



**HWB**  
COMMUNICATIONS



## PRISM AWARDS

### ENTRY SUMMARY

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<b>Category:</b>	NGO campaign
<b>Consultancy:</b>	HWB Communications (Pty) Ltd
<b>Client:</b>	The Feenix Trust
<b>Project:</b>	Cap the Gap campaign
<b>Contact:</b>	Bradly Howland – 021 421 0430 / 072 850 3792 / bradly@hwb.co.za

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## 1. OVERVIEW (99 words)

Online crowdfunding platform, Feenix, was born out of the need to address the high cost of tertiary education.

As a result of the Covid-19 lockdown, thousands of students across the country were hard hit when university campuses shut their doors – leaving many without the access to resources needed to continue their studies.

In a move to close the digital gap, using the power of crowdfunding, the Feenix #CapTheGap Response Fund was launched to raise R 6.6 million to provide laptops, data and food vouchers to university students in need.

The campaign ran from 31 May to 31 August 2020.

## 2. OPPORTUNITY (94 words)

Despite the easing of lockdown regulations, most campuses remained closed. While many institutions have already pivoted to online learning, it exposed a growing digital divide.

As a critical player in student funding, particularly for the missing middle (those too poor to afford university fees but not poor enough to qualify for government funding), Feenix together with its strategic partners, corporates, universities, students and individuals, it hoped to support students with the resources that they need to continue their studies.

HWB Communications worked closely with Feenix to execute a multi-channelled and integrated marketing communications campaign.





### 3. RESEARCH CONDUCTED (193 words)

To gain a better understanding of the 'thrive' drivers of students, a total of 362 participants consisting of students across 26 universities, graduates and parents were interviewed as part of a Feenix study during the lockdown.

The research found that students were severely impacted by a lack of critical resources in order to thrive, such as food, accommodation, transport and data. Approximately 82 960 students in South Africa carry the burden of being unable to buy food to ensure that they are eating adequate meals.

Additional data from government and global academic bodies showed that between 10% - 30% of students at universities did not have access to adequate computing resources. This percentage was far higher at historically disadvantaged universities who are not in a financial position to provide these resources to their students. Government support remained unlikely to reach all students in need or reach them in time to complete the academic year.

The results of the survey, along with student testimonials and data shared by Feenix's partners and industry stakeholders about the needs of students during the pandemic, became a key driver for the Cap the Gap campaign and its messaging.

### 4. PLANNING OF THE CAMPAIGN (348 words)

HWB worked with the Feenix team to develop a multi-channelled campaign using tools and methods from across the marketing, communications, and PR spectrum to launch the #CaptheGap campaign and to generate a call to action for individuals to fund financially constrained students.

To ensure success of the campaign, the following communications objectives were considered:

- Launch the Cap the Gap campaign
- Increase brand awareness and highlight Feenix's offering to key target audiences.
- Position Feenix as a credible, ethical organisation

#### **Channel Mix:**

The following media channels were focused on to support the campaign efforts:

- Paid: Google Ads were deployed to target key donor audiences in South Africa.
- Earned: Editorial content published in leading national media
- Shared: Facebook, Twitter, Instagram and Youtube channels
- Owned: Website and newsletters

#### **Content messaging**

As part of the campaign, it was critical to convey the plight of South Africa's university students while rallying support from both the private sector and individual donors. HWB coordinated with the Feenix team who managed the digital channels to develop content that carried all key campaign messages as a golden thread.

Key messages for the campaign included:





- The Feenix #CapTheGap Response Fund has been launched to raise R6.6 million to provide laptops, data and food vouchers to university students in need.
- Together with its strategic partners, corporates, universities, students and individuals, Feenix can support students with the resources that they need to continue their studies.

**Audiences:**

Messaging and media targeted for the campaign focused on targeting the following key audiences:

- Local corporate donors
- Individual funders – between 35 and 45

**Communication Tools:**

- Media content: HWB developed and issued a series of media stories and pieces of content to the media. These were developed by interviewing existing students and funders, to include practical, real-life examples.
- Digital advertising: HWB also assisted with the digital launch of the #CapTheGap campaign through a Google Search and Display campaign.
- Social media: Feenix's owned social media channels, along with key influencers and supporters of Feenix, were used to promote the campaign and encourage donations.

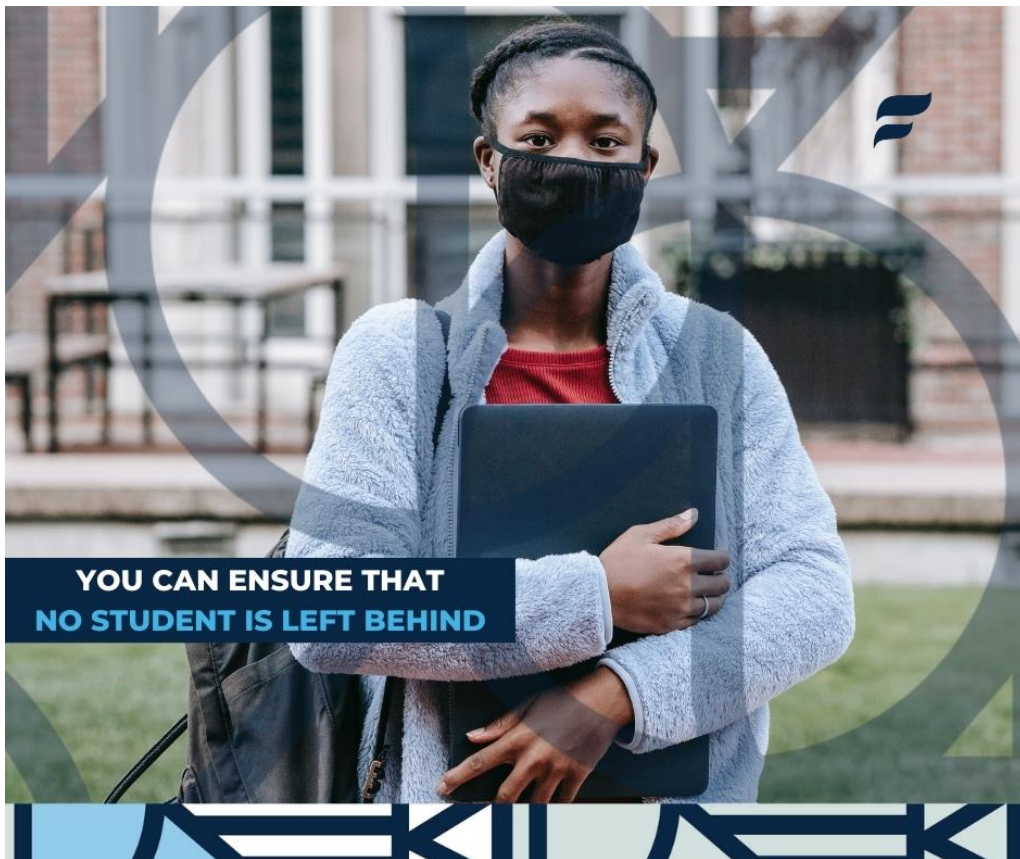
**5. EXECUTION (317 words)**

Activity	Implementation
<p><b>Content</b></p>	<ul style="list-style-type: none"> <li>➤ <b>Media Story: Fund launched to help close digital divide at universities:</b> Using the survey results, this announced the launch of the campaign.</li> <li>➤ <b>Newsflash: Relief fund to support university students during lockdown raises more than R2 million:</b> The newsflash provide campaign updates on funding and student donations.</li> <li>➤ <b>Media Story: The rapid rise of crowdfunding during a global pandemic:</b> This piece offered a broad look at the opportunities that crowdfunding has afforded students during the course of the pandemic.</li> <li>➤ <b>Newsflash: #CapTheGap Response Fund raise more than R3 million:</b> The final piece was issued to provide a final overview on the campaign and the amount raised in its completion.</li> </ul>
<p><b>Media relations</b></p>	<ul style="list-style-type: none"> <li>➤ <b>Media interviews:</b> National media interviews with Feenix's CEO led to South Africans individuals and corporates supporting the campaign.</li> <li>➤ <b>Student Profiling:</b> By sharing their stories with the media, it not only raised awareness around the importance of individuals supporting the #CaptheGap campaign but also put faces to the issue and reason for the fund. All students were fully media trained and briefed ahead of interviews to ensure that all key messages were</li> </ul>





	conveyed, and their stories motivated people to visit the website and donate.
<b>Social Media</b>	<ul style="list-style-type: none"><li>➤ Branded images, call-to-actions, student spotlights, funding updates and campaign highlights were shared on a regular basis across all social channels.</li><li>➤ Partners, content creators and influencers allied to the organization shared content across their social channels to widen the reach.</li><li>➤ Live weekly talks were hosted with supporters of the campaign and student recipients.</li><li>➤ Paid social media adverts were run to amplify the campaign.</li></ul>
<b>Google</b>	<ul style="list-style-type: none"><li>➤ A targeted Google Search and Display Ads campaign was run to support campaign – these were also linked back to all other content developed.</li></ul>
<b>Stakeholder Engagements</b>	<ul style="list-style-type: none"><li>➤ HWB supported Feenix's fundraising teams with collateral that would assist with corporate funding and stakeholder engagements as part of the campaign.</li></ul>





## 6. EVALUATION (145 words)

### PR:

- **Key media:** Cape Talk, SABC, eNCA, Newzroom Africa, IOL, News24, Cape Argus, Pretoria News
- **Total number of clips:** 49
- **Total audience:** 527 447 216

### Digital:

- **Impressions:** 1 190 744
- **Conversions:** 2 260

### Social Media:

- **Total follower growth:** 74.5% | 1141 new followers
- **LinkedIn:** 146 new followers
- **Facebook:** 361 new likes | 497 new followers
- **Twitter:** 307 new followers | 135 243 impressions
- **Instagram followers:** 439 new followers | 97 182

### Business:

- **Total raised to date:** R 3 397 228.50
- **Total students impacted:** 463
- **Total laptops distributed:** 388
- **Total data distributed:** 330 students received 3GB data vouchers for 5 months
- **Total food distributed:** 463 students received R250 food vouchers for 5 months
- **Universities impacted by #CapTheGap:** 18
- 200% increase individual funder registrations and a 155% increase in donations.





## Addendum A – Client permission

Dear HWB

This is to confirm that Feenix is aware that HWB is using the work they have done for Feenix to enter the PRISM Awards. Please consider this our written permission for you to do so.

Best regards,

Mabel



**MABEL MNENSA**

**FEENIX** MARKETING MANAGER



[www.feenix.org](http://www.feenix.org) CEL: +(27) 81 584 8651

*\*Access to education should not be dependent on wealth\**





## Addendum B – Campaign Video



[https://www.youtube.com/watch?v=R\\_0WeE133PQ](https://www.youtube.com/watch?v=R_0WeE133PQ)





## Addendum C – Media release example

### Fund launched to help close digital divide at universities

Rhulani Salani is a final year Tshwane University of Technology undergraduate student, with a passion for technology and innovation who is at risk of not being able to continue her studies due to having no access to a laptop.

"Until now, I have completed my assignments in the university computer lab. I don't have a computer to do this from home, and it's really difficult as I also won't be able to attend online classes. I really would like to finish my final year, as I will be one of few young people to graduate from my community," Salani explains.

Solani is one of the thousands of students in need of the necessary resources to continue their studies, as universities across South Africa have had to adapt to the nationwide disruption caused by the Covid-19 pandemic. In a move to close the digital gap, using the power of crowdfunding, the Feenix #CapTheGap Response Fund has been launched to raise R6.6 million to provide laptops, data and food vouchers to university students in need.

As lockdown regulations start to ease across the country, the phased integration approach by universities will mean that some students may not be able to return to campus until months later or even 2021. While many institutions have already pivoted to online and distance learning to counter this, it has exposed a growing digital divide.

Surveys indicate that between 10% - 30% of students at affluent universities do not have access to adequate computing resources. This percentage is far higher at historically disadvantaged universities who are not in a financial position to provide these resources to their students. Government support is unlikely to reach all students in need or reach them in time to complete the academic year.

The Minister of Higher Education, Blade Nzimande, announced that National Student Financial Aid Scheme (NSFAS) beneficiaries are to receive laptops to assist with online learning to provide access for vulnerable students. Unfortunately, this leaves many students who do not qualify for NSFAS funding without the means to complete their studies.

Leana de Beer, Chief Executive Officer at Feenix, defines these students as the missing middle – those too poor to afford university fees but not poor enough to qualify for government funding. "What is perceived as an easy solution for some is not as easy for others, and this has highlighted deep inequality as far as access to the necessary resources is concerned."

Together with its strategic partners, corporates, universities, students and individuals, Feenix hopes to support this missing middle with the resources that they need to continue their studies.

Feenix is working closely with universities to identify final year and postgraduate students who lack digital access. "This initiative will ensure that resources are given to students who have shown commitment and determination in their educational journeys and will be among the first to enter and build South Africa's economy post-COVID-19," says de Beer.

As part of the campaign, the distribution of laptops and data is being made possible through a partnership with Van Schaik Bookstore, which has more than 70 stores nation-wide and a proven track record with the student community.

"Van Schaik is proud to be part of the great work done by Feenix in supporting students," says Stephan Erasmus, Managing Director at Van Schaik Bookstore.





Rhulani is just one of the thousands of students in need of the necessary resources to continue their studies at home. She is part of the first batch of students that have been identified to benefit from The Feenix #CapTheGap Response Fund. This fund will ensure that resources are given to students who have shown commitment and determination in their educational journeys and will be among the firsts to enter and build South Africa's economy post-COVID-19.

Since 2017, students on the Feenix platform have raised over R40 million for their academic costs. "We remain committed to ensuring that access to education is not dependent on wealth, including digital wealth. We must step up and adapt," de Beer explains.

Feenix is calling on for partners that share the belief that access to education should not be dependent on wealth to join them in breaking down the digital barriers that exist, so that everyone has equal opportunities to succeed. "The success of this initiative will prove that South Africans are stronger together. Together we can #CapTheGap and ensure that missing middle students in their final year, as well as those in postgraduate studies, can complete their year safely," encourages de Beer.

To support the Feenix #CapTheGap Response Fund visit <https://capthegapfund.org/>

**Ends/**





## Addendum D – Digital advertising campaign

### Ad preview

Digital Student Relief Fund |  
#CapTheGap Fund - Donate | Covid-...  
[Ad](#) capthegapfund.org

Crowdfund to support postgraduate students complete their year successfully; Fundraising for...

### Ad preview

Bridging the Digital Divide |  
#CapTheGapFund: Student Relief |...  
[Ad](#) capthegapfund.org

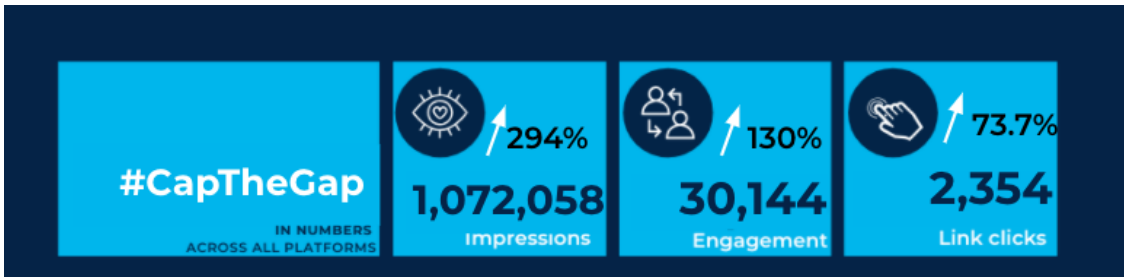
Feenix is helping bridging the digital divide, contribute to the public campaign; Laptops | Internet data | Foo...

Primary Dimension: Top Channels  
Conversion: E-commerce  
[Edit Channel Grouping](#)

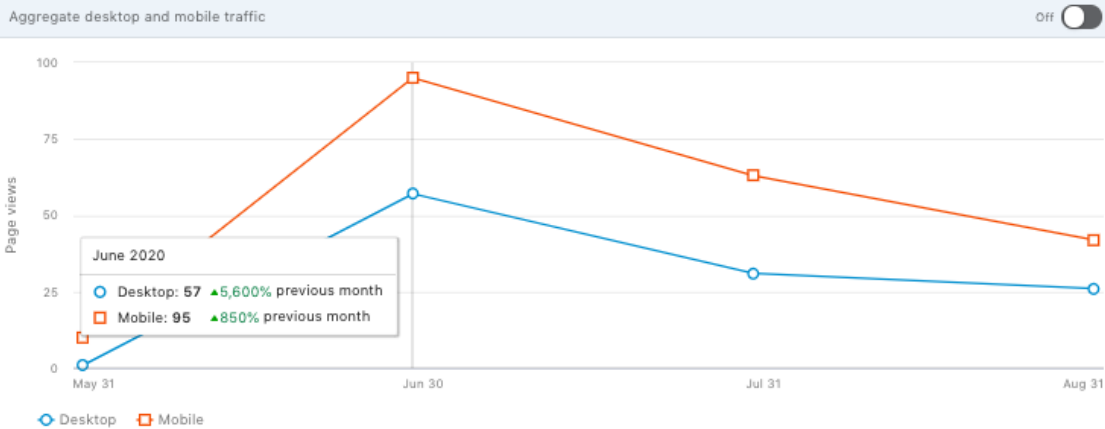
### Ad preview

Feenix: #CapTheGap | Covid19 Digital Student Relief | Become a partner today  
[Ad](#) capthegapfund.org

Access to digital education should not be dependent on wealth; Lets bridge the digital divide and...



Visitor metrics | Time range: May 31, 2020 - Aug 31, 2020 | Page: All Pages | Metric: Unique visitors





## Addendum E – Media coverage

### Fund launched to raise R6.6 million to help university students



Pretoria - Rhulani Salani is a final-year Tshwane University of Technology undergraduate with a passion for technology and innovation.

However, Salani is at risk of not being able to continue her studies due to having no access to a laptop. "Until now, I have completed my assignments in the university computer lab. I don't have a computer to do this from home, and it's really difficult as I also won't be able to attend online classes. I really would like to finish my final year, as I will be one of few young people to graduate from my community," said Salani.

She is one of the thousands of students in need of the necessary resources to continue studying, as universities have adapted to the disruption caused by the Covid-19 pandemic.

To close the digital gap, through the power of crowdfunding, the Feenix #CapTheGap Response Fund has been launched to raise R6.6 million to provide laptops, data and food vouchers to university students in need.

### Feenix tackles the digital divide

RHULANI Salani is a final-year Tshwane University of Technology undergraduate with passion for technology and innovation.



Rhulani Salani

However, Salani is at risk of not being able to continue her studies due to having no access to a laptop. "Until now, I have completed my assignments in the university computer lab. I don't have a computer to



### Weekend Argus

THE coronavirus pandemic has forced many institutions to move their classes online and has exposed a growing digital divide between students.

Crowdfunding organisation Feenix was founded in 2017 as a response to the #FeesMustFall movement and, along with funding partner Standard Bank, it has raised just under R40 million to support about 1 200 students who don't have the resources for their studies.

Weekend Argus spoke to two of the students who benefited from Feenix.

Rhulani Salani is an IT final-year Tshwane University of Technology undergraduate student, with a passion for technology and innovation who is at risk of not being able to continue her studies. Salani does not have access to a laptop.

### #CapTheGap gives student a lifeline

MIRANDA CHAUKE

\*\*\* reporter@capthegap.org.za

When the Minister of Higher Education, Blade Nzimande announced that 5000 beneficiaries would receive laptops to assist with online learning, it left students who did not qualify, out in the cold. There is an online fundraising platform which was founded in 2017, was launched to step that gap for their poor and underprivileged students. Their target market is students who cannot afford attend university, but earn enough to qualify for financial assistance from government. Through their #CapTheGap Response Fund, they have secured R2.5 million and set aim to raise a further R4.5 million to equip final year and postgraduate university students with laptops and data to raise online learning more accessible. Of the amount secured, R250 000 was donated to individuals while Standard Bank donated R2 million. The CEO of Standard Bank, Lungile Fulle says they consider education as a pillar that will enable the growth of the country's economy. "Standard Bank believes that all individuals, regardless of who they are or where they come from, have a right to receive an education and it is critical that we narrow the digital divide so that opportunities are available to all. We have been able to support digital literacy and offer all students equal opportunities to successfully complete their academic studies. We work closely with universities to identify students in need and have since started distributing to students more specifically as recipients equipped to be. We added that 100 students



Thomas Martin Mathubane, English studies master's degree student at the University of Limpopo, with a brand new laptop he received through the #CapTheGap Response Fund. He has already repaired that equipment, data and face vouchers distributed by her school. Stephen Robinson said that they are proud to be part of the great work done by Feenix in supporting students. One of the recipients, Thomas Martin Mathubane is a University of Limpopo student who is studying toward his master's degree in English. He said that although he had applied to Feenix, it came as a surprise to find out that he had been selected as a recipient of a laptop, three gigabytes of data and a R250 food voucher.

### Feenix taker digitale mure

'N NUWE fonds is verlede week deur Feenix, 'n organisasie in die Kaap, begin om geld in te samel vir studente wat vassit in die "missing middle" en nie toegang het tot die rekenaars wat hulle benodig vir hul studies nie.

Weens die inperking is kampusse toe en alles gebeur nou aanlyn. Hoe gemaak vir studente wat nie in staat is om aanlyn te gaan nie?

Hoe voltooi hulle hul take en eksamens?

Feenix is 'n aanlyn fondsinzamingsplatform wat gemeenskappe met studente link. Die organisasie het reeds R2,5 miljoen ingesamel vir die #CapTheGap Response Fund.

### Gaping

Feenix wil R6,6 miljoen insamel om studente in hul finale jaar en nagraadse studente te help om laptops en data te kry vir hul studies.



## Feenix tackles the digital divide

The coronavirus pandemic has forced many institutions to move their classes online and has exposed a growing digital divide between students.



### R3-million relief fund helps 294 students across South Africa with data and laptops

According to Leana de Beer, Chief Executive Officer of Feenix, the phased re-integration approach by universities used to curb the spread of Covid-19 means that some students may not be able to return to campus any time this year and quite possibly well into 2021, too.

In an effort to help students who have been impacted by the lockdown and the phased re-integration, De Beer explains that the aim of the #CapTheGap campaign is to raise R6.6-million to equip final year and postgraduate university students with laptops and data.

### Facebook users give woman R67 each for Mandela Day to settle over R40k student debt



In less than 24 hours, BTech quality engineering student Lorraine Tolo managed to use Nelson Mandela Day to pay off her outstanding fees through social media.

Online crowdfunding platforms such as Backabuddy and Feenix have reported a spike in the number of campaigns since the start of the nationwide coronavirus lockdown in March.

Feenix, a platform connecting funders to tertiary education students to help settle their fees and study debts, reported a 200% increase in new user registrations.

The organisation also saw a 155% increase in individual donations on their platform.

### Crowdfunding projects during COVID-19

#### Business Briefing

The outbreak of the pandemic has had far-reaching and often devastating consequences for many, especially in the developing world. As lockdown regulations prohibited workers from either working their usual hours or being able to work at all, severely impacting their ability to earn money, the necessity arose for funds to be raised to come together and raise personal aid. While governments around the world have implemented various relief measures, financial support remains, especially the provision of crowdfunding, have proven to be an effective avenue in helping to raise the money.

Crowdfunding refers to the practice of collecting small donations from a large number of donors and is often run through the internet.



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To help students who were negatively financially impacted by the lockdown and who contacted the page, seeking help to afford necessary data and laptops. The announcement of the page saw that "1000 donations were directly from Facebook who follow our page. Some donations (R50) could have been more donated R1000". Additionally, after holding a campaign, "we raised over R10 000 in the weekend" and they are in contact with other businesses to do the same, although they "have" been successful in their endeavours yet. "Our page has" "you can a idea (contribution) which is needed" (crowdfunding) brought other students in need of aid. "The announcement further says that they will continue their activities for "as long as it's needed" and that "the campaign will be more publicly run throughout the pandemic as it has a critical issue component."

These initiatives serve as proof that crowdfunding can be a highly effective means to raise funds. According to Forbes, in the article "Top 10 benefits of crowdfunding", some of the potential advantages of crowdfunding include its ability to provide capital, serve as a marketing tool, introduce progressive local customers and offer a great of visibility to another entity. It also lists the "100 benefits of successful crowdfunding" including: raising, strategic efforts, a "bump and clear" pitch, the inclusion of testimonials and statistics that build confidence, and maintaining your audience to help in attraction of a further crowdfunding campaign.

Aside from the benefits to those raising the campaign, crowdfunding also provides a great avenue for those in need. It offers a great way to connect with individuals and raise awareness for those in need.

Crowdfunding is, however, not without its drawbacks, as a 2019 Business 101 article, "Advantages and Disadvantages of crowdfunding" highlights, citing the fact that "not all projects that apply to crowdfunding projects get into them", the need to "show up online before the project launches" and the risk of "damage to the reputation of your business" in potential disadvantages. However, a well-run, successful and thoughtful campaign is capable to make crowdfunding a success. In the same article, "The success of crowdfunding projects that South Africa are always together and that there is no such thing as a free lunch. In these times of crisis, through mobile phones and laptops, everyone can play their part in rebuilding our economy."

## R3-million relief fund helps 294 students across South Africa with data and laptops





### Addendum F – Social Media

feenix\_org

47 likes

feenix\_org Good news! These are a few of the students who now have access to their online learning thanks to your donations 🙌... more

28 July 2020

feenix\_org

52 likes

feenix\_org South Africa commemorates Women's Month in August! 🇿🇦

... more

feenix\_org

55 likes

feenix\_org Join us for a #CapTheGap ROUNDUP on Instagram live tomorrow at 17:00pm! 🕒... more

feenix\_org

41 likes

feenix\_org TAG a company, brand or influencer you think #Feenix should collaborate with to #CapTheGap 🎓, to get 1500 missing middle and postgraduate students access to laptops, data and food vouchers!





Addendum G – Student handovers

