

CONJUNCT CONSULTING CASE STUDY SERIES

SOAP CYCLING: INCOME GENERATION STRATEGY

FINANCIAL SUSTAINABILITY



ABOUT SOAP CYCLING

Soap Cycling Singapore ("SCSG") is a non-profit organisation, and a member of raISE Singapore Centre for Social Enterprise. Soap Cycling works with students, hotels, corporates, volunteers, as well as Water, Sanitation and Hygiene (WASH) charities across Asia to recycle soap in a movement to reduce preventable hygiene-related diseases and suffering by distributing this life-saving resource to where it is needed the most.



Vision Statement

Use soap recycling as a tool to engage the local community and inspire the next generation to reach their full potential in leading the way to a more sustainable future.

Mission Statement

To improve the lives of underprivileged communities at home and abroad by donating the life-saving resource of soap.

PROJECT OVERVIEW

Soap Cycling engages in "**Soap Collecting**", where they collect extra soaps from companies to repurpose them for community members. They also host **corporates workshops**, where they collectively clean and prepare the soap for reuse. Participants attend the soap scraping workshops and learn about soap recycling.

These corporate workshops accounted for 80% of their income. Since COVID-19, SCSG has been unable to collect soap and had to cease all in-person workshops.

They started offering **online workshops** to corporate partners, but engagement was low due to the online format. As a result, Soap Cycling has been struggling to stay in operation due to the **loss of its biggest source of income**. This has pushed the team to reconsider how they could rethink their current activities to build up their financial sustainability.

Soap Cycling approached Conjunct Consulting to develop a strategy, focusing on how they can improve their income generating activities with partners.

The team at Conjunct helped SCSG develop a strategy that in the long term, would **allow Soap Cycling to build up the same amount of reserves as their yearly expenditure within a 2-year period.**

This strategy is focused on enhancing connections with corporate partners to fuel sustainable income. Short term objectives of the strategy include conducting active outreach early and securing recurring engagements with school and corporate partners.

PROJECT METHODOLOGY

INTERNAL ANALYSIS

- Understand SCSG's business model, funding needs, streams & resource constraints
- Query internal stakeholders to understand current activities & partner journey
- Understand organisation's goals, marketing strategy and implementation
- Map engagement journey with existing partners

EXTERNAL SCAN

- External scan of the larger Water, Sanitation and Hygiene (WASH) sector landscape that SCSG is in
- Query existing and past partners to understand their journey, experience and understand SCSG's unique value proposition
- Research and adapt best practices and standards for relevant activities and models



DESIGNING THE STRATEGY

Design a 3-year strategy/plan

- An overarching goal for funds needed, strategic priorities
- Recommending new or adapting current activities to generate income sustainably, with prioritisation
- Identify potential key challenges and ways to overcome them
- 1 year implementation roadmap



PROJECT HIGHLIGHTS

KEY ISSUES & SOLUTIONS

Beyond workshop activities, critical areas in Soap Cycling's partner engagement were identified, in order to improve their success in the income generating activities

There is low awareness of the broader cause of Soap Recycling, more transparency will prepare for better engagement with new partners

A need for a strong and well communicated USP, which will help foster high levels of engagement

A need for understanding the importance of soap recycling and concerns about the activity for partners to engage

A need for partner retention strategies (eg. further opportunities for volunteering) to create sustainable partner base

Conjunct developed 4 key recommendations for Soap Cycling to address these issues in engagement

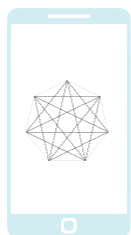
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CONDUCT ACTIVE OUTREACH

To attract and retain corporate partners

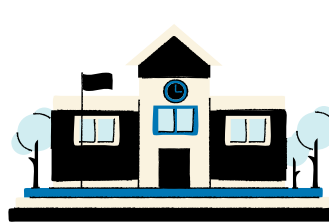
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IMPROVE SOCIAL MEDIA MARKETING

To spread SCSG's messaging and create buzz about their impact

3



DEVELOP SCHOOL PARTNERSHIPS

To expand their target audience and create more opportunities for engagement

4



IMPROVE CORPORATE ENGAGEMENT















To retain corporate partners as long term partners

PROJECT HIGHLIGHTS

4-POINT ROBUST SOCIAL MEDIA STRATEGY

Helping SCSG identify the types of content they should develop for their audience

Conjunct created a framework to categorize key content pillar and considerations that would help SCSG to review and develop appropriate content.

Educational	Engagement	Encouragement	Events
 Is the information presented in the best format?  Does this value add to viewers?  Is the content intuitive?  Is there too much information?  Is it true?	 Is it interesting to you as a viewer?  Would you share the post with your friends?  If it requires viewers' participation, are the instructions clear?  Is it relatable?  Does it capture your attention?	 Is this emotionally appealing to you?  Does this prompt you to take action?  Does this tell a story?  Does it feel genuine?  Is there depth over breadth in terms of the content?	 Does it explain clearly the details of the event?  Does it showcase the social impact generated from the event?  Does it look the same as the other event posts?  Does it highlight the key takeaways from the event?  Would you take part in the event?

Helping SCSG determine which platforms are appropriate for various messaging to increase engagement

Conjunct did this by developing a visual table identifying which content pillars was appropriate for which social media platforms



Helping SCSG determine how they can leverage existing messaging to develop social media partnerships

Conjunct did this by identifying local partners SCSG can collaborate with, and how they can work with these individual partners to develop more engagement with their target audience



PROJECT HIGHLIGHTS

3-POINT CORPORATE PARTNER ENGAGEMENT

Conjunct helped SCSG develop a three step framework to better attract and convert corporates into partners. The framework included:

Increase persuasiveness with stories & facts

Tell a good story striking a good balance between narrative and data descriptors with key stakeholders, a theory of change and outcomes of engagement. Stories can make outcomes relatable and real. Precise numbers signal tangible results.



Make testimonials accessible

Featuring testimonials from partners on lead generation page can increase conversion rates. Include feelings before, during and after the experience to provide a well-rounded perspective.



Provide regular Social Impact updates

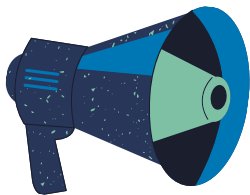
Providing regular updates to corporates via email reports on SCSG's impact will allow corporates to understand SCSG's direct impact and demonstrate that to their own customers.



PROJECT HIGHLIGHTS

ACTIONABLE RECOMMENDATIONS

Conjunct developed the following items and activities that would assist in the implementation of their recommendations:



Active Outreach

Conjunct developed a 3-step outreach strategy for conducting active outreach, which includes how to identify the right audience, how to draft compelling communication and how to establish a follow up



Schools

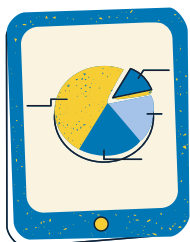
Conjunct developed a 4-point strategy on how SCSG can attract partnerships with schools, a newly identified target audience. This strategy focuses on how to pitch to schools and how SCSG can expand program offerings.

Social Media

Conjunct developed a 4-step robust social media strategy for SCSG, which showcased what content SCSG should develop, which social media platforms to leverage for different messaging and how to create social media partnerships

Corporate

Conjunct developed a 3-step engagement strategy for corporate partnerships, which focuses on attracting and retaining long term partners. This strategy includes how to develop a pitch deck, developing testimonials and establishing follow-ups.



LEARNINGS

01 UNDERSTANDING THE PARTNER JOURNEY IS NECESSARY FOR FINANCIAL SUSTAINABILITY

Mapping the partner journey for Soap Cycling partners was essential to identifying the gaps in Soap Cycling's approach to engaging with their target partners. This is necessary for financial sustainability as successful engagement can lead to consistent engagement and boost Soap Cycling's income.



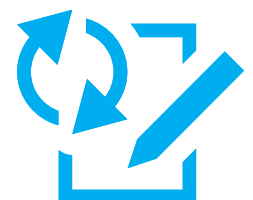
02 COLLABORATING WITH THE CLIENT IS ESSENTIAL TO DEVELOPING THE RIGHT RECOMMENDATIONS



Before developing the recommendations, Conjoint collaborated with Soap Cycling on their vision for the organisation and understood which solutions the SCSG team was comfortable with executing. This step was essential in developing a successful strategy that fit the culture and priorities of Soap Cycling.

03 REFLECTING ON STRATEGY IS HELPFUL FOR SUSTAINABILITY

Equipped with a detailed plan and roadmap, SCSG is now able to engage customers in an effective way. The strategy not only contains information on how to leverage existing platforms, but emphasizes how to evaluate new trends and allows SCSG to assess whether pursuing these methods will benefit SCSG's partner engagement.



CONCLUSION



The results of the project served Soap Cycling in a variety of ways. SCSG now has a detailed plan for income generation, with a timeline and instructions on how to execute actions for the short and long term.

Charitable organisations often face complexity when it comes to financial sustainability, as these organisations are constantly using funds to support projects that give back to the community. Developing a sustainable income generating model is essential as it will allow charitable organisations to keep in operations, so that they are able to sustain the incredible impact they have on individuals and community members.



Conjunct Consulting (Singapore) Limited
Registered Charity
Member of National Council of Social Service

2 Orchard Link #04-01 SCAPE Singapore 237978
<https://www.conjunctconsulting.org>

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