



Tugging At Heartstrings: The Kidsave International Story

About Kidsave

Kidsave is a 501(c)3 non-profit organization, founded in 1999, working to move older children out of orphanages and foster care into permanent, loving families. Kidsave's vision is that every child living in an orphanage and foster care grows up in a family with love and hope for a successful future. To date, more than 2,700 individual children have found parents and lasting connections with adults because of its programs.

About ResearchWorks

We're dedicated to helping socially-minded organizations advance their mission and improve their bottom line. We provide marketing and communication strategies to life sciences, hospitals, nonprofits, medical device companies, and others working for improved health.

For more information, go to:
www.researchworks.com

The Challenge

As a leading non-profit organization for providing families for orphanage children, Kidsave wanted to better understand the effectiveness and impact of their communication efforts in order to place more children with families. Research studies show there are over 143 million children living in orphanages and foster care facilities worldwide.

ResearchWorks researched and analyzed Kidsave's communication channels and messages as well as external customer perceptions. Through in-depth interviews with board members, partners, policy makers and families, the team identified a messaging gap and wording that was lacking an emotional connection and call to action.

The Results

ResearchWorks built an identity platform centered around three powerful themes: Forgotten, Voice, and Miracles, that transformed the way Kidsave communicated with its audience. The results and recommendations transformed Kidsave's message 180 degrees to develop an emotional connection. Their mission is to create change - so forgotten orphanage and foster kids grow up in a family and connect to caring adults.

"The Marketing Magic: Kidsave in one minute"

143 million children worldwide are forgotten, growing up without families.
That is not okay. Kidsave exists to fix that.

As a global voice for change we make miracles happen for these kids. We show communities worldwide how to get these neglected children out of government orphanages and foster care and into loving families.

Kidsave's ultimate goal is to ensure all communities, everywhere, are able to provide hope, families and successful futures to every foster child and orphan.