footprints**network**.org

The Collective Power of Many

# About World Nomads & The Footprints Network

More than just a travel insurance company, World Nomads is committed to being an integral part of every adventurous traveler's journey. Their experienced team bring high levels of customer service, extensive international underwriting expertise and excellent technical delivery, making World Nomads the number one choice for many of the world's leading travel brands such as Lonely Planet and Nat Geo Adventure.

Founded by WorldNomads.com as an online philanthropy project, The Footprints Network is an alliance of online e-commerce companies making a difference with a solution that supports sustainable poverty alleviation community programs. Footprints uses their expertise in technology and e-commerce to facilitate people's desire to make a difference and provides clear visibility to their participation.

When customers purchase an insurance policy with World Nomads, they are presented with a suggested micro-donation amount and project (randomly selected from available projects). Using web technologies, Footprints aggregates thousands of their micro-donations made with online transactions, to fund community development projects that help end poverty.

# The Primary Business Goals

Born out of the overwhelming desire to "give back" to the countries its customers were visiting, World Nomad's primary business goal throughout the development, implementation and ongoing strategy of Footprints is to create customer engagement. The World Nomads brand uses Footprints as an effective marketing tool, which in turn delivers multiple business benefits.

## Marketing initiatives include:

**Donors Project Report (sent via email)**

a. This enables a meaningful connection between customers, World Nomads and the project customers have chosen to donate to. World Nomads is able to maintain a dialogue with customers long after the sale through providing a positive story to share.

b. Social sharing was introduced to this email report in January 2012 and results are already showing customers sharing to Facebook and Twitter. This ultimately builds link traffic and provides visible positive branding amongst customers and their peers.
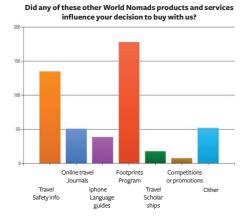
c. Customers respond to this email favourably;

   "I think this is great. I really appreciate that World Nomads has taken the time to keep me informed of the results of my donation. I will definitely keep using World Nomads because of this initiative and that you have reported the results."

   "I will always take out travel insurance with World Nomads because of the opportunity to contribute to causes like this. Thank you." – Joanna

   "That is a good thing to see. Keep up the good work and I will certainly donate again when I get the chance. By the way, it is good to share the results. It is the first time I get this kind of feedback."

According to World Nomads 2008 survey, Footprints is the #1 Tipping Point for World Nomads customers as outlined below:

**Did any of these other World Nomads products and services influence your decision to buy with us?**



## The Positive Footprints Documentary Series.

World Nomads have produced nine long form documentaries detailing the impact of Footprints projects. Based on the theme that you're never too small to make a difference, they aim to show how volunteer tourism combined with micro-funded projects can deliver tangible results for everyone involved.

These videos have been screened on 20+ airlines as in-flight entertainment as well as on the National Geographic channel in over 40 countries. They are permanently available on YouTube and Vimeo and have a combined audience now in the 10's of millions. They are co-branded between The Footprints Network and World Nomads and take the brand out to a global audience. They also fulfil World Nomads need to have genuine quality content, which is particularly important for an online brand.

**Social Media**

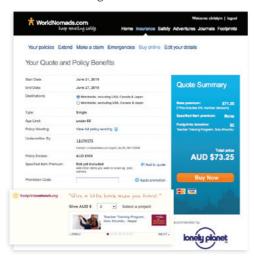World Nomads and Footprints connects with customers and thanks donors through social media channels.



# Results

Since it's inception, a total of 71 global projects have been fully funded. 524,257 people have helped raise more than $1,311,422.

Between February 2011 and January 2012 the following projects were fulfilled across the Footprints Network -

- Repair Village Grain Mill ($4,600)

- Women's small business enterprises ($31,865)

- Indigenous youth health program, Kununurra ($23,733)

- Timorese Youth Program ($22,580)

- Marine Project Rescue, NT ($6,002)

- Teacher Training Program, Solu Khumbu ($48,908)

- Integrated water, sanitation and hygiene, Liquica ($30,000)

- Indigenous youth health program, Kununurra ($9,033)

- Improving water access in Kilifi, Kenya ($20,000)

- Building housing in Phnom Penh, Cambodia ($5,300)

Screen interface showing how the Footprints donations are integrated:



The integration shows:

- An opt-out solution: User is presented with suggested donation amount and project (randomly selected from available projects)

- Customers can change donation amount (between $0-$5)

- Customers can change project choice (usually 5-6 options in total)

- The donation currency is the same as the quote currency (AUD, NZD, USD, CAD, EUR, GBP)

- Some projects are exclusive; tied to marketing goals around Volunteer Travel

- As project data is supplied as XML, World Nomads also integrate content of the full project detail into their local web pages.

- .NET integration with API

## The Footprints Network:

The following charities and NGOs implement and manage projects that Footprints fund:

- The Australian Himalayan Foundation

- Oxfam Australia

- Save the Children Australia

- The Fred Hollows Foundation

- Water Aid Australia

- Care

- Plan

The following e-commerce companies form The Footprints Network, allowing customers to make a difference when they shop with them:

- worldnomads.com

- tid.com.au

- snowinsurance.com.au

- Remogeneralstore.com

- Surfstitch.com

## Interested in joining the Footprints Network or want more information?

**Contact Us:**

contact@footprintsnetwork.org
www.twitter.com/footprintsntwk
www.facebook.com/footprintsnetwork

Level 5, 24 York Street,
Sydney, NSW 2000
Australia