

A group of young children, likely students, are shown in a school setting. They are wearing light-colored, possibly tan or beige, school uniforms with yellow collars. The background shows a school building and some trees. The entire image is overlaid with a semi-transparent orange filter.

The Mom2Mom Mowendo Project Public Relations Campaign

Created for client:
Mom2Mom Africa

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FORMATIVE RESEARCH

Introduction

Mom2Mom Africa (M2M) is a Canadian not-for-profit organization founded in 2012 by Alison Fraser with a mandate to empower Tanzanian children through education. Founded on the belief of equal access to education regardless of the socio-economics of their surroundings, the organization's vision is to support students in their quest for quality education so that they may become self-reliant members of their communities, lifting their families and villages out of poverty. In doing so, Mom2Mom Africa hopes to inspire community supporters of all ages to become globally aware and empathetic members of society. This year marks the celebration of five years of membership involvement with over eighty-two children currently supported with local member sponsorship.

Problem/Opportunity Statement

At present, M2M needs a financial infusion of funds to complete the structure of the unfinished CHETI secondary school, however, there are only a limited number of regular donors to reach out to for donations. The organization is employing other initiatives to raise funds including Grand River Rocks Annual Climb 4 Arusha. In order to address immediate needs like the CHETI secondary school build and longer term future projects of which there are always as need, M2M will need to communicate beyond its current donors to new individuals. Unless strategies to create an awareness of the organization are implemented, M2M will continually risk the threat of not fostering donations outside of its existing donor circle.

Situational Analysis

M2M celebrates five years of accomplishments this year. This year marks the celebration of five years of membership involvement with over eighty-two children currently supported with local member sponsorship. Highlights from successful past campaigns include raising funds to build a CHETI Primary School, the Barafu Challenge "Climb for Mt. Kilimanjaro", The Sustainability Project, annual backyard fundraisers, bake sales, silent auctions, pizza nights and local children-led fundraising initiatives, like scarf sales and handmade items. Presently, you have identified current **donor fatigue**. While the first campaign to build the CHETI primary school building was a united cause the momentum is no longer felt by current members who show a **lack of interest and**

excitement in this secondary school campaign. You personally feel **time constraints** to develop this campaign and you recognize you are not familiar enough with social media to leverage their promotional benefits. With a previous **unsuccessful corporation partnership initiative** you want to keep control of the growth of M2M so that its direction stays within the mission statement.

Organizational Analysis

PR Audit: Mom2Mom Africa

1. Internal Environment:

Services

1. M2M provides three service programs to deliver the scope of its mission:
 - a. Urafiki program - geared to Canadian families to support a child in Arusha, Tanzania through sponsorship education.
 - b. Watoto Program - to instill global awareness in Canadian youth with opportunities to volunteer at organizing and coordinating our events.
 - c. CHETI Learning Program - to provide ongoing support to the CHETI School teachers in Arusha.
2. Sense of purpose and transparency - a committed focus to operate as a not-for-profit organization without charitable status thereby exempting any registration process with the Canadian Revenue Agency and ensuring organizational transparency of operations with 100% of funds sent directly to the cause.

Resources

Available resources, as they relate to the situation on hand, are considered here.

- Alison Fraser: founder/director
- Joanne Marchildon & Tanya Simpraga: board members
- Kylie Zummach: Eastern Ontario lead
- Volunteer bloggers: Rachel Quinn and Nicole Jamison
- Committed, dedicated volunteers and sponsors - the backbone of M2M.

For this campaign, these members are identified as **Urafiki Sisters**.

Online presence and social media

- consists of a website with infrequent blog posts that are difficult to locate,
- healthy social media accounts on Instagram (143 followers),
- Twitter (365 followers)

- two Facebook pages - public (912 likes) and a members only (181 total members).
- a very limited budget with communications handled by yourself and volunteers.

2. External:

- Partnerships with other salient organizations such as:
 - Givesome, “a movement of people who are giving together in a way that meets the practical needs of people around the world,¹”
 - Made With Hope, a UK registered charity, who has developed other projects in Tanzania including the building of an orphanage, and the funding for water supplies, food programs and toilet facilities,²
 - Days for Girls Waterloo, a local chapter of the international non-profit organization.³
- In-kind Sponsors - 65 corporate sponsors, mostly local, who contribute primarily to the annual back-yard fundraiser.
- Favourable Media Relations: four stories in The Waterloo Region Record, as well as mentions in other smaller local newspapers such as Snap’d and Cambridge Times.

We have eliminated the partnership with Waterloo Firefighters and Grand River Rocks out of their relevancy to this campaign and the fact that collaborations with these groups work on other projects already in action.

¹ www.givesome.com Organizations register with givesome.com who, in turn, presents opportunities to those who use the Givesome app to make small donations to the selected charity of the day. Photos and video footage is sent to the donor to show the impact of the gift that was made so that the individual can “see the difference” their gift has made.

² www.madewithhope.org With a mission to put the faith and trust back into charities by guaranteeing that 100% of donations go into their project, Made with Hope seeks to help the 2.8 million people living in poverty today with one-off or regular donations to projects occurring in greater Africa.

³ www.daysforgirls.com an international organization who creates sustainable feminine protection and health education for young women in developing countries.

3. Public Perception

Public perception is a key focus of this analysis because it explores what people know and understand about M2M. Our considerations include how public perception will aid the campaign through **visibility** and **reputation** as it relates to this situation.

Survey Findings

Quantifiable research was needed to understand who our target market might be, which charities they regularly donate to and why. Two Google surveys were created about charity/non-profit donations; one for the general public distributed through Facebook general feeds and the other for M2M Urafiki Members distributed through the private Urafiki Facebook group. Details of this survey are found in M2M's attached copy.

General Survey Findings (80 respondents):

Visibility

M2M's lack of visibility poses a big threat to remaining unknown outside of its core members. Of the general survey participants⁴ none knew of M2M.

Nonetheless, feedback from this latent audience generated key insight into donor habits:

Learned about charities:

- through direct mail - 60%
- through social media - 8.8%

Most important factors when choosing charities:

- Alignment to the mission of the cause and their own values - 66%
- Accountability of the organization and its funds - 20.3%

Disenchanted with charities because:

- Feel donations do not have big impact - 65% (yet they donate regularly, regardless)

Method preferred when donating:

- donate through a family member or friend in-person - 25.6%
- donate in-person at an event - 19.2%

Place an importance on receiving a tax receipt for donation:

- Only 2.5% of 80 participants.

M2M Urafiki Member Survey Findings (19 respondents)

Reputation

⁴ 88.6% female and 10.1% male, between 25 to 54

Survey questions answered what motivates these women to engage with M2M and then contribute. Furthermore, we wanted to understand how they perceive the organization, the level of their commitment, how aware they are of current campaigns and how they get that information. Measured by how people evaluate M2M based on the information they have, your reputation is unshakeable within your membership.

- 100 % of those who responded to the survey believe that donations they've made to M2M have been put to the uses for which they were given.
- 99% of all donors contribute directly to the educational necessities of the Arusha school children.⁵

How this Information Helps

Not surprisingly, this information suggests that while the general majority of people donate to a variety of causes, and often to charities and not-for-profits that align with their personal values, they don't believe their donations have much of an impact. This public chooses to value transparency. As a result, one of the main deciding factors for individuals choosing an organization to donate their money to depends on how much of it actually goes directly to the cause. M2M has done an excellent job at building a positive opinion about the organization, with full transparency, and that will be a huge campaign benefit. We also discovered that most people are more likely to donate to a cause in-person rather than through the mail but that most people learn about charities through the mail, and not social media.

The success of M2M is what you do and what you say. Both are done well. Your organization is working at its highest possible level of quality for the Arusha children that are sponsored. M2M has a strong brand name locally with its loyal members because it has delivered on the level of quality that meets their values, interests and expectations - M2M is a responsible organization to its members who know the organization. The surveys suggest M2M provides a **niche in not-for-profit organizations and meets the needs of those generally surveyed in two most notable ways**. M2M operates with a **level of accountability** to its mission to provide equal opportunities to education regardless of socioeconomic status to Arusha children and the **level of transparency** to ensure 100% of its donations reach its cause. This eliminates the skepticism highlighted

⁵ Breakdown is as follows: supporting access to monthly enrollment (98%), textbooks (68%) and uniforms (63%). personal care items for Tanzanian families (52%), member participation with the annual backyard movie night/fundraiser (48%).

in the general survey that people shared in how they felt their donations made an impact on the cause they believed in supporting.

Public Analysis

Key Public

Understanding the need to increase your organization's visibility and excellent reputation of transparency and level of accountability supports the need to grow an awareness in a latent public who have let to learn of the initiatives of M2M.

This campaign identifies your key public as **moms of school-aged children** whose personal values align to the mission to empower through education (accountability) and who value organizations and the allocation of donations (transparency). These are mothers **who are known to current members** , and therefore, are most likely to accept the organization. Currently only members and their families are considered in initiatives such as the Urafiki and the Watoto programs. Building awareness outside of this group has not yet been explored by M2M.

Women are social beings who seek to share, connect and build meaningful relationships with others whom we identify with as sharing a commonality. Research suggests that we choose friends because we are share genetic compatibility. ⁶ This explains why we seek out shared common core values and beliefs in others. It speaks to the old adage that you can't pick your family but you can pick your friends. **Our friends become part of our sisterhood - Urafiki Sisters** in our campaign. Motherhood adds an additional dimension as we typically impart our values to our children. M2M has already considered this aspect of parenting with the introduction of the Watoto program that instills awareness of global issues in the youth of current organization members.

Looking to Rotary International, a 100 year old not-for-profit organization which holds the same principles and emphasis on essential needs and seeks the same psychographics in its public, we located a keynote address, originally delivered to Rotarians, which when adapted to M2M, clearly describes the reasons for this proposed direction.

⁶ Do We Choose Friends Because They Share Our Genes? Retrieved April 8, 2017, from <http://www.npr.org/sections/health-shots/2014/07/14/331354227/do-we-choose-our-friends-because-they-share-our-genes>

“ When we put the **members of Mom2Mom Africa** next to such enormous needs of **educating of children of Arusha**, it might seem much less important. After all, as **moms**, we’re here to help everyone and look out for all those who need us. [...] But if we focused all our attention on nothing but life-altering work, then **Mom2Mom Africa** will die out in a generation if we do not also pay attention to the health of our own organization – our members, our ties. Our existing membership is strong because it’s close, and because it’s always **forming new ties**.”⁷

Rotary International has survived a century because it recognizes **the need to invest in its members and its membership** as much as the work it delivers to the world. It also believes in forming new ties within its community.

Your other publics were also analyzed and it was determined that, while they are not the key public, they share a role in how they will contribute to the campaign.

- **Current corporate sponsors** are already invested in the organization and recognize the values align with their own. Fostering an alliance has created a business relationship for mutual benefit. For the purpose of this campaign, we hope to leverage specific sponsors who can contribute to the proposed campaign.
- **Media publications** have been favourable with positive coverage of past campaigns. Capitalizing on the strength of transparency and accountability that current donors value would be advantageous to share with the local media outlets in increasing visibility to this targeted public.
- **M2M Monthly Donors:** Survey result suggest oversaturation and donor fatigue. This campaign will invest in your dedicated members as ones who can best support the message and philosophy of the organization.

Analysis of Key Characteristics of Moms of School-Aged Children

Primary Communication

⁷ Original message delivered by Rotary International President Wilfrid J. (Wilf) Wilkinson in his December 2007 message to Rotarians. Retrieved March 22, 2017, from <http://innovationplatform.concordia.ca/joomla15/community/37-community/48-the-social-responsibility-of-non-for-profit-organizations.html>

We envision this latent primary public of moms with school-aged children as acquaintances of *Urafiki Sisters*. While they do not yet recognize your situation or its potential to accept it, they are individuals who already have some sort of relationship with a current member:

- a relationship through work with known and liked female co-workers
- a relationship through mutually shared activities (yoga, running, book club, special interest groups)
- a relationship with other moms through children's activities and programs,
- a relationship with other moms through children's school

There need not be a child connection with any of these relationships. Rather, the focus is on seeking out those moms who are like-minded, within Waterloo Region or surrounding areas, potentially between the age of 35 - 44 according to our general survey and with a shared understanding of the importance of education. In order to motivate them from a latent public stage to an active one, *Urafiki Sisters* will communicate and build a more open relationship with them about M2M. We see that these moms of school-aged children could have a positive effect on the organization once they become aware of it by becoming donors themselves and raising further awareness.

As our survey suggested, most people are more likely to donate/commit to a cause in-person. Certainly to build genuine interest and personal relationships, communications amongst this group is first and foremost through face-to-face occurring casually between the two women. Our strategy outlines more about how we anticipate creating an atmosphere of fun energy that builds an inviting approach to this latent public to discover more about the benefits of your organization and the people who make it so.

Benefit Statement

By accepting the mission and vision of M2M:

1. Moms of school-aged children will **align their values, interests and expectations** with a charitable cause that highlights empowerment through education.
2. Moms of school-aged children will **find satisfaction** in the level of accountability and transparency of this local, grassroots not-for-profit organization.

3. Moms of school-aged children will **find their tribe of “sisters”** and make a direct impact on the lives of Arusha children.

STRATEGY

Campaign Proposal

The goal of this campaign is to gain visibility of the M2M organization by implementing the **Mom2Mom Mowendo Project** - a ‘movement’ to seek more “sisters” to become part of your *Urafiki Sisters* tribe. This Project seeks to raise awareness of M2M with the latent moms of school-aged children (those who have no knowledge of your organization but share in awareness of socially and ethically global humanitarian needs) who are known to your existing *Urafiki Sisters* to bring them to acceptance of M2M’s mission.

Objective:

To have an effect on **acceptance** in latent moms of school-aged children who are known to your members, specifically to **encourage an accepted interest** in membership support of M2M.

Measurable Objectives:

- I. **From pre to post campaign launch, levels of acceptance will be measured by the number of** Facebook “likes” on the organization’s Public Facebook page; an increase of 15% of likes will indicate success of the campaign to raise awareness.
- II. From pre to post campaign launch, levels of acceptance will be measured by 10 new members agreeing to provide their personal email information to receive monthly newsletters which include a blog link, future fundraising initiatives, and information on members and membership.
- III. The launch of the event will be measured by attendance to the event; the attendance of 20+ guests to the *Urafiki Sisters* Book Exchange Night will indicate success of the campaign to raise awareness.
- IV. Six months after the launch of the campaign, a measure of success will be determined by a 15% increase of the amount of traffic M2M’s website receives.

The by-product of achieving acceptance is the potential of growing membership. Phase two of this campaign could focus on converting this acceptance to membership

and donations actions. Therefore, M2M will need to ensure *Urafiki Sisters* are adaptable to welcoming others to join the organization. Having them choose to invite into their tribe is a means to mitigate this potential concern.

Action Strategies

I. Organization Members & Audience Engagement

Urafiki Sisters are the backbone of how M2M has achieved so much in 5 years. These loyal members are also essential in the success of meeting the objectives of the **Mom2Mom Mowendo Project** campaign. This group is your formal opinion leaders who are knowledgeable on the reputation and transparency of M2M's achievements. Your *Urafiki Sisters* will act as M2M brand ambassadors who will reach out to those they know who are socially conscious moms to offer a glimpse at "sisterhood" in an organization that does good work well. *Urafiki Sisters* understand that being part of this group and the work that it does is the reward of a continued and lasting relationship with other moms who feel the same way.

The emphasis of **Mom2Mom Mowendo Project** campaign is on FUN. This campaign offers an event to celebrate the sisterhood within M2M and an invite to this targeted public to experience it alleviate the awkwardness of initiating a conversation without reason to do so.

II. Transparent Communication

This campaign uses a message platform based on the benefit statement in tones and language that appeal to this target public. To build on sharing the level of transparency and accountability with this audience, positive strategies in key areas of this campaign are essential for its success.

Message Source

Alison Fraser, Spokesperson

As the founder, you hold credibility and the power to inspire belief. You can speak to sustainability and global values. You are a professional with expertise, honesty and competence who is also a likeable and attractive woman. You share a commonality and similarity with our target public: moms of school-aged children. As the director/founder, we wish for you to have full control of the messaging of your organization which you had mentioned is of great importance to you to maintain in our suggestion of a campaign.

Message Appeals & Key Messages

- **Rational key messages** delivered in monthly blogs, as outlined in the campaign strategy, will present informal, factual testimonials given by *Urafiki Sisters*. These testimonies will be based specifically on how the values of the organization align with their own, and that from this, they have found advantages getting involved in their community, building relationships with other moms, and joining an “actions that speak louder than words” approach that positively impacts their children who witness their involvement. This is about becoming a sisterhood tribe - a united group of fun, intellectual women. Testimonials will state that the benefits of joining a community of like-minded individuals working toward a united, worthy cause has their own best interest in mind as much as the cause itself.
- **Emotional key messages** will emphasis and present fun, positive emotions - what we term as a “love appeal” of shared values of altruism, generosity, transparency and kindness with a healthy dose of fun and humour. We will appeal to those who seek social causes on progress, social advancements and making the world a better place. As a potential *Urafiki Sister*, the campaign seeks to align with her identity and pride. Just like the organization’s approach to family involvement, this campaign will target that mom who values family togetherness and who is looking to building friendships with a proclivity to compassionate work.

Key Messages

The content of the message will have salience and speak directly to this public of moms by building awareness of how connecting with M2M satisfies their need for community. Moms will then conclude that they become part of the tribe with their involvement.

- M2M recognizes the importance of building community while helping those members become globally aware and empathetic members of society.
- M2M believes in bringing people together who share similar values, interests and expectations with a charitable cause that highlights empowerment through education.
- M2M is adamant about maintaining a high level of accountability and transparency in their local, grassroots not-for-profit organization.

- M2M understands the need that moms of school-aged children have and will assist them in finding their tribe of “sisters” and at the same time, have a direct impact on the lives of Arusha children.

Mom2Mom Mowendo Project Campaign Taglines

- “Find your tribe in our sisterhood of moms who support empowerment through education.”
- “Collectively, our passionate tribe of Mom2Mom *Urafiki Sisters* do great things.”
- “Ethical and socially-conscious *Urafiki Sisters* - a movement of moms who are global humanitarians.”
- “We are your tribe.”
- “Just as it takes a village to raise a child, it take sisters to share a tribe.”
- Additional taglines to reinforce the message: Find your Tribe, *Urafiki Sister*, *Urafiki Sisters United*, sisterhood, supportive, empowerment, like-minded, collective group, building friendships, socially-conscious, ethically-based, socially and ethically global humanitarians

Verbal Communication

- A single point of view will be presented in the **Mom2Mom Mowendo Project Campaign**: moms of school-aged children receive an intrinsic benefit in being part of a like-minded community when they contribute to M2M.
- The message will be enhanced by using precise words that bring meaning to moms through language shared by them. It will be used in an active (not passive) voice which speaks to their level of understanding but also in a fun and playful way.
- This campaign will not use fear or guilt. In this way, the campaign will remain true to the tagline “empowerment through education” which eliminates sympathetic virtues.

Nonverbal Communication

- The M2M logo and brand colours will be featured in all key messages to help build brand recognition.

- Discussion about the logo and its representation of the organization's mission will be used within messages. Specific colour and design were purposely chosen and the **Mom2Mom Mowendo Project** will continue these themes to bring awareness.
 - Earthy tones of yellow, brown, green, and orange represent the grassroots and down-to-earth nature of the organization.
 - upward facing hands rotated in a full circle reflect your mission to encircle those you support and the many hands of community that it takes to deliver an education to students
 - the shape of the sun symbolizes a bright future and a unified life source.

COMMUNICATION TACTICS

Our campaign proposes implementing the following communication tactics and strategic plans to support the **Mom2Mom Mowendo Project** - a 'movement' to find more *Urafiki Sisters* to become part of our tribe! While this campaign does not outline a call to action membership, we have strategically scheduled these tactics to take place prior to the Annual Backyard Fundraiser held later in September to capitalize on that fresh feeling of community where their desire to commit to your fundraiser will feel natural and inviting to them and their families.

Interpersonal Communication Tactics

Interpersonal Communication Tactic 1: Special Event

WHAT: As one of the tactics of the **Mom2Mom Mowendo Project**, the event will be a **Urafiki Sisters Book Exchange Night** with attendees treated to a Literacy Night Out, complete with book **trivia**, some group **games**, and some fun female-bonding opportunities.

WHO: Request Urafiki Sisters to extend a personal invite to one friend for a night out for moms.

- Everyone in attendance will know someone and that someone is likely similar in values to the member who brought them. In this way, the invitees are more likely to accept the values of M2M.

HOW: This invitation will be a postcard⁸ with all the information of the event on the back. It will be stylized in the M2M colours of yellow, green, and orange. It will be your choice regarding the look and feel of the design and to either send it out as a hand-deliver or post mail after it has been signed by the *Urafiki Sister* to the intended guest to ensure it is received as both personal and meaningful.

WHEN: Held on **International Literacy Day - Friday, September 8th⁹**, to tie into M2M mission statement of “empowering through education”. This is also a great Friday night to get moms out who have had to deal with the first week back to normalcy after a summer break. If nothing else, this is a reason for many moms to agree to a celebration.

WHERE: To eliminate costs, we offer two fun and relaxing places that have offered their space at no cost to help assist M2M.

1. [O&A Tasting Room, Hespeler, ON](#)

This intimate olive oil tasting room would provide seated space for up to 30 women to take part in the event we propose. It would also provide a space that is closed by 7pm from the public which would provide our event with the intimacy to getting to know one another. The tasting room offers tastings for \$25 per person, which we would expect individuals to pay as their “admission” for the evening, however, we are working with the owner to see if she might donate a portion to M2M. M2M’s mission “to empower through education” resonated with the owner as she, too, is a like-minded mom of school aged children with shared personal values; she has raised funds previously for Books for Africa and her husband is South African.

2. [Descendants Beer and Beverage Co.](#)

A fun and laid-back atmosphere is what Descendants offers with a host of ales brewed on-site with an area that can provide some privacy for this event at no cost. It is the brewery’s way of giving back to the community. Because the bierhalle is open to the public, this could be seen as an opportunity for your organization to gain visibility from Descendants’ patrons.

Details

⁸ Postcards can be ordered from www.vistaprint.ca. See Budget section for more details.

⁹ International Literacy Day Friday, September 8, 2017. See References section for website links.

What they bring:

- **Favourite book for book exchange.** Encourage used books; something that has been read so that it starts the potential for one-to-one conversation with the unknown recipient with whom it was swapped. These come with the intention of being wrapped at the party so that the giver is as surprised as the receiver.
- As a non-profit organization, it will be important to communicate any costs regarding beverages or tastings that the guests will incur, depending on location choice. It has been customary for participants of other M2M events to know that they are responsible for paying. The locations have been chosen so that invitees can feel they are paying for an experience with friends and not an admission charge.

Incentives:

- Given to encourage *Urafiki Sisters* to invite at least one friend. If the friend commits to attend the event, the member will get a free raffle ticket that will be used toward winning a themed-based in-kind donation item. The friend also gets a raffle ticket from giving her email address to be used for sending out monthly e-newsletters.

The more games each mom wins, the greater chance at winning **raffle** tickets toward a **book bag** from Mined Creations (who is already a dedicated sponsor to M2M). We want to encourage friendly competition that acts as an icebreaker, that is inviting, and that collectively creates that special culture of women who care about books and access to literacy which naturally cultivates a value of the need for education for all.

Game examples: ¹⁰

1. [Literary Grab Bag](#) - Divide into two “teams”. Fill a large bag or box with objects from novels. Have everyone pull out an object and guess either novel and/or author, which character, or which point in the story (if relevant) the prop is used. Obvious examples: stuffed tiger for *Life of Pi*; magnifying glass for Sir Arthur

¹⁰ See References section for website links.

Conan Doyle - *Sherlock Holmes*; small globe for Jules Verne's *Around the World in 80 Days* or *Gulliver's Travels* etc.

2. [The Paperback Game](#) - using romance, crime, and young teen novels (think *Twilight*) where the first person takes a book at random and reads the blurb from the back of the book. Other players take a go at writing the first line of the book while the first person writes out what the book has actually written. All are gathered together and read out loud and individuals decide for themselves which they believe to be the real first sentence. Raffle tickets are awarded as follows:
 - 5 tickets if your fake sentence is voted as the real one,
 - 2 tickets if you correctly vote for the real first sentence.
3. Tallest stack of books -- need used books, or collections from home - teams of women 'build' the tallest wall they can out of the books they are provided. Any tactic can be used to build it up the highest. The winning team members each get 5 tickets.

Informal talk:

This marks the 5th Anniversary of M2M and it is a great opportunity for you, as the founder, to share the story of how M2M was founded with the relationships with women you have met along the way. This moment could also include a story about your board members, Tania and Joanne, and possibly include what makes these women the driving force behind empowering you. Just as it takes a village to raise a child, it takes sisters to share in a tribe.

Potential Sponsors

- [Mined REcreations](#) -- book bag
- [Wordsworth Books](#) -- local bookstore \$\$ in kind donation ?? (located in Waterloo but might be interested in the tagging of Literacy Day)
- [Millpond Records & Books](#) -- right beside O&A Tasting Room
- Something like this book could be a giveaway and it ties into empowering women with sass -- [You are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life](#)

Organizational Media Tactics

Organizational Media Tactic 1: Monthly Urafiki Sister Blog Series (See Appendix A for an sample Q&A)

The **Mom2Mom Mowendo Project** campaign focuses on *Urafiki Sisters* blog posts to spotlight the exceptional women who are already part of your organization. Blog posts are currently published sporadically and lack a cohesive theme.

- In order for latent moms to accept M2M, they need a clear understanding of what the last five years have accomplished to take M2M into the future. This way they can better understand the community and the *Urafiki Sisters* who are a part of it. Developing theme-based *Urafiki Sisters* blog posts that focus on your women volunteers gives value to community and purpose. This is how moms will identify with your existing group of dedicated members by getting to know them through their stories.
- Capitalizing on your fifth year anniversary, it is necessary to recognize and thank all of your members for their ongoing support in growing the organization. These blogs will offer an opportunity to demonstrate how much you have accomplished as an organization and to let your generous members know they are appreciated.

Blogs will be written with an emphasis on a warm, inviting tone and casual style to encourage and promote positivity.

Cost: Volunteer student blogger's time to interview and write blog post, member's commitment to be interviewed (see Appendix A for the example).

The benefits: Through the blog series readers will get to 'know' the M2M community while also driving more traffic to the website. Blog posts are an excellent tool for driving traffic to an organization's website because every blog post is one more indexed page, which means more opportunity to show up in search engines.¹¹

Blogs can be automatically set up to share on the M2M social media accounts as soon as the blog post goes live. Your blog posts will be shared:

- in the e-newsletters when they go out each month,
- on the [Mom2Mom Africa Facebook](#) page,
- the private Facebook *Urafiki* group
- and on Twitter using #Mom2MomAfrica

¹¹ This website delivers on the promotional reasons to blog :
<https://blog.hubspot.com/marketing/the-benefits-of-business-blogging-ht#sm.00001sau0k9cm8f9puqr1rvnpxns4>

The action: To kickoff this new blog series, the first post will feature you - Alison - as the founder, as you share some historical milestones that M2M has reached in its five years. It will describe the *Urafiki Sisters* Blog Series with an emphasis on the importance of its members in M2M's success over the last five years in addition to other tactics in the **Mom2Mom Mowendo Project**.

Organizational Media Tactic 2: "Yametoka" (Happenings) Monthly E-newsletter

This campaign reinstates the e-newsletter but with a fresh, new format. There have been many new members who have joined the organization since this feature was cancelled in 2013 and an e-newsletter promotes sense of community and personal involvement. It will also serve as hub for all information to be retrieved by those who are not members.

E-newsletters will:

- Promote the overall direction of the organization,
- Include links to the newest *Urafiki Sisters* Blog Series post that month,
- Deliver information about upcoming events through a calendar,
- Highlight the success, accomplishments and needs of children at the CHETI schools through short stories that currently only found on Facebook,
- Share the CHETI Secondary School building progress,
- A place for photos and updates of events that have occurred,
- Include an annual report as charity transparency to members was one of the most important requirements for individuals who took both surveys.

Cost: volunteer time; written by your current bloggers

The benefits:

- An easier way of reaching members and non-members alike through their emails where Facebook cannot reach them.
- Keeps members engaged and personally connected with M2M, which members identified as important to them in the survey.
- New individuals would see this e-newsletter via the website.

Mailchimp is a means for individuals to sign up through and is free to organizations to use for up to 2000 subscribers. A newsletter sign up form will be posted on the front page of the website, enticing viewers to subscribe. Gathering subscribers for an e-newsletter is the best way to keep members, and people interested in M2M, informed and connected with the organization. In order for the e-newsletters to be effective, emails should be scheduled to be sent out regularly, preferably once a month. They should maintain a cohesive and branded theme each time, and provide a sense of community and fun in order to keep people interested and excited about M2M.

Promotional Media Tactics

Promotional Media Tactic: Mom2Mom Mowendo Project car decal (See Appendix B for example)

Creating a branded M2M car sticker for members to purchase for a fee to offset costs or given as a thank you for supporting is a way to provide a totem identity to *Urafiki Sisters* demonstrating they are part of the “Mom2Mom Mowendo Project”. Your existing logo is green, yellow and brown, can be used for these car decals. Include the phrase **Urafiki Sisters United** to further symbolize a sister community.

Cost: A 4x6” sticker from StickerCanada will cost \$1.74 when purchased in a batch of 100 stickers, totalling \$174 (including tax and delivery). money can be earned back with any profits donated to M2M.

The benefits:

- The logo and tagline indicates that “M2M is my community where I meet with other *Urafiki Sisters* for fun and meaning while also supporting ‘empowerment through education’.”
- Promotes your organization logo in front of a new audience everywhere the person in the vehicle travels - in parking lots and at children’s practices, events and activities.
- Builds brand recognition economically while also building brand ambassadors and encouraging conversation about the organization with others.

News Media Tactics

Media Release to Grand Magazine (See Appendix C for Letter of Appeal)

Grand Magazine: Living Well in Waterloo Region, is a “chic and informative” magazine that “celebrates the people, places, issues and successes of Waterloo Region”. Each issue highlights a special theme, which can be anything from entertainment, gardens, health, decor, fashion, travel and more; it is a lifestyle magazine with a range of topics. This is an excellent magazine to pitch to run a feature article on you as the founder of M2M and the success the organization has experienced over the last five years. As M2M is celebrating five years in 2017, this makes it newsworthy. The pitch will also explain the **Mom2Mom Mowendo Project** of building community amongst like-minded moms in the Waterloo Region, and the role it has played in M2M’s success. It will also highlight your journey of developing the organization, your accomplishments so far, such as the CHETI primary school, the Sustainability Project, the rise in supported students, the accomplishments of the graduates from the school, and building the secondary school and the future of M2M.

Cost: volunteer time

The benefits:

- Grand magazine is often looking for members of the community to highlight and an article that focuses on your accomplishments with M2M would be a good fit.
- Grand Magazine is also circulated amongst more affluent households of various demographics which supports the desire to reach moms of school-aged children. We see your organization as being newsworthy given this is M2M’s fifth anniversary since its creation.

IMPLEMENTING THE STRATEGIC PLAN

Schedule of Tasks

| Date | Scheduled Task |
|----------------|---|
| ASAP | Confirm your decision to pursue Mom2Mom Mowendo Project campaign <ul style="list-style-type: none"> - If yes, confirm one venue to ensure the space you desire is available: <ol style="list-style-type: none"> 1. O & A Tasting Room 2. Descendants |
| April 24, 2017 | News Media Tactic - pitch to Grand Magazine <ul style="list-style-type: none"> - Magazines work at least 6 months ahead developing content. It is likely that your article, if picked up, would not correspond with our campaign but would work in tandem with building awareness for additional ongoing campaigns of M2M. |

| | |
|-----------------------|--|
| <p>April 24, 2017</p> | <p>Organizational Media Tactic 1 - begin to reach out to members to be featured in blog series <i>Urafiki Sisters</i></p> <ul style="list-style-type: none"> - Post in the Urafiki Facebook group about looking for <i>Urafiki Sisters</i> members to feature in blog posts - Explain the origins of the Swahili term <i>urafiki</i> and how it defines our tribe of moms - Reach out to members privately through email or phone - Send out questions and request photos to use as soon as someone agrees to participate in the blog series |
| <p>April 24, 2017</p> | <ul style="list-style-type: none"> - Alison writes her introduction - due by April 30th - Tania and Joanne write their introduction - due by April 30th - Alison writes a short bio on Aloyce and his role - Write WELCOME piece for first blog post - due by April 30th for May 1st e-newsletter release |
| <p>April 24, 2017</p> | <p>Create a Mailchimp account for newsletter.</p> <ul style="list-style-type: none"> - Create a subscriber list - insert existing emails already collected - Create a signup form to be embedded into the website - Create customized opt-in confirmation email, confirmation thank you email and final thank you email - Insert signup form on front page of www.Mom2MomAfrica.com - Share newsletter signup form (link) in private Urafiki group, public M2M Facebook page and on social media. - Add signup form to Facebook page (can add as a button on top right) |
| <p>April 30, 2017</p> | <p>Design car sticker using the M2M logo</p> <ul style="list-style-type: none"> - Have volunteer graphic design artist who created the logo help create a logo that would look good as a 4X6" car sticker |
| <p>April 30, 2017</p> | <p>Connect with Mined Creations: design of a book bag (maybe with M2M monogram??)</p> |
| <p>May 1st, 2017</p> | <p>Inaugural blog post published:</p> <ul style="list-style-type: none"> - Blog WELCOME - HAPPY FIVE YEARS! - Explain intention of blog as the way to: <ul style="list-style-type: none"> - Explain what it means to be a <i>Urafiki Sister</i> ... - Introduce the <i>Urafiki Sisters</i> blog post to celebrate volunteers who do amazing things - Share stories while supporting "empowerment through education" - Alison - Look back on milestones of accomplishments of M2M - Introduce Alison, Tania and Joanne "What does it mean for us to be a <i>Urafiki Sister</i>?" <ul style="list-style-type: none"> - Thank the support of volunteers and supporters - Introduce Aloyce and explain his role <p>E-newsletter:</p> <p>Introduce the Mom2Mom Mowendo Project - a 'movement' to find more sisters to become part of our tribe!</p> <ul style="list-style-type: none"> - Update of information about M2M's initiatives <ul style="list-style-type: none"> - CHETI secondary school build milestone - Special accomplishments of students - Photos of above - Calendar of events upcoming with direct link to support user-friendly click to enter the info into your own phone - Provide direct link to previous blog with a phrase like "click here to read our last month's blog about ----" |

| | |
|---------------|---|
| | <ul style="list-style-type: none"> - Blogs are mentioned in the private Urafiki Facebook group but not published there - members are already receiving the e-newsletter - Post is shared with all e-newsletter subscribers and promoted on M2M Public Facebook page |
| May 8, 2017 | <p>Order car stickers on StickerCanada.com ¹²</p> <ul style="list-style-type: none"> - Turnaround is 9-10 days including delivery |
| May 8, 2017 | <p>Confirm design of book bag with Mined ReCreations so fabrication can begin</p> <ul style="list-style-type: none"> - Mined ReCreations might be willing to donate something that is already made - due May 31st |
| May 31, 2017 | <p>Receive Mined Creations book bag donation</p> |
| June 1-31st | <p>Secure in-kind donations with a Mom2Mom Mowendo Project theme (examples are listed here)</p> <ul style="list-style-type: none"> - The Eco Well - natural beauty products - Truth Beauty Co. - natural beauty products - Books for raffle prizes for the event - Book items - include stationery, bookmarks |
| June 1, 2017 | <p>Blog post published:</p> <ul style="list-style-type: none"> - introduce <i>Urafiki Sisters #1 & #2</i> <p>E-newsletter:</p> <ul style="list-style-type: none"> - Mention again about Mom2Mom Mowendo Project - a 'movement' to find more sisters to become part of our tribe! - "Save the Date" with more details to follow - As available, show photos of donations to gain hype (only one at a time to maintain curiosity and interest) <ul style="list-style-type: none"> - Cross-promote these donations with mentions on M2M Facebook public feed - Update of information about M2M's initiatives <ul style="list-style-type: none"> - CHETI secondary school build milestone - Special accomplishments of students - Photos of above - Calendar of events upcoming with direct link to support user-friendly click to enter the info into your own phone - Member car stickers available for purchase - Provide direct link to previous blog with a phrase like "click here to read our last month's blog about ----" <p>- Blog post is shared with all e-newsletter subscribers and promoted on M2M Public Facebook page</p> |
| June 26, 2017 | <p>Design postcard invitations.</p> <ul style="list-style-type: none"> - Must have confirmed venue, date and time. |
| July 10, 2017 | <p>Order postcard invitations from Vistaprint, allowing adequate turnaround and delivery time.</p> |
| July 15, 2017 | <p>Delivery of Book Bag from Mined ReCreations</p> <ul style="list-style-type: none"> - Post Blog about Mined ReCreations; highlighting the ethical and social conscious approach of the owner and how her values are instilled in her business. |
| July 1st | <p>Blog post published:</p> |

¹² See References section for more detailed information and website link.

| | |
|----------------------------|--|
| | <ul style="list-style-type: none"> - introduce <i>Urafiki Sisters</i> #3 & #4 <p>E-newsletter:</p> <ul style="list-style-type: none"> - Mention again about Mom2Mom Mowendo Project - a 'movement' to find more sisters to become part of our tribe! - Remind them of date: September 8th - Announce theme: Book Exchange at venue of your choice. - Give direction and ideas of how <i>Urafiki Sisters</i> can play a part, - As available, show photos of donations to gain hype <ul style="list-style-type: none"> - Cross-promote these donations with mentions on M2M Facebook public feed - Update of information about M2M's initiatives <ul style="list-style-type: none"> - CHETI secondary school build milestone - Special accomplishments of students - Photos of above - Calendar of events upcoming with direct link to support user-friendly click to enter the info into your own phone - Provide direct link to previous blog with a phrase like "click here to read our last month's blog about ----" <p>Blog post is shared with all e-newsletter subscribers and promoted on M2M Public Facebook page</p> |
| August 1st | <p>Blog post published</p> <ul style="list-style-type: none"> - introduce <i>Urafiki Sisters</i> #4 & #5 <p>E-newsletter:</p> <ul style="list-style-type: none"> - Mention again about Mom2Mom Mowendo Project - a 'movement' to find more sisters to become part of our tribe! - Remind them of date: September 8th (getting closer -- what books did you read over the summer that you'd like to exchange?) - Remind about theme: Book Exchange at venue of your choice. - Announce that a personal invite is on its way for <i>Urafiki Sisters</i> to send directly to the mama that they feel needs to know more about this tribe! - Give direction and ideas of how <i>Urafiki Sisters</i> can play a part, - Update of information about M2M's initiatives <ul style="list-style-type: none"> - CHETI secondary school build milestone - Special accomplishments of students - Photos of above - Calendar of events upcoming with direct link to support user-friendly click to enter the info into your own phone - Provide direct link to previous blog with a phrase like "click here to read our last month's blog about ----" <p>Blog post is shared with all e-newsletter subscribers and promoted on M2M Public Facebook page</p> |
| August 3, 2017 | Send out invitations in postcard/card/ecard format one month before event. |
| August 5 - August 31, 2017 | Canvas and collect donations from sponsors specific to the Literacy theme outlined in this event. |
| August 13-26, 2017 | <p>Create trivia and games for event</p> <ul style="list-style-type: none"> - Determine what needs to be gathered for these games (ie: props that might be needed) |
| September 1st | <p>Blog post published</p> <ul style="list-style-type: none"> - introduce <i>Urafiki Sisters</i> #7 & #8 * [continue this even after the event] |

| | |
|--------------------|--|
| | <p>E-newsletter:</p> <ul style="list-style-type: none"> - Update of information about M2M's initiatives <ul style="list-style-type: none"> - CHETI secondary school build - Special accomplishments of students - Photos of above - Calendar of events upcoming with direct link to support user-friendly click to enter the info into your own phone - Provide direct link to previous blog with a phrase like "click here to read our last month's blog about ----" <p>Blog post is shared with all e-newsletter subscribers and promoted on M2M Public Facebook page</p> |
| September 6, 2017 | <p>Send an event reminder and checklist to RSVP'd event guests through email.</p> <ul style="list-style-type: none"> - Included on checklist will be: bring a book to exchange - Also, the venue location with a map and parking details - Link to online menu at the venue |
| September 8th 7:30 | <p>Urafiki Sisters Book Exchange Night¹³</p> <ul style="list-style-type: none"> - Games, prizes, props for games, retractable M2M banner to direct attendees (if at Descendants), - Used books that can be used for stacking - Trivia information |

¹³ The list for event day is not in detail.

Budget

| Expense | Cost | Details |
|---|-------------------------------------|--|
| Blog | \$0.00 | Cost of this tactic will be volunteer time. |
| Social Media | \$0.00 | Cost of this tactic will be volunteer time. |
| E-Newsletter | \$0.00 | Cost of this tactic will be volunteer time. Mailchimp is free up to 2000 subscribers |
| M2M Member Car Stickers ¹⁴ | \$174.00 + taxes = \$196.62 | For 100 custom car stickers, including tax and delivery fees, through StickerCanada. |
| 50 Postcard Invitations (minimum order) ¹⁵ | \$16.46 + 7.99 standard shipping | Full colour on both sides on recycled paper with envelopes. Standard shipping is 10 business days. |
| Stamps | \$42.50 | Stamps for 50 postcards at \$0.85 each. Postcard invitations potentially could be hand-delivered to save on postage. |
| Literacy Day Event Venue | \$0.00 | Sponsored by the venue, either O&A Tasting Room for a smaller event, or Descendants for a larger event. |
| mined reCREATIONS Book Bag Raffle Prize ¹⁶ | \$0.00 | Donation from regular sponsor mined reCREATIONS. |
| Media Release | \$0.00 | Cost of this tactic will be volunteer time. Sent through email. |
| Contingency Plan | \$100.00 | Approx 40% of the total cost of expenses will be set aside for contingencies. |
| Total | \$363.57 | |

SUMMATIVE EVALUATION

¹⁴ Consider that up to \$98.00 of cost of car stickers may be earned back through sales.

¹⁵ Ruby Ink could be approached to offer an in-kind sponsor donation of a Card Making Night to ten people to make the postcards in exchange for a blog post and social media mention of her business.

¹⁶ In-kind donation receives blog post and extensive social media mentions leading up to the event.

The **Mom2Mom Mowendo Project** is a strategic PR awareness campaign initiative to address the problem that your organization can no longer rely on financial funds from its existing donors to build a CHETI secondary school for the students in Arusha. This campaign developed this problem into an opportunity to share M2M's vision amongst local community supporters to become globally aware and empathetic members of M2M's society by giving their support to empower students in equal access to education.

In the stated objective, this campaign addresses that the **M2M Mowendo Project** will have an effect on acceptance in latent moms of school-aged children who are known to your members, specifically to encourage an accepted interest in membership support of M2M. With this campaign, the opportunity to grow acceptance has the benefit of potentially adding membership of moms of school-aged children who align their values, interests and expectations with your organization and become a Urafiki Sister in this acceptance.

Achievement of this objective is measured upon the completion of the **Mom2Mom Mowendo Project** acceptance campaign. Success and the effect on the targeted public will be evaluated. The campaign will be successful if the following measurable objectives are achieved.

Social Media Feedback

This can be measure through the amount of Facebook "likes". As outlined in the campaign's measurable objectives, success of this campaign can be determined by an increase of 15% of likes to the Mom2Mom Africa public Facebook page. Pre-campaign measures must be taken to verify with post-campaign measures.

Website visits

Success of this campaign can be measured by the increase in pageviews on the Mom2Mom Africa website. Six months after the launch of the campaign, a measure of success will be determined by a 15% increase of the amount of traffic your website receives.

Urafiki Sisters Book Exchange Night

Success of the event is measured in the number of individuals who attend by way of a *Urafiki Sister's* invitation. As indicated in the campaign's measurable objectives, the attendance of 20 attendees of *Urafiki Sisters* will indicate success of the campaign to raise awareness.

Grand Magazine Media Coverage

While measured success of website views, the *Urafiki Sisters* Blog Series, and the *Urafiki Sisters Book Exchange Night* are not contingent on the publication in the Grand Magazine, the coverage would be favourable and lead to interest. This campaign does not take into account the acceptance from the editor to run the story as there are variables in the publishing industry which are not controllable such as timing, relatability of theme topic, and other decisions.

During the **Mom2Mom Mowendo Project** campaign, interest will need to be tracked with the anticipation that more outreach be needed to increase that interest. For this campaign, certain milestones will determine if the level of engagement is being met. While they are not contained in this report, milestones may be entered into the schedule provided, as your organization sees fit.

It is our sincere hope that your organization benefits from the **Mom2Mom Mowendo Project** campaign. We thank you for your trust in providing the professional and confidential information for the creation of this document and thank you for your willingness to commit time and attention to our learning.

On behalf of the Bachelor of Public Relations Degree Program faculty and ourselves, thank you.

Elaine Tustin-Smith

Nicole Nemeth

REFERENCES

Mom2Mom Mowendo Project INFORMATION

International Literacy Day:

<http://www.unesco.org/new/en/unesco/events/prizes-and-celebrations/celebrations/international-days/literacy-day/>

<http://en.unesco.org/education2030-sdg4>

http://www.unesco.org/new/en/media-services/single-view/news/unesco_honours_lives_changed_by_literacy_with_2016_internati/

Urafiki Sisters Book Exchange Night

Places to host event:

<https://www.oandvtastingroom.ca/events>

www.descendantsbeer.com

Game Ideas:

<http://www.picador.com/blog/december-2014/our-top-five-literary-party-games>

<http://bookriot.com/2016/03/30/host-vintage-library-themed-party/>

Stickers:

<https://www.stickercanada.com/custom/stickers/bumper-stickers>

Postcards:

www.vistaprint.ca

APPENDIX A.

Q & A questions to ask for Urafiki Sisters Blog Posts:

1. Name, city, number, age of children and how long have you been a member of Mom2Mom Africa?
2. How would your friends describe you?
3. Aside from necessities, what one thing could you not go a day without?
4. What do you do for fun?
5. What makes you laugh the most?
6. What's the craziest thing you've done in the name of love?
7. What's the most daring thing you've ever done?
8. If you had a warning label, what would yours say?
9. Which of the five senses would you say is your strongest?
10. What is your proudest accomplishment?
11. Who is your hero?
12. What does Mom2Mom Africa mean to you?
13. What does education mean to you?
14. What motivates you to support/volunteer/sponsor Mom2Mom Africa?

APPENDIX B

Use the existing logo and colour choices with the volunteer designer who created the logo to reformat it to fit:



* Include the tagline **Urafiki Sisters United** under the logo.

- a vehicle decal for moms to stick to their vehicle's back window ,
- a water soluble tattoo for children,
- Signage for future events.

APPENDIX C

For the Grand Magazine:

Melinda Marks, Editor-in-chief
mmarks@grandmagazine.ca

April 24, 2017

Dear Mrs. Marks,

I think your readers will enjoy learning about Alison Fraser, a community leader and founder of Mom2Mom Africa. This year marks their five-year anniversary as an official not-for-profit organization and celebrates the women that have made their success possible through a new campaign: the *Mom2Mom Mowendo Project*.

Fraser decided to raise awareness in her local community about the challenges many young women face in Africa while pursuing quality education. It started with a small backyard fundraiser to raise enough money to send a Tanzanian friend of hers back to school. Upon its success, Fraser's friends and family began to show interest in doing more. Their response to the project was huge, and subsequent fundraisers saw greater attendance until it became overwhelming! Shortly after, Mom2Mom Africa became an official Canadian not-for-profit organization.

Since then Mom2Mom Africa has seen tremendous growth! With the help of the local community, they have been able to build a primary school in Africa, create a sustainability program to keep it going, support nearly 100 boys and girls in Africa, and are currently building a secondary school. On top of that, they have inspired an entire community right here in Waterloo Region.

I propose a feature article on Fraser as a community leader in the Waterloo Region. She is an exceptional woman with a big heart, and has inspired local families and businesses to get involved in a number of ways. With their new campaign *Mom2Mom Mowendo Project*, Mom2Mom Africa is encouraging the moms behind the movement to grow and foster female friendships right here in the Waterloo Region while working towards a cause.

Through their blog and newsletter, Mom2Mom Africa has begun highlighting the many members that make their success possible. And on International Literacy Day Mom2Mom Africa will host its very first event aimed at bringing women together for fun and meaning while also supporting 'empowerment through education'."

Fraser's personality and passion are of great magnitude and I am positive that her story is one that will inspire many.

I appreciate your time and consideration. I will contact you to discuss this opportunity next Tuesday.

Sincerely,

Nicole Nemeth