
Access First Campaign

Campaign Logistics and Strategy

Developed by Nada Boualam, Harrison Pharamond, Shreya Zaveri, and Marina Lee



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Mission and Vision

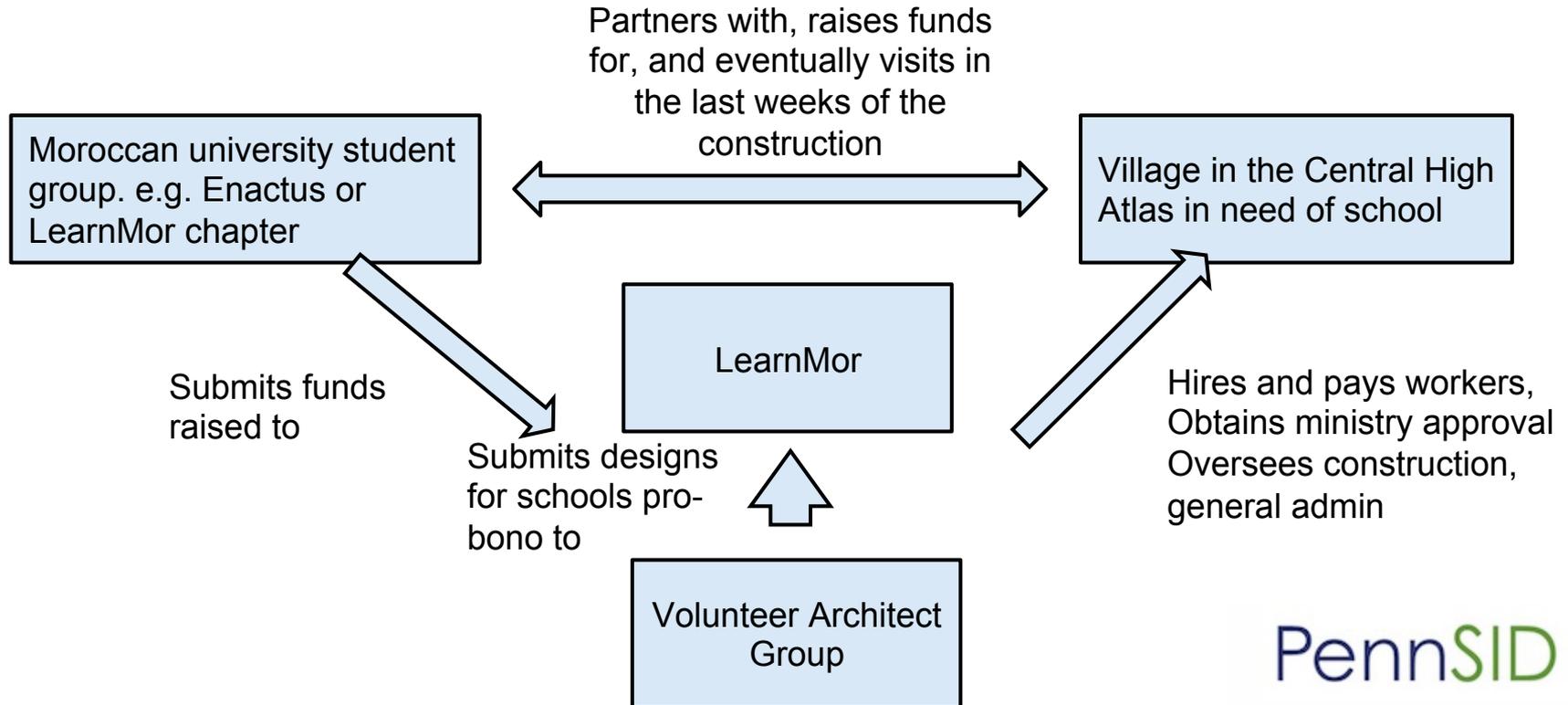
Mission:

Ensure equal access to primary education for all children in Morocco

Vision:

Eradicate the access gap for the last 2% of primary school age children in the rural Central High Atlas within [x] years by facilitating the construction and management of culturally relevant, ecologically sustainable schools.

New Model



Objectives

- Manage the construction of ecologically sustainable and culturally relevant school buildings.
 - a. Suitable classrooms, heating and sanitary infrastructure, and libraries.
- Facilitate one-on-one partnerships between Moroccan universities and villages in the Central High Atlas region.
 - a. Ensure the longevity and effectiveness of these relationships.
- Arrange a mutually beneficial cultural exchange between student groups and villages during the final stages of construction.
- Provide administrative and legal support for the construction of Moroccan schools.
 - a. Oversee hiring, supervision and compensation of workers
 - b. Obtain approval from the Ministry of Education.
 - c. Ensure compliance with Ministry guidelines

Campaign Logistics

The Access First Campaign is a 9-month initiative designed to:

- Reach colleges and university students around Morocco to establish LearnMor chapters independently or within Enactus chapters.
- Successfully rebrand the organization.
- Raise funds for the construction of schools.

Aims:

- Establish 5 or more independent LearnMor chapters.
- Raise approximately \$8,000 USD per school.
- Additionally, raise enough to cover costs of campaign.
- Media coverage from local newspapers.
- Increase in social media interest
 - [x%] increase in Facebook likes
 - [x%] increase in Twitter followers

Target Universities

- The campaign should first target universities where current LearnMor members have connections.
 - For example, Maha Laziri's alma mater, Al Akhawayn University, would be a good starting point
- Other Moroccan universities that should be targeted are those that host Enactus chapters and those with the highest fundraising potential

Message

- Tagline for the campaign:
“It’s not back-to-school for everyone”
- The message should play upon the fact that not all Moroccan children have the opportunity to return to school at the start of the school year.

Example Campaign Mockup Ad

IT'S BACK TO SCHOOL



... BUT NOT FOR HER

The last 2% of Moroccan children still do not have access to primary education

Teach4Morocco
التعليم للتحدي

Marketing Strategy: Awareness campaign

Social Media

- **Facebook** - posts discussing previous accomplishments and name change (in addition to shared instagram pictures)
- **YouTube** - videos of old trips (such as the one on the website, including mentions of the vision, past accomplishments, and future prospects)
- **Instagram** - pictures of the trips and mentions of the name change
- **Snapchat** - constant update of activities (at the office and on the field)
- **Twitter** - Pictures of trips, mention of name change and previous accomplishments. Retweets of important updates from news channels etc.

On site publicity

- **Local newspaper** - Reach out to a local newspaper for a portraying of the organization, its leadership, goals, and future endeavours
- **Campus visits** - Set up visits at target schools (for recruiting and raising awareness)

Fundraising

Online

- Clearly state and repeat your vision multiple times to remind your potential donors of the impact *they* are making (i.e. make a case for your cause, for instance using the mockup ad)
- Identify the potential donors (e.g. universities, grants, individuals)
- Optionally, set up a kickstarter (or similar) campaign to specifically target individuals and simplify donations for them as much as possible (share the main youtube video explaining your goals, mission, and accomplishments)
- Follow up and give people a way to stay in touch (perhaps through social media or email)

Event

- Publicise the event on social media, campus tours, and local newspapers
- Organize a trip to one of the schools, for potential donors to meet the children, their schools and teachers, and see for themselves the differences that LearnMor has made.
- A day trip on a Sunday would probably be most convenient for all the attendees.

Financial Budget for campaign

Cost item	Estimated cost
Flight to Morocco	\$1000
Transportation (6 month car rental from Europcar)	\$3000
Lodging (based in Fez for 6 months)	\$3000-3600
Staff	TBA
Total Estimated Cost	\$7000-7600 Conservative: \$8500