



MEDAIR

each life matters

**We're in this
together**

2022 EOYC PLAYBOOK

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Introduction

This resource is intended to be your guide to using and creating content for the 2022 End of Year campaign across Medair offices, departments, and partners.

As a guide, this resource is not intended to be exhaustive, and you are welcome to use other content that fits the campaign messaging.

If you plan to edit any resources for your use, please **download** the resources from Box before making the edits. If you are looking for something specific but are unable to find it here or in **Box**, please contact victoire.riviere@medair.org

For any **design support** or question about the photo library please contact priscilla.basta@medair.org

**For reviews,
please contact:**

Afghanistan:	syed.hamkar@medair.org and paul.vernon@medair.org
DR Congo:	sue.oconnor@medair.org
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South Sudan, Somalia, Kenya, Sudan:	sue.oconnor@medair.org - <i>Before 01 Dec</i> stefan.kewitz@medair.org - <i>After 01 Dec</i>
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Yemen:	karam.kamal@medair.org
Ukraine:	sue.oconnor@medair.org

Outputs list and GANTT planning

On the outputs list you will see who is working on each output as well as the delivery date. Please contact the project lead or Victoire for any questions.

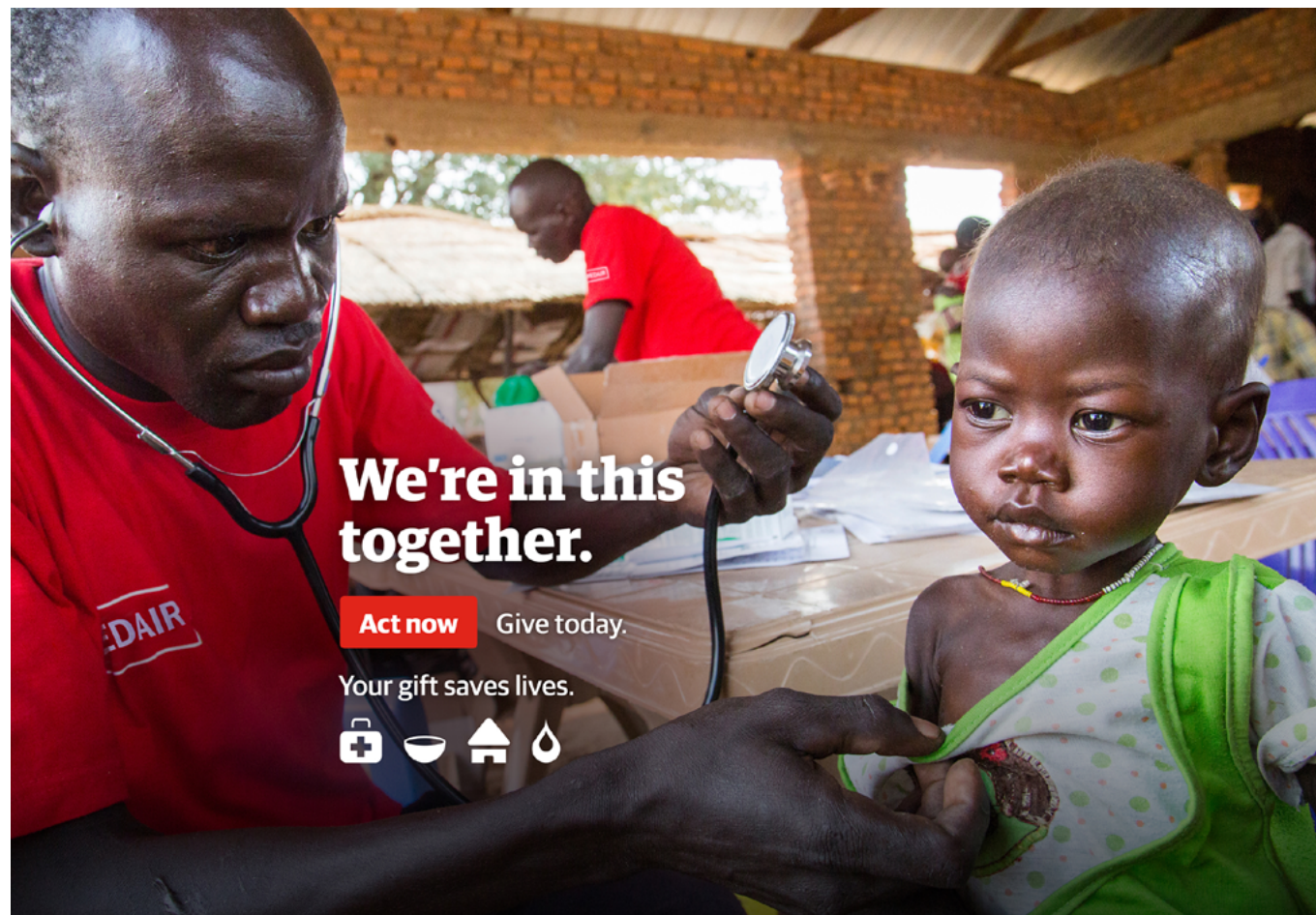
GSO: <https://app.box.com/s/pcr1kbwpl7h8b5mszqd-f9vgqscx4tg>

Please add your planning documents as well, and upload your materials to the EOYC folder so we can be building a full library of the campaign execution.

Both this document and the Box folder will be updated as soon as the new materials are ready.

Campaign Strategy

The EOYC builds off the success of 2021's hopeful messaging by maintaining a positive tone – but within the current context of 2022. Results of the 2021 GSO campaign are here: <https://app.box.com/s/9xvku08hdla6iw0jihxnvwbw4xoipelo>



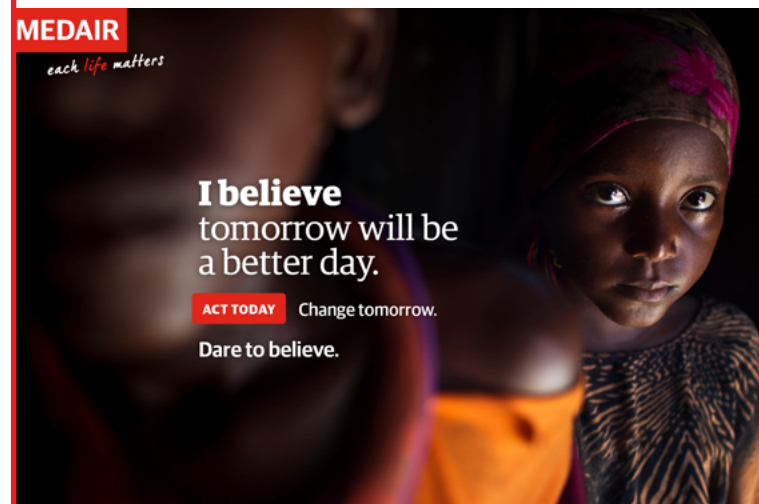
A three-line text formula combined with impactful images has been a consistent thread through three consecutive campaigns; text includes a '**motivation**', a '**call to action**', and an '**aspiration**'



This formula will be continued for the 2022 EOYC, with the addition of 'crisis toolkits' along with the overarching message

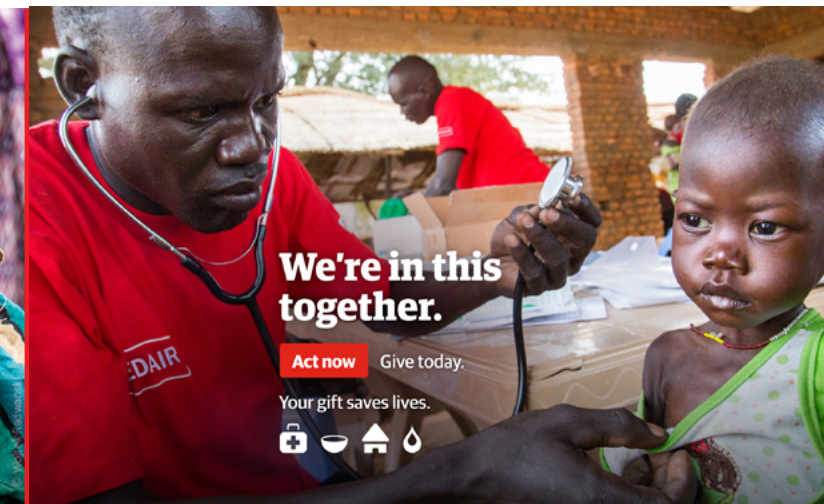
2021 End of Year: an overarching message of hope; an invitation from people we help to join them in believing that the future has promise

*I believe tomorrow will be a better day.
Act today. Change tomorrow.*



June 2022 - Horn of Africa: evolving crisis with low media coverage; an invitation to join together in addressing a massive crisis

Make the difference. United we can fight hunger. Act now. Save lives.



February 2022 Ukraine: a sudden onset emergency with major media coverage and mass displacement; creating urgency

Life can change in an instant. Now is the time for action. Act now. Send help today.

2022 End of Year: an invitation to join with others who share the aspiration of bringing life to those in crises, and to saving lives

*We're in this together. Act now.
Give today. Your gift brings life
/Your gift saves lives.*

Key messages

‘We are in this together’ narrative

- Whether we focus **on the crisis, or on the solution**, the fact remains: We’re in this together.
 - We’re in this world together. From climate disasters, to rising hunger, to the global impact of Ukraine’s conflict – **we are all connected**.
 - We’re in this solution together. Medair supporters, staff, and people who are directly affected by emergencies, are **united in bringing life** to people in crisis situations.
 - We’re in **hard places** together.
 - Every one of us deserves help to survive during an emergency. We deserve to know we are not alone. Together, **we will not turn away** from difficult situations.
- Together, we are restoring homes and lives in Ukraine.
 - Together, we are fighting hunger in the Horn of Africa.
 - Together, we are protecting children from disease, curing malnutrition, and helping women have safe and healthy babies.

Together we are on the front lines in some of the most difficult crises in the world with:



emergency health care,
health professionals,
medicines, equipment



life-saving treatment
of malnutrition



safe drinking water
and sanitation



building shelter during
mass displacements



restoring homes damaged
by conflict



mental health services where
people have experienced
trauma and loss



emergency cash
support



training and preparation
to reduce the impact
of future disasters

'We're in this together' narrative

WE'RE IN THIS TOGETHER

- While WE are all in the same ocean, **we are not all in the same boat.** Some people need urgent help to survive, while others are in a more secure position and have the means to help other people in crisis.
- This is an invitation **to engage, to act, to save lives.** To make the solution possible. To bring life to emergency situations.
- Every gift makes a difference. YOU can have an impact. It is an optimistic message that implies don't give up, we are with you, **help is coming**, we will get through this together.

A framing note on the people we help:

People in crisis are not helpless. They may need help to survive, but they are rarely sitting around waiting for a miracle. They are often out there helping others and helping themselves before we arrive on the scene. **They know the context and crisis better than we do.**

That's why community-led emergency relief is one of the most effective ways to respond to a crisis. In communicating about the people we help, we also want to convey that the people in crisis are more than just the recipients of aid; **they are our partners** and we are applying a global knowledge of solutions to local knowledge of a problem.

Who is we?

Medair:



a team of individuals from around the world, most working in their home country, **committed to helping during humanitarian emergencies**. Some of these crises lead the headlines, and some are tragically neglected.

Medair is on the front line of emergency health care in places where there is conflict, climate change, poverty, and natural disaster. Medair can mobilize quickly and effectively because thousands of generous people say 'yes, go'. People to people.

Communities:



behind the headlines, behind the crises, behind the shocking stories of suffering, are people and communities who desire and deserve to live safe, healthy, thriving lives.

Far from **being helpless**, these are families and individuals with skills, determination, and hope of their own.

Individual or group/mass-middle



You: when you see someone in need, you want to be part of the problem, you connect with others who know that together we can bring about great change in the world by doing the good deeds that are in front of us; you desire to be a part of something larger than yourself, and you are interested in encouraging others to do the same.

You are not naïve to the conditions in the world, but **you have hope for tomorrow** and you see where you have **a part to play in helping others**.

Corporation, Foundation, major individual



You: your commitment to service is part of your identity; you have a legacy of generous help in dire circumstances, and you consider this an important role. You value partnerships with organisations and people who can deliver **high-quality emergency aid**, and who are highly accountable for delivering impact for people who need help.

You are not daunted by crises or obstacles, and you know that working together with others who are having a similar outlook can bring about change.

CTA translation

EN	FR	DE	NL
We're in this together	Unis pour n'oublier personne	Gemeinsam Zukunft gestalten	Samen levens redden
Your gift brings life	Votre don sauve des vies	Ihr Beitrag schenkt Leben	Jouw gift redt levens
Your gift brings hope	Votre don redonne espoir	Ihr Beitrag bringt Hoffnung	Jouw gift geeft hoop
Your gift saves lives	Votre don sauve des vies	Ihr Beitrag rettet Leben	Jouw gift redt levens
Act now.	Agissons ensemble	Jetzt handeln.	Doneer nu.
Send help today.	Il est temps d'agir (acq) / Venons leur en aide (cult - conso)	Heute noch Hilfe senden.	Geef vandaag nog.
Give now.	Faites un don aujourd'hui	Jetzt geben.	Doneer nu.
Give today.	Faites un don aujourd'hui	Heute noch geben.	Geef vandaag nog.

Visual imagery



Main campaign images will show Medair branding/staff **in the action of providing help.**

2 of the 3 people in the 'we' partnership will be shown (people in need, people giving aid).



Primary images will convey **urgency and impact.**
Secondary images will convey impact and **hope.**



Images chosen for the campaign have been edited and cropped, and uploaded to the Photo Library as a special collection.

EOYC collection:

<https://medair.resourcespace.com/?c=5376&k=ff-5b40396c>



For extra resources please check:
Ukraine Collection

<https://medair.resourcespace.com/?c=5169&k=2306de6269>

Somalia Collection

<https://medair.resourcespace.com/?c=5196&k=31ff7938d9>

Three Urgent Emergencies

We can all agree on this: everyone deserves help to survive in an emergency. Together, we work to bring people life-saving help, even to the most difficult places on earth. This Christmas, three emergencies demand our urgent attention.

We're in this together this Christmas season. Act now. Give today. You can be the difference for someone during this Christmas season.

Let a family hard-hit by crisis know that they are not alone this Christmas time.

What will you find at those links?

- *Key selling points*
- *Gift Handles*
- *Medair Response*
- *Crisis Indicators*
- *Beneficiary Stories*
- *Key Quotes*
- *Prayer Points*
- *Map and Photos*

Winter in Ukraine – 14

million people have fled in fear from their homes. Communities are devastated. Families are in desperate need of warmth and proper shelter to survive and withstand Ukraine's frigid winter months.

<https://medair.sharepoint.com/:w:/s/GLOBALENG/ESzsCSg9-5tDv4B-VGpl5oUsBw4gyPcwZavBcVdiOSB9jrA?e=vvMdDN>



Hunger in Africa – 21 million

people are facing extreme hunger in the Horn of Africa, twice as many people as one year ago. Families need urgent help to survive the coming months, and our life-saving malnutrition treatment provides the help that they need.

<https://medair.sharepoint.com/:w:/s/GLOBALENG/ERLDMxrXDixloK-TaD1xkFOcB8EgzfTP5MldWz3RbXG9K7w?e=muhxi8>



Children in Crisis – Over 36 million children around the world have fled from their homes because of conflict. They are the most vulnerable among us, they are our future, and they are not getting the care or attention they need.

https://medair.sharepoint.com/:w:/s/GLOBALENG/EVpVFeClIPx-JhOwUauVtMdgBgTzVicGyYqsEG259_Ohl_g?e=F8Ohx3to8425Izau2x1



Global execution

Direct mail, eAppeals, etc are all local executions. The folder number corresponds to the output number on the planning list.

If you are creating something, please share your files in the appropriate folder, or check with victoire.riviere@medair.org if unsure.

Link to the main EOYC folder:

<https://medair.sharepoint.com/:f:/s/GLOBALENG/EhOgafUVN6tGoaQcmfzgeMB-m-hfWbl8W-fYnU6OtSzXw?e=IfRHGI>

Medair Messaging and Data

- We make it happen together: each year, Medair supporters and staff reach **more than three million people** who need help to overcome crisis
- In 44 countries, more than 40 million people have found help and hope **since 1989**
- Together **we respond** to natural disasters, we help **to restore** lives torn apart by conflict, and we work in communities who are on the front line in the climate crisis
- **Your gift** brings emergency health care, treatment of malnutrition, safe shelter, clean water, health and hygiene teaching, cash assistance, improved disaster readiness, and whatever is needed to help families survive an emergency and get back on their feet

Currently responding in 12 countries

Afghanistan	Somalia
DR Congo	South Sudan
Jordan	Sudan
Lebanon	Syria
Madagascar	Ukraine
Poland	Yemen

Medair Messaging and Data

2021 Data (as reported in the Annual Report)

Operating expenses: \$83.7 million USD

92%

of operating expenses are directed
to humanitarian activities



Total beneficiaries: 3,362,158 people
or 'over 3.3 million'



Countries of operation in 2021: 13

– Afghanistan, Bangladesh, DR Congo,
Ethiopia (G-ERT), Honduras (G-ERT),
Jordan, Lebanon, Madagascar, Somalia,
South Sudan, Sudan, Syria, Yemen



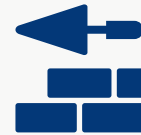
Nutrition: 66,747 or 'more than 66,000 women
and children' treated for acute malnutrition

Nutrition: 93% discharged as cured



Water and sanitation: 1,405,696 or
'over 1.4 million' people assisted

Access to safe water: 1,161,246 or 'nearly 1.2 million'
people gained improved access to safe drinking water



Shelter and infrastructure: 1,627,760 or
'over 1.6 million' people assisted

Shelter: 854,470 or 'more than 850,000 people'
received help with their shelter needs



Cash assistance: 82,983 or 'nearly 83,000' people
received emergency cash



COVID-19: 951,480 or 'nearly 1 million people'
received COVID-19 related assistance

Landing Pages



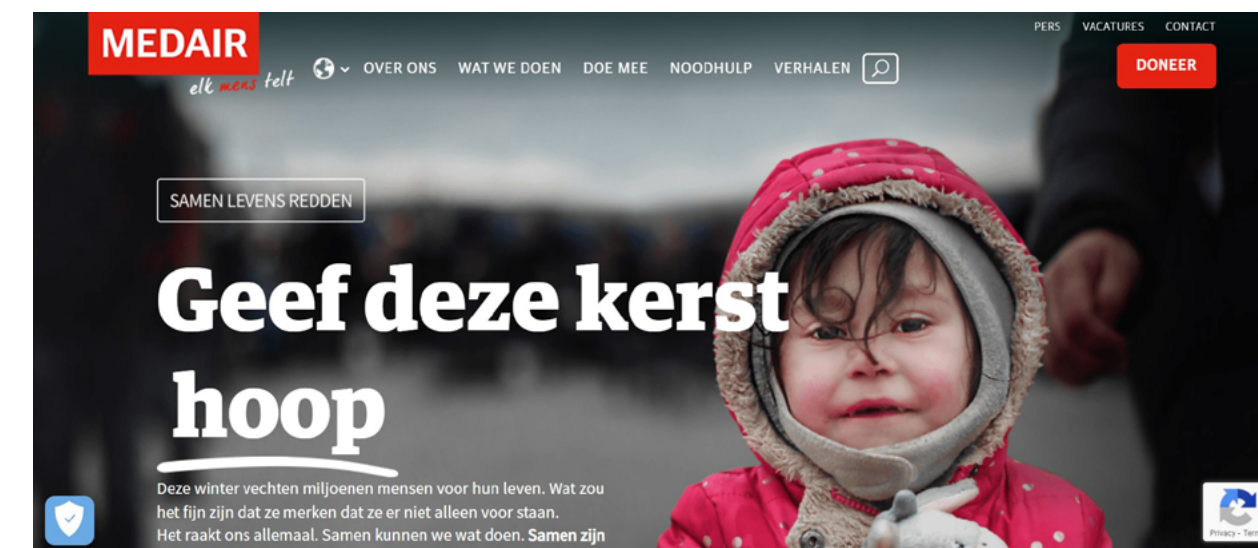
<https://www.medair.org/give-this-christmas/>



<https://www.medair.org/de/verschenken-sie-dieses-weihnachten/>



<https://www.medair.org/fr/ce-noel-offrez-lespoir/>



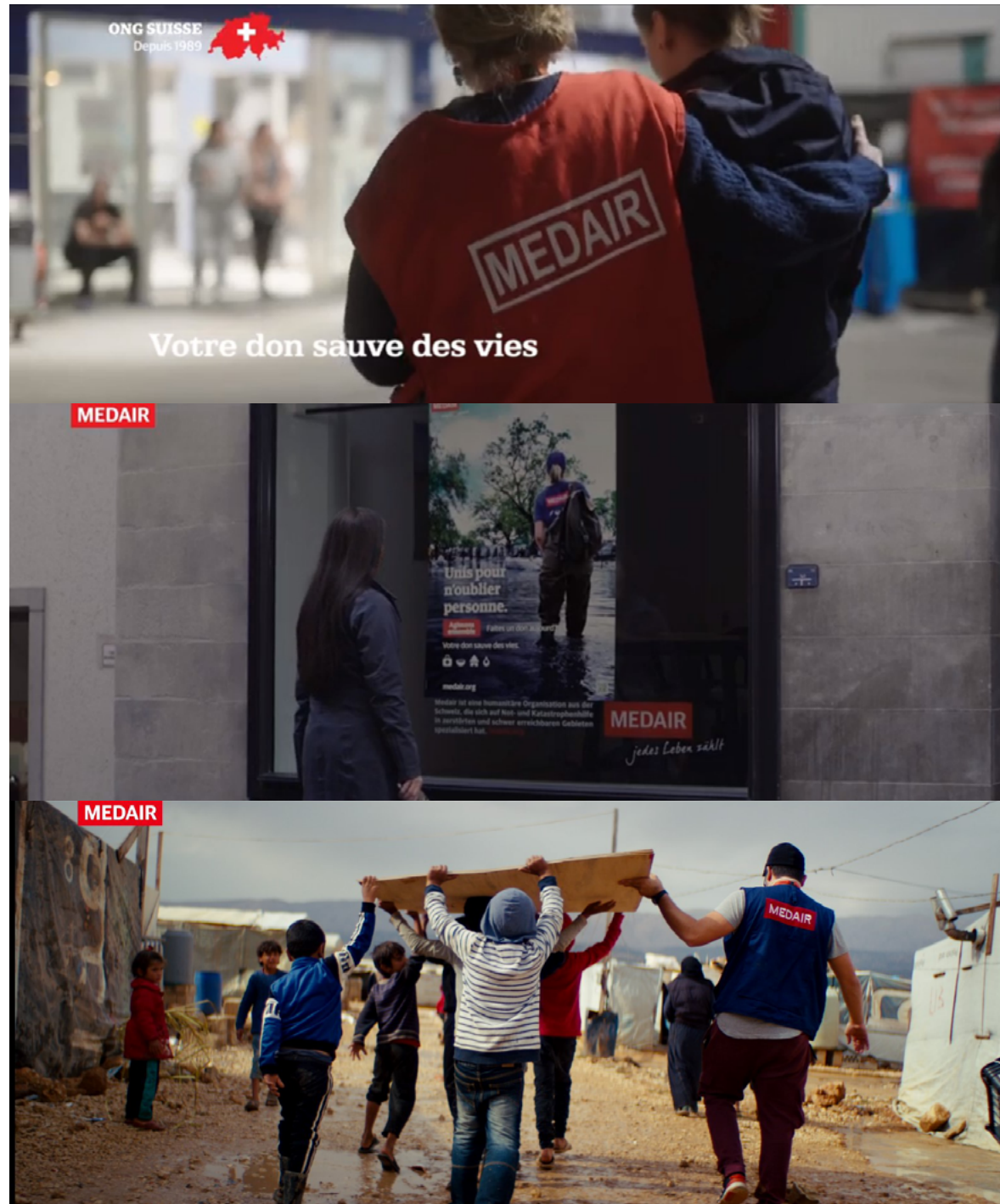
<https://www.medair.org/nl/geef-deze-kerst/>

Outdoor Ads

<https://medair.sharepoint.com/:f:/s/GLOBALENG/EiLiKGDEilpHlqVKb61XUsBIbYZIZn1fhf4LOIhzcuOxA?e=3UNy8A>



TV Ads



10 sec

https://medair.sharepoint.com/:f:/s/GLOBALENG/Eq42YSILVAZOiWesvt8DVuIBUSAsr53cOINLD_qhEpmKCw?e=qxuhh7

30 sec

<https://medair.sharepoint.com/:f:/s/GLOBALENG/EojlSCSI2AZOhXgEbsIKXUgB4VsYZCXYTg84tRMaM5MDjw?e=cGGUf2>

45 sec

https://medair.sharepoint.com/:f:/s/GLOBALENG/El_rBjuD_jhDq5h2KoxkssIB0muE8KXhplSOLXu7FiLOug?e=FaByyk

Campaign Explainer Videos



15 sec

https://medair.sharepoint.com/:f:/s/GLOBALENG/EjB-pLo2VphCkVJEZPL_jnYBAnq9i-OLvvxRk-5xgttsw?e=ZteDOB

1:45 min

https://medair.sharepoint.com/:f:/s/GLOBALENG/EplqM2XU1O1BiVinh6dUyhOB_CrPOVZ92-oAg_Z_IaU4EA?e=aYsA2u

Social Media Banners

[https://medair.sharepoint.com/:f:/s/GLOBALENG/
EtJJJaexTXWdCqqTL81GFnOMBcMtOX-
NOVPTThBvOednwKhO?e=ISVSxe](https://medair.sharepoint.com/:f:/s/GLOBALENG/EtJJJaexTXWdCqqTL81GFnOMBcMtOX-NOVPTThBvOednwKhO?e=ISVSxe)



Calendar 2023

<https://medair.sharepoint.com/:f:/s/GLOBALENG/EurjWeOYbARDmps52cHUAHEBmXOaOhPu15Roy59xRICSO?e=21vrXd>

MEDAIR
chaque vie compte

OCTOBRE

SYRIE : En Syrie, Medair aide les personnes qui éprouvent des difficultés à marcher à roulettes et bénéficient d'adaptation.

MEDAIR
chaque vie compte

JANVIER

Soudan du Sud : Une campagne de vaccination de masse dans la ville de Juba a fait progresser la protection des enfants de 49 % à plus de 95 %. Cela prévient de futures épidémies et sauvera des vies.

LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE
28	29	30	31	1	Jour de l'An	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Pour plus d'informations, consultez medair.org

Magazine Inserts

<https://medair.sharepoint.com/:f:/s/GLOBALENG/ErXVxohV2jtLsv8aDNspEgOBFRkpsyZWCza6qOr3FmXqeO?e=qPSyr2>



MEDAIR
jedes Leben zählt

NOTLAGE: Winter in der Ukraine

Zürich, 10. Dezember 2022

Liebe Damen und Herren

Der Winter steht vor der Tür und Millionen Menschen in der Ukraine wissen nicht, wie sie sich vor den eisigen Temperaturen von häufig bis zu -20° schützen sollen. Viele Betroffene sind ältere Personen. Sie sind körperlich nicht in der Lage zu fliehen. Sie sind ohne ihre Angehörigen in der Ukraine zurückgeblieben. Es gibt keinen Strom und kein Holz. In den durch Bombardierungen zerstörten Gebäuden sind sie schutzlos der Kälte ausgesetzt.

Dieses Weihnachtsfest wird für viele von ihnen wahrscheinlich das härteste, das sie je erlebt haben.

Motiviert vom christlichen Glauben leistet die Schweizer NGO seit über 30 Jahren Nothilfe für Menschen, die von Naturkatastrophen und anderen grossen Krisen getroffen wurden. Seit Beginn der Krise war Medair vor Ort und konnte dank grosszügiger Spenden bereits 320.000 Menschen in der Ukraine unterstützen.

Wir bitten Sie heute um Ihre Mithilfe, um so vielen Betroffenen wie möglich in der Ukraine ein warmes Weihnachten zu schenken. Dazu möchten wir Decken und Isolationsmaterial verteilen, sowie Wohnräume reparieren, um die Menschen zu schützen.

Zeit, zu handeln: Bitte spenden Sie noch heute, bevor Sie für die Ukraine Herzliche Grüsse

Johan Ton Hooghe
Johan Ton Hooghe
Programmanwortscheider

PS: Wie freuen uns über Ihre Unterstützung oder ein Wort der Ermutigung in den sozialen Netzwerken @medair.ch

Jetzt handeln und Leben retten.

CHF 65.- 
für Decken und Nothilfeartikel für eine Familie

CHF 80.- 
für Isolationsmaterial (Platte, Nägel, etc.)

CHF 245.- 
für die Isolierung eines beschädigten Hauses

Die Spende wird für die entsprechenden Bedürfnisse eingesetzt. Danke für Ihr Vertrauen!

Jetzt mit TWINT spenden!

QR-Code mit der TWINT App scannen
Betrag und Spende bestätigen

medair.org
Medair | Scheffweg 7 | 8001 Zürich
Medair | Chiesona Ring Chiesonara 200 | 4105 Bettingen

Danke! 

X2 
Unter patron Alpro von Doppelt die Spenden

ALIGRO
Unter patron Alpro von Doppelt die Spenden



Major Donors Leaflet

<https://medair.sharepoint.com/:f:/s/GLOBALENG/EgJmp4adxHBBINOvPiue4SkBK-opLKKgZnSooRhowXKe9w?e=SBUMF9>



Lanterns

<https://medair.sharepoint.com/:f:/s/GLOBALENG/EgAboYO6-J5Lq6R1JMv7VOBPdOzHbqZZOOLOrl1bltiGA?e=K4DZ5t>



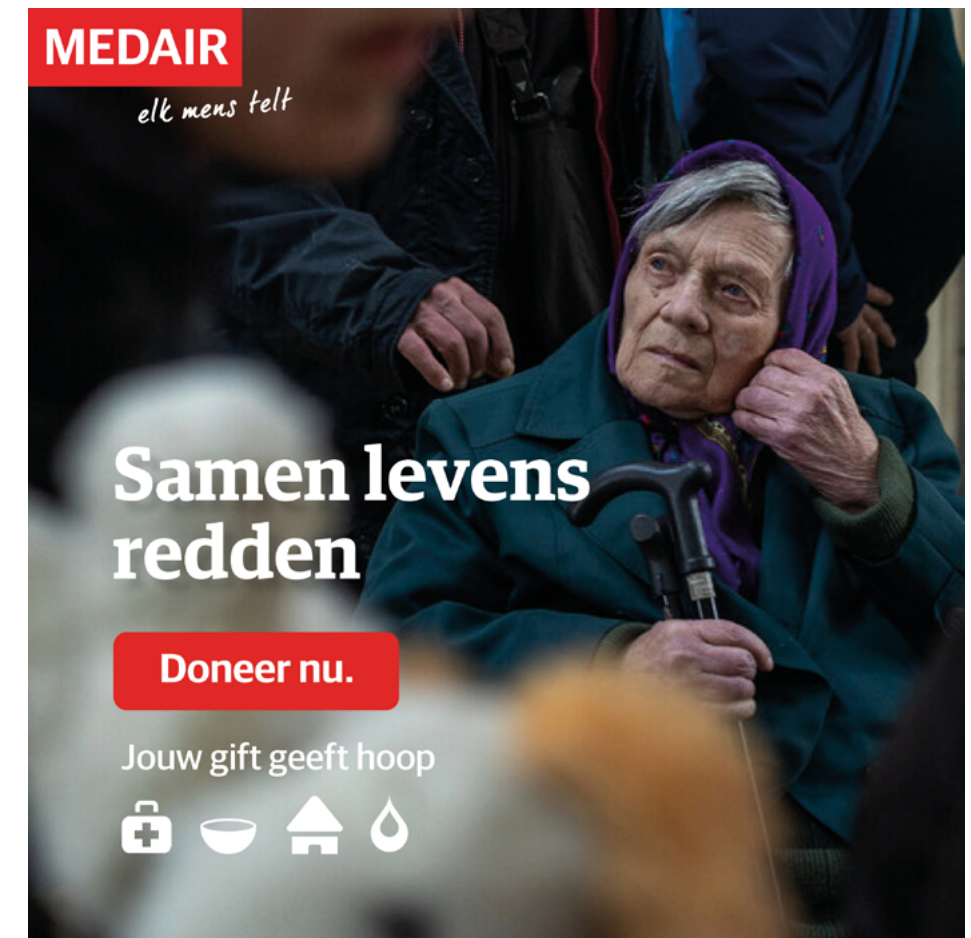
Social Media - Graphics

Static Images

[https://medair.sharepoint.com/:f:/s/GLOBALENG/
Ev9MsqLTuM5CjDHRLAw2rDoBmWHw2P91q77Ljiu1pBBWYg?e=RlcpuL](https://medair.sharepoint.com/:f:/s/GLOBALENG/Ev9MsqLTuM5CjDHRLAw2rDoBmWHw2P91q77Ljiu1pBBWYg?e=RlcpuL)

Carousel

[https://medair.sharepoint.com/:f:/s/GLOBALENG/Eo8hwRHS4H1JnfeFj
rDA5vYBeM5vF5mMB-rGVE4SGTlzXg?e=vmtBkC](https://medair.sharepoint.com/:f:/s/GLOBALENG/Eo8hwRHS4H1JnfeFjrDA5vYBeM5vF5mMB-rGVE4SGTlzXg?e=vmtBkC)



Social Media - Text

Organic

https://medair.sharepoint.com/:f:/s/GLOBALENG/Eh8i7M16lnZFkdCakaOk4_gBan8cYGEOv2s0wAyESgS35A?e=bNe0yO

Ads

https://medair.sharepoint.com/:w:/s/GLOBALENG/EZ6vF1OCfOBPuealazzAOVUBZD0tq4oz-nJYE_gfp9_9pO?e=DxTXzN

Christmas Cards

<https://medair.sharepoint.com/:f:/s/GLOBALENG/Es6JzPsOPSJNvF2hxG1KK7IBs3sJOzJt-reh-VOzSSpcOg?e=scv3bJ>



Impact Video 2022

<https://medair.sharepoint.com/:f:/s/GLOBALENG/EsbWiZPVk9VNsxTaz-EArkOBDOeFOjol8doOxv9FwBkKBA?e=frwuCO>



**Links to further final materials will be added
according to deadlines on the outputs list**