

South Sudan appeal raises £1.1m - Mark Goldring speaks out

Tags:



Oxfam's South Sudan – our priority emergency appeal – has now raised £1.1m net and we're pushing out hard-hitting messaging via all our key channels. These include moving [video](#) and [audio](#) updates, [blogs](#), [tweets](#) and press interviews by Mark Goldring who recently visited a refugee camp in the country.

Our goal is funding our [emergency response](#), both in South Sudan itself, and in neighbouring countries where refugees have fled.

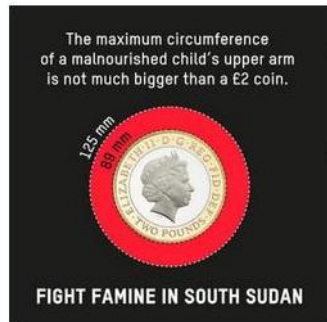
The current burst of activity will run into early October, dominating our website and social media. Then we'll continue fundraising activity, but through fewer channels, while we push other crucial priorities like the inequality campaign.

The forgotten crisis

The major challenge with this appeal has been the lack of mainstream media coverage – it means awareness levels among the public are worryingly low. So we're trying to spread the message far and wide, sending out appeals via direct mail, email, OGB site, social media and shop posters.

We're being as hard hitting as possible with our current appeal materials, whilst remaining true to our brand and portraying our beneficiaries with dignity. A key goal is reflectin

g the reality of the situation in South Sudan as closely as possible, making sure people's harrowing stories are told.



Gauging the response

We tend to get the biggest response from DM, email and DRTV, while social media and press coverage are focussed more on generating awareness. Channel 5 are sending a crew to the country this weekend to cover the crisis, hopefully generating more helpful stories.

We're also running TV ads, designed to raise donations for South Sudan and secure regular givers too.

Help spread the word

You can help reach more people by sharing content on [Facebook](#), [Twitter](#) and more – every share and tweet makes a difference.

Emergency headlines

For detailed updates on our emergency response, check out the weekly [emergency headlines](#).

You can also read [Incredible Bravery in South Sudan](#) - a great blog from Trading Internal Communications Co-ordinator, Mary Malpas, who has just come back from six weeks in South Sudan.