Non-profit Case Study: Slavery No More Successfully Accomplished Goal of Raising Awareness of Slavery and Foster Care for Young Victims


BRIEF

Slavery No More wanted to spread awareness of its organization within a certain class of Senior Executives. Their requirements were to engage the target group on the subject of abolishing slavery, as well as to encourage foster care and adoption for young victims.

SOLUTION

After an initial briefing with Slavery No More, the FrescoData team started working on an appropriate list for this task.FrescoData applied advanced techniques to customize a list of Senior Executives from across all industries, pulling from FrescoData's database of business mailing and contact details of over 50 million active businesses from across 60 major countries and sorting them into a list that Slavery No More could reach in an efficient manner.

With a proven record of accomplishment and expertise in the field of business intelligence solutions, FrescoData was able to compile the business contact details of top senior executives. It contained senior and C-level contacts from HR, IT, Finance, Operations, Productions, Support, and many other departments in 18 major industries including Automotive, Manufacturing, Mining, Oil & Gas, Retail, and Information Technology, Hospitality, and Transportation.

Non-profit Case Study: Slavery No More Successfully Accomplished Goal of Raising Awareness of Slavery and Foster Care for Young Victims
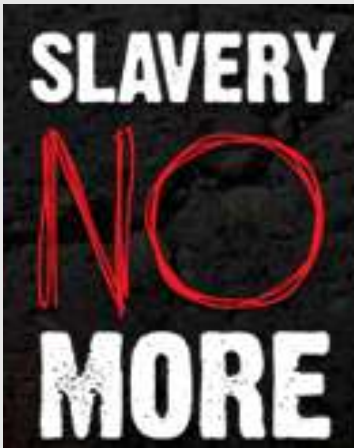
ABOUT

According to estimates released by UNICEF, currently there are 27 million victims including men, women, and children of all forms of slavery, debt bondage, servitude, and sexual exploitation. The total market value of illicit human trafficking is estimated to be in excess of $32 billion.

The mission of the organization Slavery No More is to abolish modern-day slavery and human trafficking. They create awareness of and opportunities for the victims.

Slavery No More wants to expand its assistance in helping NGOs with more strategic alliances. It aims at leveraging their efforts at garnering support, awareness, volunteers, and other resources with the involvement of LAPD, FBI, ICE, DHS, and the U.S. Department of Justice.

RESULT

Slavery No More integrated the list into their awareness-raising model with their objective of increasing awareness of slavery and encouraging the support and foster care of young victims. The exercise not only yielded an increase in the interest from Senior Executives,it also helped increase awareness within the organizations. Slavery No More's campaign had positive rates on click-throughs and enquiries.