

# AI-Powered Social Storytelling for Donation Campaigns

## CARITAS SCHWEIZ

More than every sixth person in Switzerland lives at risk of poverty (15.6%). Yet for many, poverty remains invisible and taboo. Caritas Switzerland reaches its existing, loyal donor base - but struggles to connect with younger generations (18-35) and digitally native audiences who spend their time on Instagram, TikTok and Facebook. Traditional fundraising campaigns are expensive to produce, require professional copywriters, designers and translators, and often fail to reach with new audiences. In today's environment - rising cost of living, social media fatigue, short attention spans - Caritas needs fresh, authentic and scalable ways to tell the stories of people in poverty and inspire donations. AI can change that.

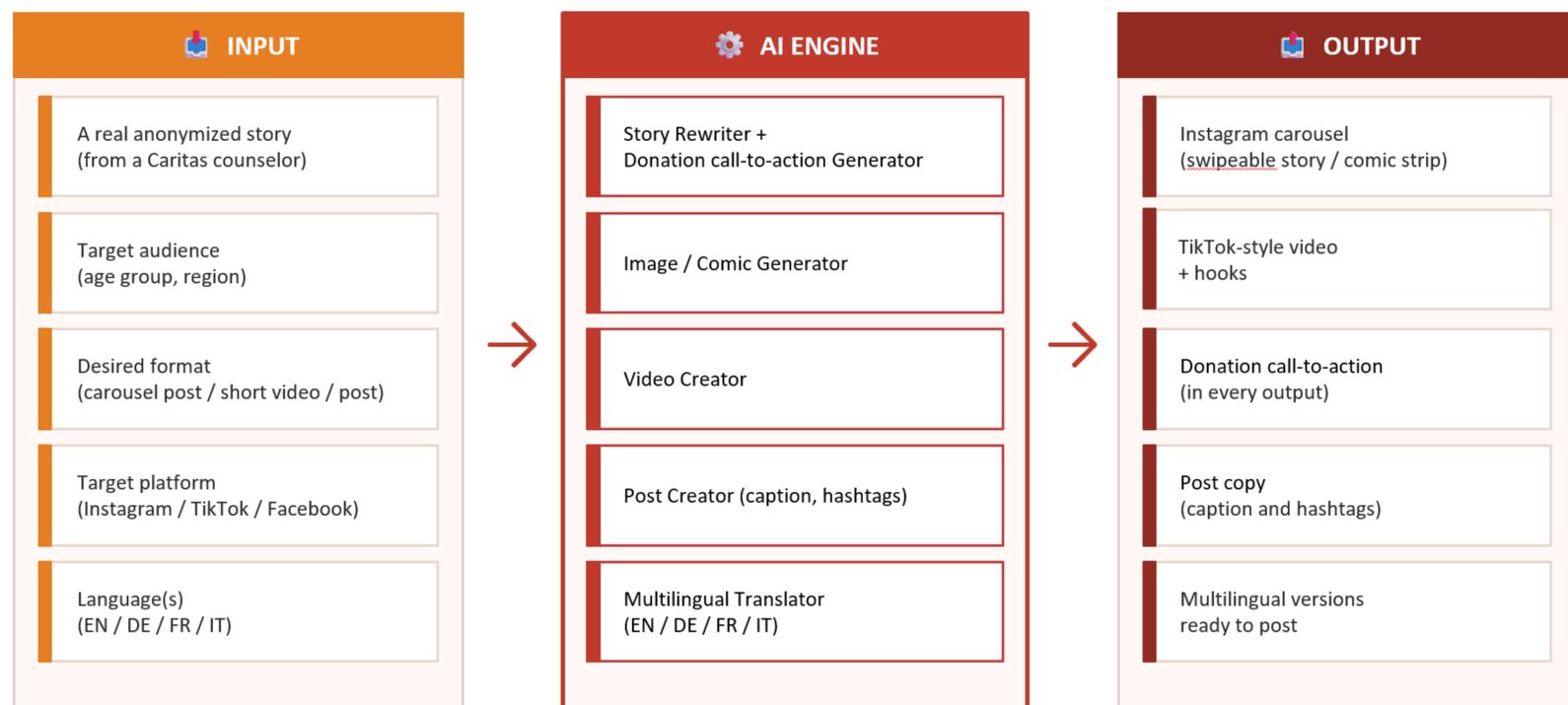
### Initial Situation

Behind every Caritas counseling session is a human story: a single mother who cannot afford heating, a man who lost his job and cannot pay rent, an elderly woman choosing between food and medication. These are true stories - and when told well, they inspire people to give. Today, sharing those stories at scale across platforms, in multiple national languages, in formats native to each channel such as Instagram carousels or TikTok-style videos, requires resources that most NGOs simply do not have. Caritas needs a smarter way to bring these stories to the people who have never heard them. An AI-powered solution could close this gap - turning a single-story prompt into a campaign in minutes.

### Goal of the Challenge

An AI application that takes a true, anonymized story of someone living in poverty in Switzerland as input and generates a ready-to-publish, donation-inspiring social media campaign for Caritas Switzerland. :

- The system produce at least one of the following: **a short video** ready to post on Instagram, TikTok or Facebook, or **an Instagram carousel**.
- Creative direction is open: for example, a comic strip depicting a day in someone's life can be delivered as swipeable carousel panels or as a short animated video.
- The output always includes a clear **donation call-to-action**, a platform-native **caption**, and relevant **hashtags**.
- Content must be generated in **at least one** of the following languages: **German, French, Italian or English**.
- The solution should be fast, **ethical**, **usable** by non-technical Caritas staff, and produce content that feels human. Multi-format or multi-language output is a bonus.



### Possible Approaches

- For text and story generation, leading options include OpenAI GPT, Claude, or Gemini, as well as open-source alternatives like LLaMA or Mistral, which can run locally to protect story privacy. These models handle rewriting, caption generation and translation across DE / FR / IT / EN.
- For image and comic-panel generation, leading options are DALL·E (OpenAI), Gemini image models such as Nano Banana, known for strong character consistency across panels. FLUX (Black Forest Labs) offers an open-source alternative.
- For short video generation, advanced models are Sora 2 (OpenAI), Veo (Google), which excels at multi-shot sequences and native audio - ideal for social media clips. LTX (Lightricks) is an open-source option.

### Resources for the Challenge

Caritas Switzerland will provide example stories from dummy counseling cases, brand guidelines (colors, tone of voice, dignity principles), an ethical content checklist ensuring stories are empowering and non-exploitative and platform format specifications for Instagram, TikTok and Facebook. Teams are encouraged to build a minimal but end-to-end prototype demonstrating the full pipeline - even with simplified outputs - rather than a polished but incomplete system.

### Outlook

A working prototype from the Hackathon could be developed into a production tool used by Caritas communication and fundraising teams across Switzerland. A single story could become dozens of campaign assets across 3 platforms and 4 languages in minutes. In the long run, the system could be extended to additional social media platform, persona-based audience targeting, and a library of potential campaigns. If successful in Switzerland, the platform could be adapted by Caritas organizations within Switzerland across Europe - multiplying social impact and reaching entirely new donor generations who have never engaged with Caritas before.