



CASE STUDY

How we earned \$90,000 in revenue
with \$0 spend for a charitable
organisation



OVERVIEW

The Marshall Islands are the last country on the Earth without a soccer team... until now.

BACKGROUND



Founded in 2020, the Marshall Islands Soccer Federation was created to meet the demand for organised soccer from children and with the aim of eventually fielding a national team that can compete internationally.

But who or where are the Marshall Islands?

Spin the globe, you'd be forgiven for missing them. A tiny dash in the middle of the Pacific Ocean. Halfway between Hawaii and Australia. It goes some way to explaining why the global game of Soccer has taken until the 21st century to reach its shores.

If you were to search for it, i'm sure you'd think it's a tropical paradise. And whilst, yes, it's naturally beautiful - not everything is as it seems.



1.5 TO STAY ALIVE



The Marshall Islands are a collection of atolls (coral reefs) and as such are extremely low-lying.

This nation is the most susceptible to the effects of climate change. Already prone to volatile weather and flash flooding, it's predicted that by 2030 as much as 70% of the nation could be permanently flooded by rising sea levels - making them uninhabitable.

The motto - 1.5 to stay alive refers to the change in global sea temperature. Once this number is exceeded, then the islands are in extreme danger to irreversible and permanent damage.

Our task isn't just to put Marshall Islands on the map, but to keep them there.

CREATING A BRAND IDENTITY

The primary goals of this project was to simultaneously raise awareness of the challenges facing the nation and to raise funds that can pay for the necessary activities required to start an inaugural soccer programme in the country.

With soccer and sports related fashion enjoying a boon, merchandise was identified as the most impactful lever we could rely on to generate much-needed income for the federation.

To do this, we need to create a brand identity that resonated with soccer fans around the world, with a slick logo that would be the cornerstone of commercial activities and merchandise.



PROCESS

We decided to utilise social media to connect with the global fanbase of the world's most popular sport.

Twitter, Instagram, Facebook, and LinkedIn formed the cornerstone of our approach.

Target Audience

We used Twitter to connect with micro-influencers with engaged followers in their niches, around global and regional soccer stories.

Podcasts

We invested a lot of time fulfilling requests from niche podcasts and bloggers, recording pieces and answering questions for articles. This investment of time ultimately led to us getting picked up by bigger and international news agencies.

Community

We engaged with our new followers to build a sense of community. This included polls, surveys, & Q+A's, and culminated in our global 'Design our first ever national team jersey' competition. This innovative approach allowed us to crowd-source ideas and inspiration and access stunning professionally drawn designs.

Number of entries

150

Reach

144,000

← Post

SoccerFedMI @SoccerFedMI

Kit Design Competition

We want you to design the first ever Marshall Islands national team football shirt! 🏆👕

- 1) Post your shirt design here in the thread below
- 2) Add hashtag #firstkit

- Competition closes March 18
- Winner receives framed copy of first shirt produced

7:52 AM · Mar 8, 2023 · 143.8K Views

View post engagements

217 185 311 53

SoccerFedMI @SoccerFedMI

Promote

Here's a screen grab montage of just some of the shirt designs we have received so far for our Marshall Islands kit competition 🥰🥰

Please remember if you want to enter, post your entry below our pinned tweet with the hashtag #firstkit

[LINK TO YOUTUBE VIDEO OF KIT ENTRIES](#)



Number of units sold

1,200

Revenue generated

\$63,000

Number of countries sold to

45

Number of US states sold to

50

From a host of wonderful entries, we chose a winner from an Argentinian designer.

We then produced the shirt and launched it for sale on an e-commerce store.

[LINK TO PROMOTIONAL VIDEO](#)



LOCAL TALENT

With the shirt being designed by a foreign artist, we wanted to promote it using local models. We shipped some jerseys to the Marshall Islands and worked with local photographer Chewy Lin to capture some iconic shots on location that could be used for our promotional material.

It was important that the ocean played an important part of the release, considering the juxta position of how the nation is both dependent and fearful of the ocean.

Additionally, we used music from local artists as the soundtrack.



MORE SUCCESS

Not only did we achieve our primary goal of raising a significant amount of income through merchandise sales, but we had the secondary success of securing sponsors and donations through the awareness raised.

[HTTPS://WWW.GOFUNDME.COM/F/BRINGING-FOOTBALL-TO-THE-MARSHALL-ISLANDS](https://www.gofundme.com/f/bringing-football-to-the-marshall-islands)

Bringing football to the Marshall Islands



£4,303 raised of £10,000 goal

178 donations

Share

Donate now

-  Jim Rayner
£40 • 9 d
-  Ian MacInnes
£10 • 1 mo
-  Simon Loughins
£5 • 1 mo

Donations received

\$5,500

Sponsorship revenue secured

\$18,000



**TAYLOR
MARITIME**



SORTITOUTSI

OFFICIAL COACHING PARTNER



+ in kind sponsorship

RESULTS

Without spending a single dollar.

Website visitors **79,000**

Social media followers **11,000+**

Number of articles featured in **50**

Number of podcasts featured on **30**

YouTube views **253,000**

[Sky Sports](#)

[Mirror](#)

[ESPN](#)

[Al-Jazeera](#)

[New York Times](#)

[ABC](#)

[Sport.es](#)

[BBC](#)

[Sport.pl](#)

[Associated Press](#)

[Washington Times](#)

[Plus an appearance on BBC TV](#)



EARNED LINKS

Last country in world without football team finally getting one – with Englishman at helm



Left to right: Owers, Walley and Webb in their Marshall Islands tracksuits (Photo: Marshall Islands Soccer Federation)

A coach who has worked for a variety of English clubs is spearheading the Marshall Islands' quest to secure international football status at long last

UK and Ireland confirmed as Euro 2028 hosts

The UK and Republic of Ireland will host the 2028 European Championship, Uefa confirms at a meeting in Switzerland.

'At times one of the best - but Hazard could have been even better'

Hermoso says image tarnished by World Cup kiss

Uefa abandons plan to readmit Russia U17s

The last country on Earth without a national football team

Hazard announces retirement from football

Marshall Islands: The last country on Earth without a national football team

By Harry Poole
BBC Sport

10 October 2023 | Football

Las Islas Marshall, el último país del mundo sin fútbol

El país ubicado en la región de Micronesia, en el océano Pacífico, es el último rincón del planeta donde no hay un equipo de fútbol

La Federación de Fútbol de la región ha impulsado una campaña de recaudación de fondos para crear una liga masculina y femenina



Las Islas Marshall, el último país del mundo sin fútbol | @SoccerFedMI

Meet the technical director of the world's last country without a national team

The Marshall Islands are the self-proclaimed last country on Earth without a national football team; Marshall Islands Soccer Federation was founded in 2020 to bring football to the Pacific Ocean nation; Lloyd Owers was appointed as the nation's first technical director in December

Dan Long
Digital football journalist | @DanLong_

The last country on Earth without a national football team

Pomimo rozpowszechnienia piłki nożnej na całym świecie jest jeszcze jeden kraj, który nie ma własnej reprezentacji. Teraz jednak wszystko się zmienia i pewne odległe, niewielkie wyspiarskie państwo ma bardzo ambitny plan na rozwój piłki nożnej. - Chcemy brać udział w eliminacjach mistrzostw świata - zapewnia członek federacji w rozmowie z BBC. W tle pojawił się nawet polski wątek.

NATIONAL PRIDE Last country on earth without a football team finally assembles a side – and tiny nation boasts incredible story

Etienne Fermie
Published: 8:43, 19 Sep 2023 | Updated: 9:45, 19 Sep 2023

The Marshall Islands: The last country on Earth without a football team

Síðasta landið í heiminum til að eignast fótboltaíð

Marshall-eyjar undirbúa nú fótboltaíð af kappi. Þetta er síðasta sjálfstæða þjóðin í heiminum sem eignast karlalandslið. Hækkandi sjávarmál, fullbókuð hótél og leikmenn í Arkansas og á Havai eru meðal vandamálna sem þeir þurfa að fást við.

Jóhann Páll Ástvaldsson
19. september 2023 kl. 08:03, uppfært kl. 14:33

The Marshall Islands are trying to build a soccer team, but their dreams extend far beyond sport

Tom Hamilton, Senior Writer
Mar 27, 2023, 07:45 PM

THANK YOU!

We have been able to send 2 licensed coaches to the Marshall Islands to coach hundreds of children, start a competitive league for the first time, and we have plans to play our first ever international match this year.