
	Event crew card	3.000	45	135.000
	Certificate	8.000	8	64.000
LOGISTIC		1.912.000		
FOOD & BEVERAGE		1.414.950		
EXPENSE OF GUEST		10.000.000		
Total: 14.985.950 VND				

Cost

Expected	Reality
18.450.000 VND	14.985.950 VND



Results

Categories	KPI	Reality
Number of tickets sold offline	200	202
Number of tickets sold online	100	83
Number of participant	300	228
Proceeds	26.700.00 VND	25.275.000 VND
Number of feedback	100	77
Donation	#N/A	1.068.000 VND
Total: 26.343.000 VND		

Results

Categories	Details	Money	Summary
Total proceeds	Proceeds	25.275.000 VND	30,002,000
	Donation	1.068.000 VND	
	Sponsor	2.000.000 VND	
	Print(free)	1.659.000 VND	
Total expenses	Logistic	1.912.000 VND	13,326,950
	Food & Beverage	1.414.950 VND	
	Guest	10.000.000	
Total	16,675,050		

Results

Website (Landing Page)

01

Site sessions: 417

02

Unique Visitors: 350

03

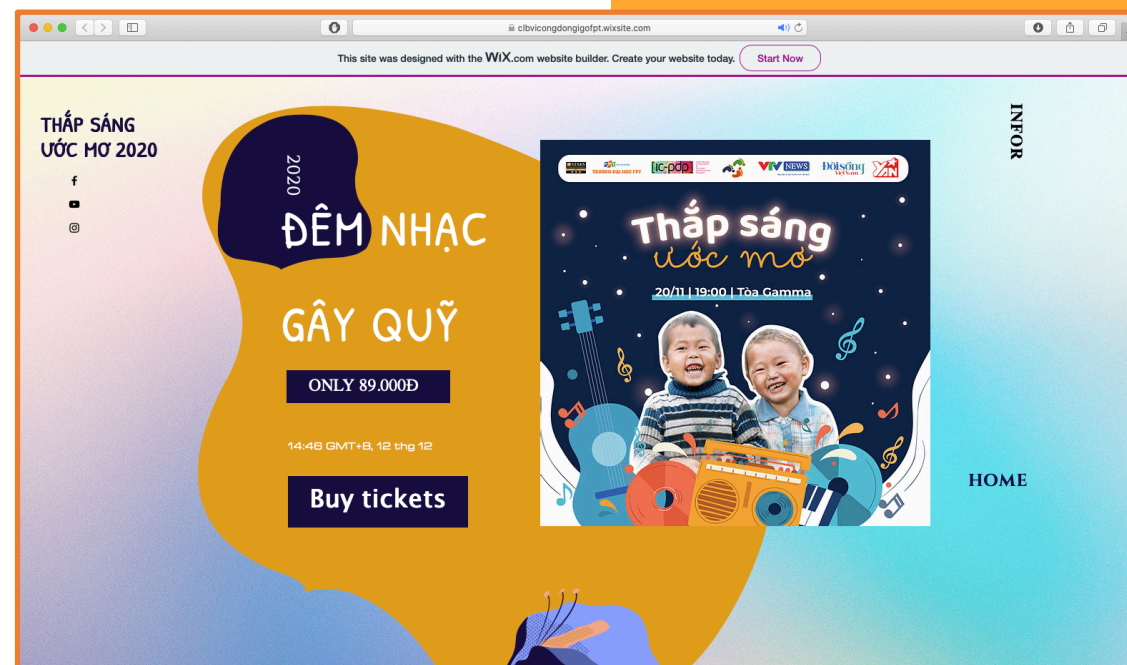
Page view: 752 views

04

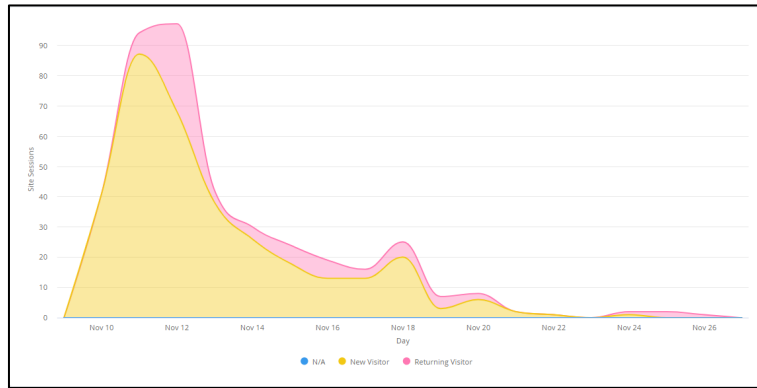
Average Session Duration:
01m 12s

05

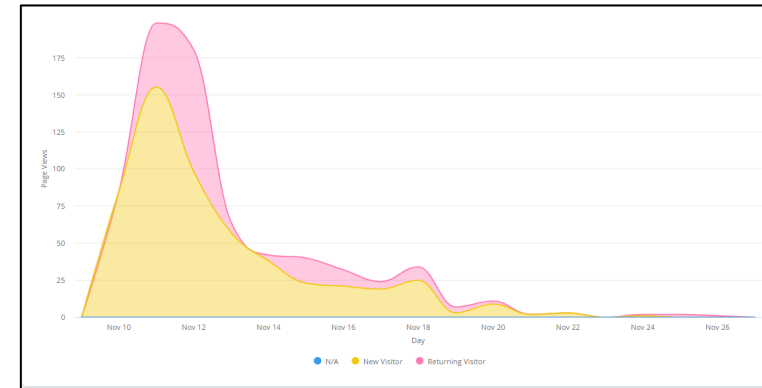
Guest list: 31,3% ticket total



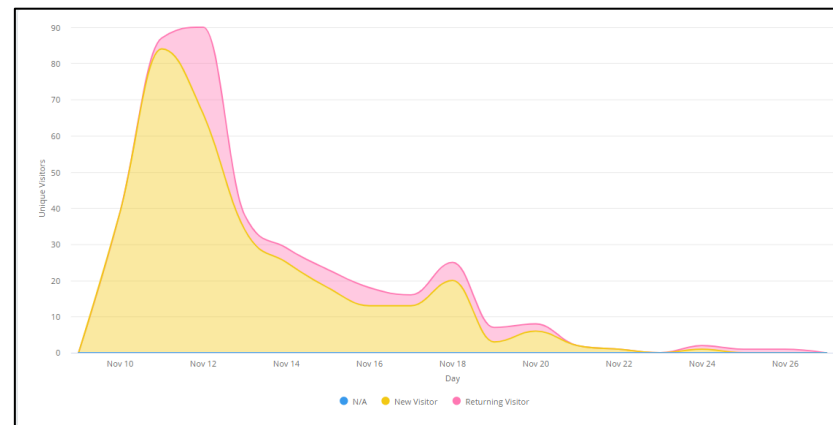
Website Tracking



Site sessions



Page view



Unique Visitor

Risks

Risks	Low Level	Medium Level	High Level	Reducing Methods	Handling Methods
Deviation from the timeline			×	Test the content before starting the event. Specify a performance time for each performance.	Adjust the act that isn't really necessary
The guests are late (or not)		×		Prepare a backup performance, remind guests to come 15 minutes before performances.	Ready for backup repertoire
Performance props are malfunctioning		×		Prepare plenty of spare tools. The logistics team always needs to be ready. Continuously check performance props.	Use spare props

Guests or spectators have health problems	×			Remind guests and the audience to stay healthy before the show.	Move down to the nurse's office or call doctor dorm C
The audience ran up the stage	×			Set up a security team to stand right next to the stage area	Security team handled it immediately.
Small number of audience arrive		×		Reminders of time and place on fanpage.	Let event crew sit in the audience area
Appearance of COVID-19 disease			×	Consider how dangerous the disease is. If the epidemic is still under control, it is imperative that attendees wear masks and hand sanitizer before attending the event.	Consider how dangerous the disease is. If the epidemic is still under control, it is imperative that attendees wear masks and hand sanitizer before attending the night of music. If the epidemic becomes complicated, the music night will be postponed indefinitely.

Evaluation (Survey)

Criteria	General responses
Gender	54.5% of the sex is male
How old are you?	71.4% of the age group is 18-25
What's your occupation?	36.9% are currently students
Evaluate your overview of the program	On a 5-point scale, 50.6% chose a 4-point scale
Your review of music night	<ul style="list-style-type: none">• On a 5-point scale, answers on a 4-5 scale are for:• Event space• Light quality sound• content• The quality of the show• Support group

Evaluation

Criteria	General responses
How do you know this event?	45.5% know through offline communication
How much is the ticket price reasonable?	66.2% believe that the ticket price of 70,000-90,000 is reasonable
Did you contribute anything to improve the program?	<ul style="list-style-type: none">• Place• Time• Fare• Decorate• Sound• Check tickets
You want more content from the following programs?	<ul style="list-style-type: none">• Invite more singers• Add content such as auction, entertainment• Outdoor locations

05.

SUMMARY

- Overall Result
- Measurement & Evaluation
- Conclusion
- References

5.1. OVERALL RESULT

Cash

Categories	Unit	Total
The total amount is supported through Fanpage Media	VND	100.600.000
Proceeds of Blood Donation Event	VND	56.220.500
Proceeds of Night Show	VND	16.675.050
Total	VND	173.495.550

Object

Categories	Unit	Total
Books	Book	4568
Coat	Piece	283

5.1. OVERALL RESULT

Categories	Unit	Total
Cost	VND	15.945.959
Proceeds	VND	157.549.600
Total	VND	173.495.550 (Increase 988%)

5.1. OVERALL RESULT

Categories	Unit	Total
Donation from Fanpage	VND	15.000.000
Foreign Relation	VND	68.000.000
“Du ca” show	VND	5.000.000
Music Night Show	VND	5.000.000
Fundraising flower sales	VND	10.000.000
Total	VND	103.000.000

Ha Giang Warm Clothes Season 4

Categories	Unit	Total
Donation from Fanpage	VND	100.600.000 (Increase 571%)
Proceeds of Blood Donation Event	VND	56.220.500
Music Night Show	VND	16.675.050 (Increase 234%)
Total	VND	173.495.550 (Increase 68%)

Ha Giang Warm Clothes Season 5

5.1. OVERALL RESULT

PR Booking

News	VTV News	Doi song Viet Nam	Yan News
Number of articles	2	6	2
Topic	<ul style="list-style-type: none">Article 1: Press Release.Article 2: Summary Campaign.	<ul style="list-style-type: none">Article 1 and 2: Introduction and Summary “Raising 3000 Books Project”.Article 3 and 4: Introduction and Summary “Blood Donation 2020”.Article 5 and 6: Introduction and Summary “charity music”.	<ul style="list-style-type: none">Article 1: Press Release.Article 2: Summary Campaign.

5.1. OVERALL RESULT

Editorials

News	Number article
Ha Giang News	1
Doisongplus.vn	2
Bao moi.vn	1
Tin Tuc.vn	1
Glunis.com	1
Vnreview.vn	1
Chungta.vn	2
FPT University News	6
Total	15

5.2. Measurement & Evaluation

Fanpage Content

Measure the attractiveness of the content through

- Interaction Rate (ER) = (Total of all users interacting on the post) / post reach x 100% = 7.3%

(Increase 3.2%)

Measure the viral level of the content

- Virality = (Total number of people like, comment, share on post) / post reach x 100 = 5.25%

(Increase 2.15%)

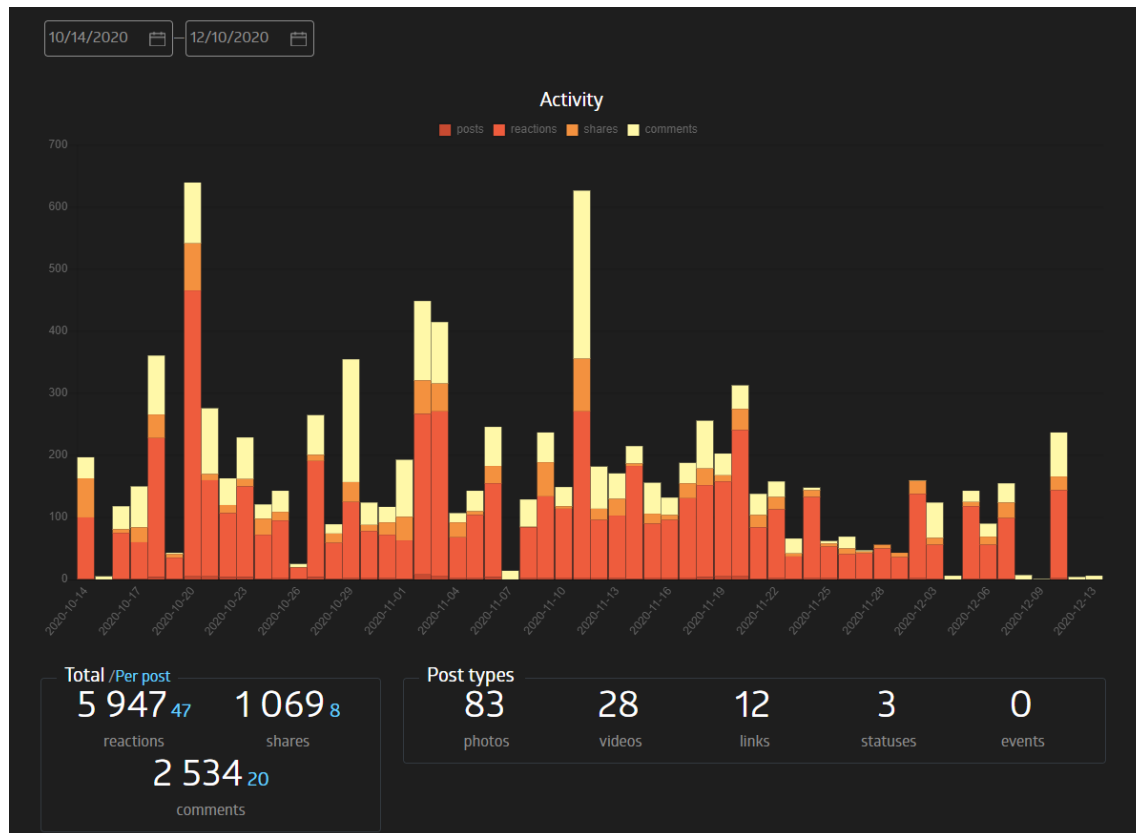
5.2. Measurement & Evaluation

PR Booking

Categories	Doi song Viet Nam News	Yan News	VTV News
Keyword positive	“mới lạ”, “hấp dẫn”, “ý nghĩa”, “lan tỏa”, “đổi mới”, “thiết thực”, “hấp dẫn”,...	“lan tỏa”, “ý nghĩa”, “thú vị”, “ủng hộ nhiệt tình”, “háo hức”,...	“lan tỏa”, “tích cực”, “ý nghĩa”, “hiệu quả”, “háo hức”,...
Keyword negative	0	0	0
Average View	502	1047	4445
Average Like	63	85	257

5.2. Measurement & Evaluation

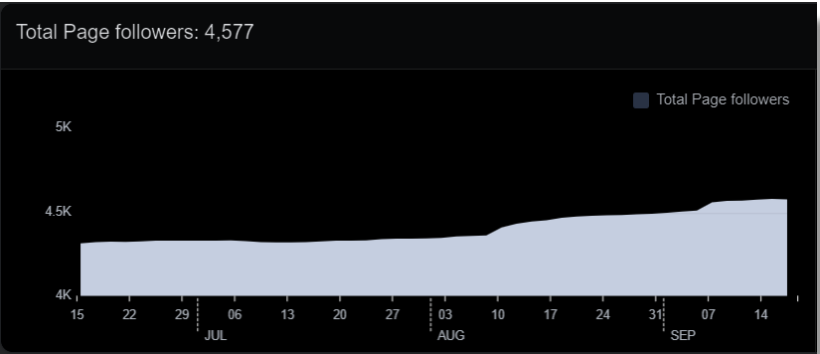
Fanpage Tracking Report



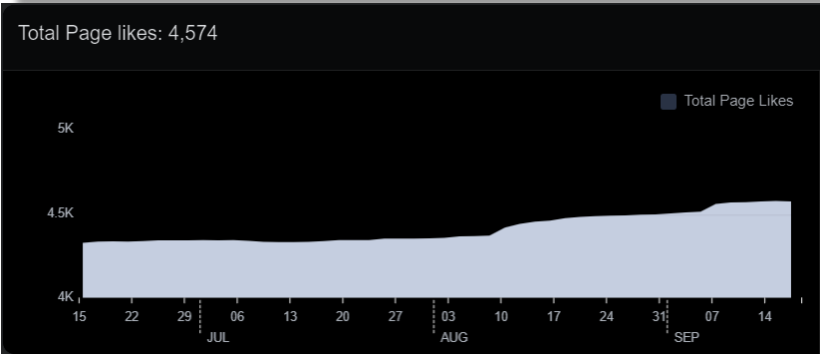
FANPAGE

- Total page likes: 7054 (increased about 1400 likes)
- Total page followers: 7136 (increased about 1500 followers)
- Average Daily Page Engaged Users: 420
- Average Daily Total Reach: 3531

Fanpage Followers



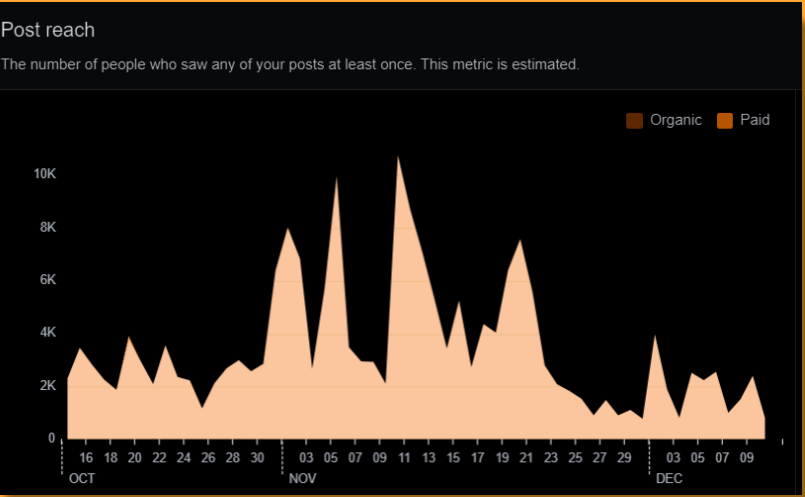
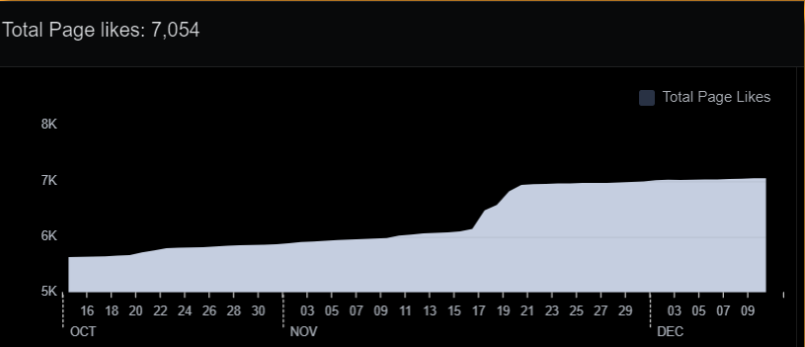
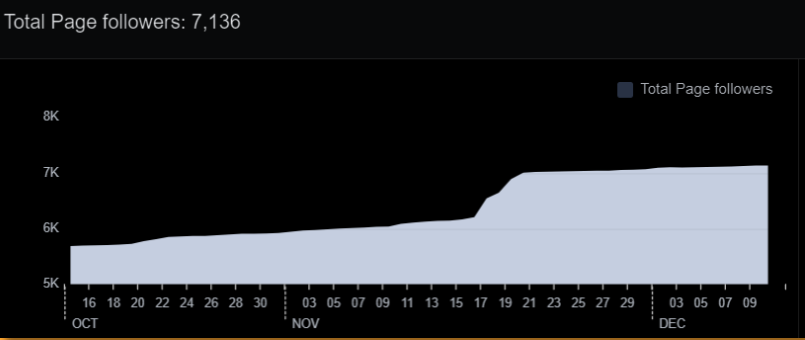
Fanpage Likes



Fanpage Reach



“Light up the smile” Project



“Ha Giang Warm Clothes” Project

5.3. Conclusion



EVENT DISBURSEMENT



LESSONS LEARNED



RECOMMENDED ACTIVITIES

5.4. References

Charity Fundraising Project "Green Library" 2019–2020 — Manpower

Charity Fundraising Project "For Health & Development in South East Asia"— MCNV

Charity Fundraising Project "Saigon Childrent" — Saigonchildrent.com

THANKS!

Do you have any questions?