

# Nepal Disaster Relief

**Campaign Sponsor:**

U.S. Agency for International Development's Center for International Disaster Information (USAID CIDI)

**Volunteer Advertising Agency:**

Free Range Studios

**BACKGROUND:**

On April 25<sup>th</sup>, 2015, a magnitude 7.8 earthquake struck central Nepal. The epicenter was northwest of Kathmandu, Nepal's capital city, and east of Pokhara, another major population center. Initial estimates indicate that the earthquake has affected over 8 million people. More than 4,300 people have lost their lives, and over 8,000 have been injured. Casualty figures are expected to rise as rescue efforts continue. The disaster has destroyed essential public infrastructure and displaced thousands of people from their homes, spurring fears of food and water shortages, and the spread of waterborne and infectious diseases. Global relief organizations are actively engaged in meeting the needs of those affected by the earthquake.

In response, the Ad Council joined the U.S. Agency for International Development's Center for International Disaster Information (USAID CIDI) to launch a campaign to encourage Americans to make financial contributions to organizations conducting relief operations. The PSAs illustrate the benefits of monetary donations, highlighting that even a small donation can make a big impact, and directing audiences to [CIDI.org/NepalRelief](http://CIDI.org/NepalRelief).

The PSAs are an extension of USAID CIDI's efforts to develop consistent messaging that can be used in times of crisis to encourage people to donate effectively in support of domestic and international relief efforts.

**CAMPAIGN OBJECTIVE:**

The PSA campaign highlights the importance of cash donations in the wake of a disaster and directs viewers to visit [CIDI.org/NepalRelief](http://CIDI.org/NepalRelief), which includes links to donate to relief organizations providing the most relevant and necessary supplies and services to those in need.

**TARGET AUDIENCE:**

Adults 18+

**DID YOU KNOW**

**CASH DONATIONS:**

- Can be used to purchase the materials that are most urgently needed and most appropriate.
- Are flexible and can be used to respond to changing needs as people move to safety or resettle.
- Can be used to meet immediate needs, and prepare the way for long-term recovery.
- Are easy for donors, versatile for response efforts, and effective for people affected by disasters.

**FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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