

# A creative platform to engage and activate



# First thoughts on developing a brand voice for Protimos

A presentation by Danny Claridge

# What we will cover today

- Observations on the status quo
- Brand essence
- Identity and tone of voice
- Company descriptor
- Communication strategy
- Elevator pitch

# The limitations of this response

- Only what can be done in 4 or 5 days, including immersion and desk research
- Strategic and conceptual thinking takes time to develop and refine
- Preparing conceptual designs and writing slides has taken 50% of the time
- The brand essence and identity design alone would be a 4 - 6 week job for a design agency!
- The communications strategy would need to be worked through, examining all the available channels and allocating/generating budgets, so is just a skeleton
- This is just a first response, to set a direction
- A full project timeline with resource requirements, work plan and associated costs would be prepared going forward
- Don't take any of the design examples literally! They are just to illustrate the creative thinking and direction

# The brief - Background

## What is Protimos?

- Charitable organisation of lawyers
- Providing legal advocates and access to law for indigenous communities.
- Responding to issues affecting communities in developing world
- Collaborating with people, to help them understand and assert their legal rights
- Getting justice for communities where legal rights are ignored
- Empowering them to shape their own futures.
- Current issues
  - Intellectual property rights in biodiversity
  - Free, prior and informed consent
  - Environmental impact of large projects
  - Environmental pollution
  - Impact of corruption
- Working in Southern Africa, but will soon expand nationally/internationally.



# The brief - Background

## What is Protimos trying to achieve?

- Legal empowerment of poor communities who find themselves vulnerable to exploitation and corruption
- A legal voice that enables communities to benefit from their natural resources and gradually to emerge from poverty

## How are they going about it?

- Future of poor communities is shaped by governments, businesses and institutions, but they...
  - Are not familiar with the law
  - Have limited access to qualified lawyers
  - Are side-lined from legal process
- So Protimos pays for professional development of local lawyers and improves legal systems
- Which means sustainable legal resources for communities to actively participate in shaping their own futures



# The brief

## Develop the brand essence with...

- A meaningful identity
- A relevant tone of voice
- A consistent look and feel

## Devise a cohesive communications strategy that will...

- Help Protimos make a significant step change in the legal empowerment space
- Raise the Protimos profile among potential client communities, institutions, and prospective supporters of the work
- Support the existing fundraising strategy of focusing on trusts and foundations, philanthropists and private donors
- Promote and recruit for Atticus, which pairs sponsors with selected Development Lawyers



# The brief

## Success criteria

- More partnerships
- More funding commitments
- More client communities with access to us
- Global recognition of the value of the work that Protimus does
- World Peace!







Who are we talking to?

# Target audiences



Pierre and Pam Omidyar  
 You can get an idea about the riches of Pierre Omidyar, the founder of eBay by the fact that he donated \$61.9 in 2010 alone. His style of donating is different from others. He and his wife Pam operate the Omidyar network more like a venture-capital outfit and invest in **businesses** and NGOs that work towards social causes. The couple uses their business acumen to make their investments grow and thus produce more microloans for developing countries, something which they say is their real goal.

# Target audiences

- Charities, trusts and foundations
- High net worth philanthropic individuals, people on the rich list/our database
- NGOs, outreach workers working for us, or potential candidates
- People suffering injustice
- The media
- Brand partners like Kelloggs, Heinz, Warburtons, Coffee Republic, Apple, Microsoft, John Lewis, Waitrose, Google, Amazon, British Airways, Landrover etc
- Corporate business funders
- Event organisers, and attendees like The Palin Lectures (they also need a sponsor)
- Young lawyers with a vocation (potential Atticus recruits)
- Celebrities like Janet Suzman, Oprah Winfrey, Sting, Lenny Henry
- Governments, politicians, royalty, heads of state, thought leaders

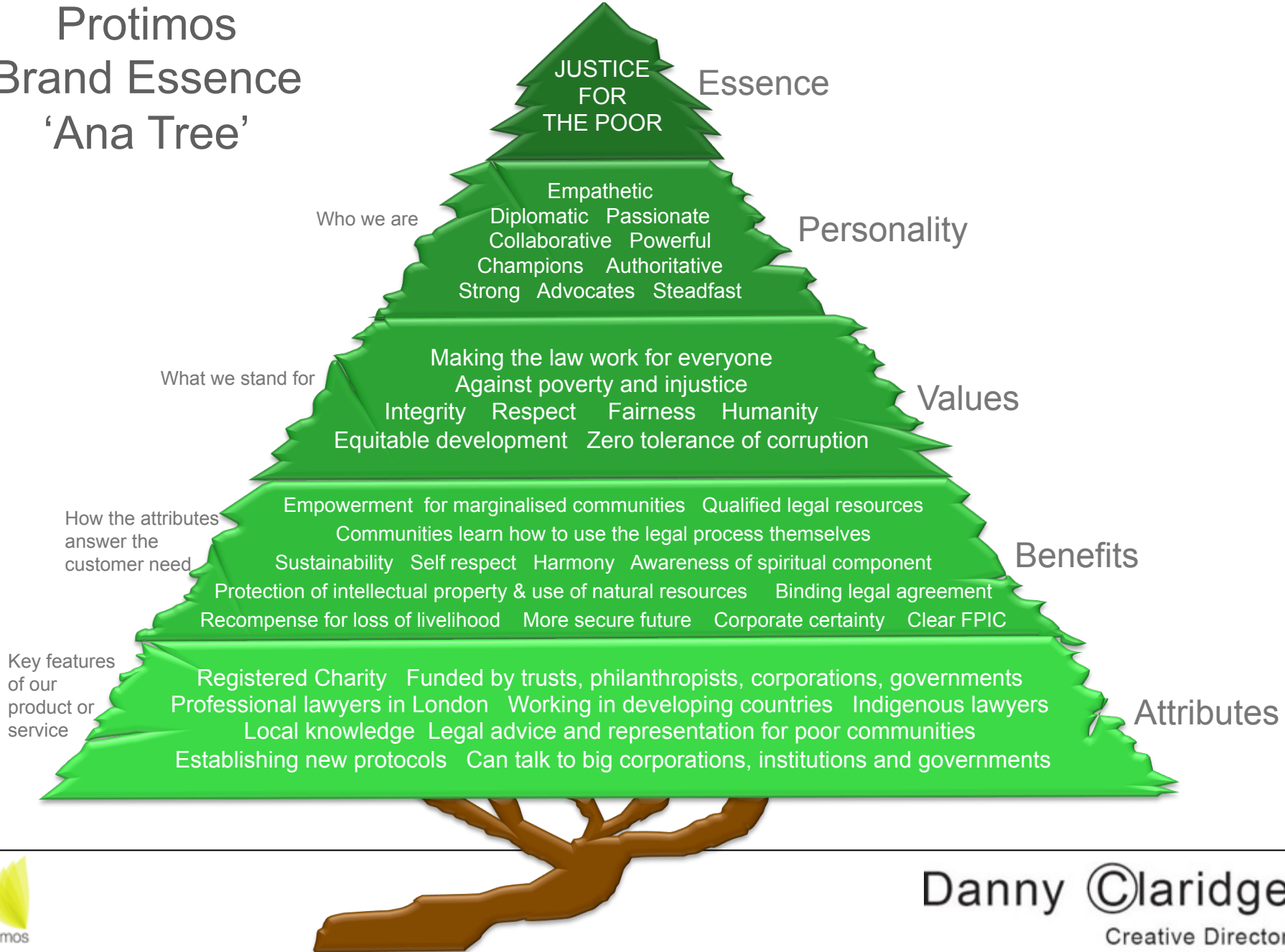
# Brand Essence

- Before we discuss what to communicate to your target audience we have to develop the brand voice to ensure...
  - Relevant, engaging language
  - Tone of voice
  - Appropriate vocabulary
  - How you look and feel
  - Your personality
  - What you stand for

# Brand Essence

Lawyers against poverty

# Protimos Brand Essence 'Ana Tree'



# Identity

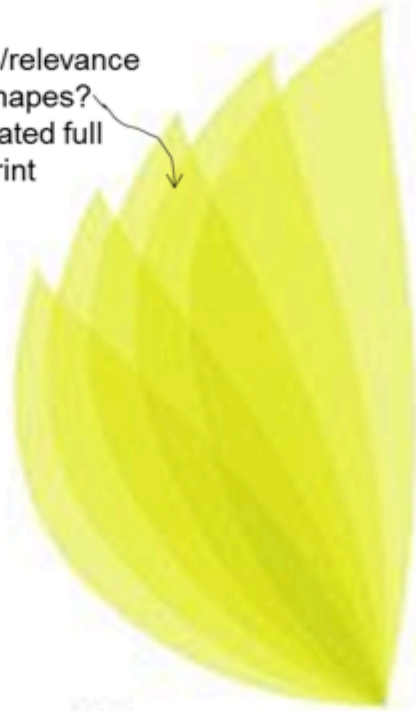
Identity - where you are currently



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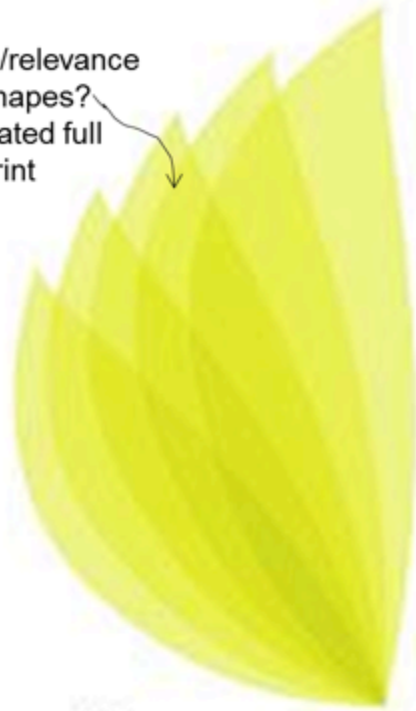
- Meaning/relevance of leaf shapes?
- Complicated full colour print



- Yellow a bit weak, garish?
- Does it have any significance?
- Is the Ancient Greek meaning of 'honouring value' lost on the people we deal with?

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- Meaning/relevance of leaf shapes?
- Complicated full colour print



- Yellow a bit weak, garish?
- Does it have any significance?

- Is the Ancient Greek meaning of 'honouring value' lost on the people we deal with?

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- Bolder, more confident
- Letter spaced for readability by people with English as a second language
- Not black, too strident. Softened to a more natural grey

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Danny ©laridge  
Creative Director

We could stop here but...



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What could the logo  
convey about us?

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Early first concepts centred on advocacy and law...



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Early first concepts centred on advocacy and law...



Too predictable  
and legal icons  
may mean  
nothing to native  
people





# Protimos needs 2 hats

- There is a disconnect between how you need to look and feel to commercial businesses in corporate communication, and how you come across to the indigenous people in their communities
- How does Protimos bridge the gap and engage/empathise with both parties at the same time?
- Can we develop a brand image that can be a good fit with both sides?



Other first concepts centred on speaking up for people...



Other first concepts centred on speaking up for people...



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Better but still  
feel like they are  
favouring the  
business  
community



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A nice P shape...



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# Protimos needs 2 hats

- We need to speak their language
- To fit into very different environments, from boardroom to village square
- The logo should not stick out awkwardly in either
- It should live & breathe, and feel appropriate and relevant when it is seen in the field
- It should be flexible and able to adapt itself to many different situations, from city office block to humble rondavel, or on the shirt of an outreach worker in a village
- It should seem like it proudly belongs there



# ADINKRA SYMBOLS

**MPATAPO**  
"knot of reconciliation"



Symbol of reconciliation, peacemaking and pacification.

When two enemies make peace, Mpatapo is the bond or knot that binds them to a peaceful reconciliation.

**MATE MASIE**  
"what I hear, I keep"



Symbol of wisdom, knowledge and prudence.

Understanding means listening and taking into account what another person has said.

**ADINKRAHENE**  
"chief of the adinkra symbols"



Symbol of greatness, charisma and leadership.

This symbol is said to have played an inspiring role in the designing of other symbols. It signifies the importance of playing a leadership role.

**AKOMA**  
"the heart"



Symbol of patience and tolerance.

When someone is said to "have a heart in their stomach", that person is very tolerant.

**BOA ME NA ME  
MMOA WO**  
"help me and let me help you"



Symbol of cooperation and interdependence.

**DWENNIMMEN**  
"ram's horn"



Symbol of humility and strength.

The ram will fight fiercely against an adversary, but it also submits humbly to slaughter, emphasizing that even the strong need to be humble.

**SANKOFA**  
"go back and get it"



Symbol of importance of learning from the past.

A traditional proverb says: It is not wrong to go back for that which you have forgotten.

**DWENNIMMEN**  
"the Earth is heavy"



Symbol of providence and the divinity of Mother Earth.

This symbol represents the importance of the Earth in sustaining life.

**DABI ME NSORO-  
MO BEPUE**  
"my star will shine one day"



Symbol of hope, aspiration and confidence.

Just as all the fruit do not ripen at the same time, so all the stars do not shine at the same time. Mine will shine some day.

**AYA**  
"yam"



Symbol of endurance and resourcefulness.

The yam is a hardy plant that can grow in difficult places. This symbol suggests that you've endured many adversities and outlasted much difficulty.

**OWIA KOKROKO**  
"greatness of the sun"



Symbolizes vitality and renewal.

**ANANSE NTONTAN**  
"spider's web"



Symbol of wisdom, creativity and the complexities of life.

Ananse, the spider, is a well-known character in West African folklore.

**FIHANKRA**  
"house/compound"



Symbol of security and safety.

The communal housing compound has only one entrance and exit.

**FUNTUNFUNEFU-  
DENKYEMFUNEFU**  
"tornose crocodiles"



Symbol of democracy and unity.

The crocodiles share one stomach, so neither of them survives without the other. A reminder that infighting and tribalism is harmful to all.

**DENKYEM**  
"crocodile"



Symbol of adaptability.

The crocodile lives in the water, yet breathes the air, demonstrating an ability to adapt to circumstances.

## African Symbols

All over Africa, visual images and ordinary objects are used symbolically to communicate knowledge, feelings and values.

Symbols play such an important role in the African conception of reality, they are a powerful means of communication in African culture

Adinkra symbols are very popular in Africa, most especially in Ghana where they originated, but there is growing popularity in Europe and America.

The symbols were originally used by a tribe called the Ashanti and they are used in the traditional villages and towns to portray the strength or the beliefs of that kingdom, or of a person.

These very simple icons are now used by manufacturers, designers, printing firms etc. for decoration and are extensively used in fabrics, pottery, logos and advertising in Africa.

But Adinkra Symbols have deep meanings, which serve as a means of instant visual communication without using words and can be used by anyone.

They normally represent concepts or sayings, evocative messages that convey traditional wisdom about aspects of life or the environment.

[www.symbols.com/category/31](http://www.symbols.com/category/31)

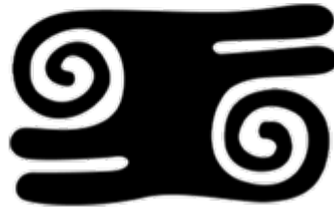
Danny ©laridge

Creative Director

Some that have the right kind of meanings relevant to Protimos



Strength and  
humility



Bravery and valour



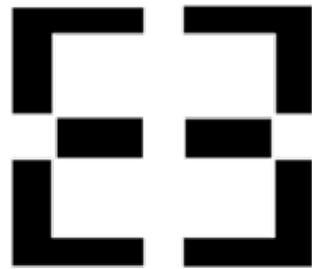
Strength and power



Ingenuity,  
intelligence,  
patience



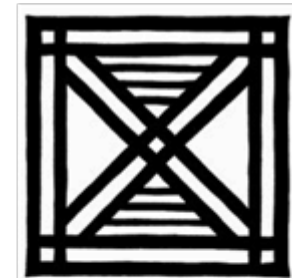
Toughness, hardiness  
perseverance



Support, cooperation  
and encouragement



Wisdom, knowledge,  
prudence



Preparedness;  
readiness



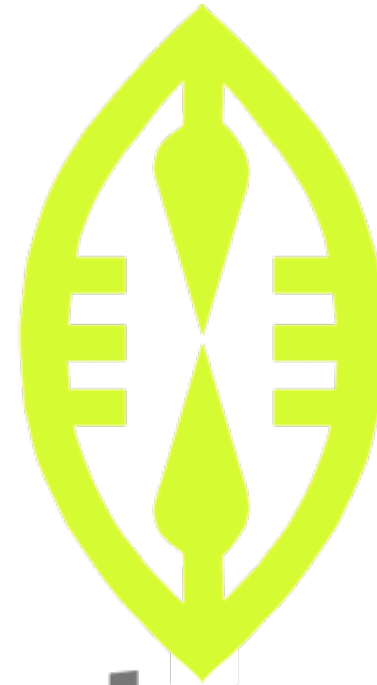
# A symbol of strength, power and protection

**SHIELD AND SPEARS** This is a strong symbol associated with protection. The shield as well as wooden shafted spears are traditional and also have been well publicised in other countries around the world. The shield and spears symbol symbolise protection against forces that are harmful or perhaps dangerous. The in-turned spears show that while aggression will never be flaunted, there is power as needed.

- Development, not radical change, to express our role in a more emphatic but empathetic way, understood by those we represent
- Defining our intentions with regard to standing up for those suffering injustice



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- Natural, earthy colour, signifies growth, food crops, well-being, 'go', 'on', action, sustainability, responsibility & respect for the land, etc



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- Flag of Lethoso features a similar shield and spears symbol and colours that represent the green hills and water



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- Earthy, natural colours remind us of both the landscape/flora/fauna and the of the people, in their patterned fabrics
- We can choose to rotate the colours of our logo all the time, so that it reflects the colourful people it is an advocate for

- The symbol can be easily stencilled onto a vehicle or door, painted by hand on a rock, or even drawn in the sand
- But it is still a suitable graphic for a smart report cover, business card or letter heading
- The African symbol provides an interesting and newsworthy back story
- It shows that the company has its roots in Africa
- But it is still meaningful to those who have no knowledge of Adinkra
- So when we move on to other countries or continents it does not lose its relevance



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But there is also something else we can do to develop the identity beyond just being a logo, to turn it into an always engaging piece of dialogue...



We could vary the symbols, so that we are always saying something fresh about ourselves, developing a vocabulary of symbols that have a cumulative message/take out as well as instantly communicating a facet of the company eg strength and humility



... support co-operation and encouragement



**protimos**

... wisdom knowledge and prudence





**protimos**

...ingenuity, intelligence and patience



...bravery and valour



**protimos**

...strength and power

The main logo with a suite of other logo variants



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- The new identity must support the idea expressed in the tagline or brand descriptor
- The shield is associated with challenging injustice, defending and fighting for those suffering poverty
- Linking with the colour of the logo strengthens the bond between visual icon and statement of intent



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Lawyers challenging poverty

# The identity in business communications



Lapel badge

Tie

Print

The identity in the field



Fabrics

Stencilled onto buildings



...for clothes or Basotho blankets



# Communication strategy

## Develop a commercial, campaigning edge to communications

- **Redefine the brand identity**
  - To be more meaningful and memorable to all parties
- **Position Protimos**
  - As people's champion, powerful defender, understanding mediator/arbitrator, and formidable adversary
  - Challenge people's perceptions/misconceptions of what a local lawyer is/does/looks like
- **Define your cause more clearly**
  - We stand for... justice for poor communities
  - We stand against... poverty and exploitation
  - Humanise the issues, by showing how injustice affects real people like you and me
- **Demystify what Protimos does**
  - Develop a simpler tone of voice that is level headed, steadfast, empathetic, authoritative
  - Use more down to earth language, not legalese or corporatespeak
  - 'Write less say more' using less copy, more relevant emotive imagery, and film
  - Give the marginalised communities a voice, let their emotive stories speak loudest
- **Show commercial brand partners the ROI**
  - Talk commercially without undermining or belittling the seriousness of the cause
- **Make every piece count**
  - Think of every communication touchpoint as an advertisement for the cause and design/write each piece, more mindful of that
- **Use earned media to create a footprint way beyond your budget**
  - Think journalistically so that case histories and hot topics become column inches locally, nationally and globally
  - Court the media, who are hungry for content
- **Develop a marketing strategy**
  - Engage a wider audience
  - Activate more funders and supporters
  - Find relevance for big brands or companies that would benefit from associating with the cause
  - Pitch promotional ideas to them, to get huge their consumer base involved and open up channels to public awareness





# Communication strategy

## **The most important and tangible objective is to FUND LAWYERS for Atticus**

- Builds capacity to take on more projects, so...
- Protimos footprint gets bigger globally
- No good achieving high levels of awareness and demand if we can't then meet it
- So we need an activating fundraising drive as part 1 of the brand building campaign

# Communication strategy

## How we might reach our audiences

- Charitable trusts and foundations – via applications generally made online
- High net worth individuals – via email to key contacts or people already on our database with new news, request for a meeting
- NGOs, local organisations, village elders/town councils/local leaders – via colleagues working in the field, local media, word of mouth, local meetings and collateral
- The media/owners/editors/writers/TV producers etc – via press briefings, press releases, courting the media, targeting channels that reach our audience
- Corporate business funders – via cold call and subsequent presentation outlining ROI
- Brand partners – via marketing agency approach with propositions tailored to the brand eg Promotions
- Event organisers and attendees – via email, targeted publicity, local media, online/ social media
- Young lawyers overseas potential Atticus employees in the field – via recruitment ads online trade press, scouting, job fairs etc
- Celebrities- via email to agents and personal contact

# Communication strategy

## Media channels available or used in the past...

- Database of approx 1,500 people just becoming interrogatable for prime targets
- Not much print and broadcast media/editorials
- A few interviews and not much participation in debates etc
- Would participate in filesharing sites like TED and others with presentations
- Website, social media pages – But needs purpose, content and traffic builder to get visitors and repeat visits or just wasted media
- No advertising (but if we got a media owner on board perhaps we could get them to donate space eg The Telegraph?)
- Some attendance at conferences, symposiums, seminars but needs a marketing/business director or someone to do it
- Face to face – meetings with the Bar Council
- Local collateral as yet unexplored eg: branded vehicles/offices/t shirts/biz cards etc in the field?
- Printed material for distribution or to fulfil info requests

# Communication strategy

## Capturing and distributing content

- To build reality driven case histories into engaging collateral
- Media students at Uni could be invited to go and cover a breaking story or project on camera with interviews, stills and film
- We assume NGO workers could be co-opted to take pictures or interview people in the areas affected and send back media files
- Press releases and media calls - Local news and broadcast media could be invited to the areas, especially when we have a celeb appearing
- Channel 4, independent producers asked if they want to make a film about the plight of the villagers/the corruption of the authorities, negligence of developers etc

# Communication strategy

## Let the people speak for themselves

- As advocates, you are giving them a voice in court and empowering them
- But you need to remain within the remit of administering the law even-handedly
- But their testimony is the most emotive call to action anyway
- So use real people with real stories to engage and activate your audience
- This approach could be summed up in two words...



“Your witness”

# Adcepts

At this early stage, these are the easiest way to show the sort of creative direction we would take on *all* your communication material including ads, website, printed material, direct emails, social media pages etc.

**Remember they're only concepts – don't take them literally!**

“The government promised that my family would be able to maintain the same standard of living as before. But we have not been able to re-establish our livelihoods. We were hurried into resettlement sites without access to water and other basic resources”



# Poverty. There should be a law against it

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[www.protimos.org](http://www.protimos.org)



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Lawyers  
challenging poverty





“The elders were separated from the village when we were moved - shipped off to senior housing in the capital city. The school teacher was replaced by an unknown government instructor, and us farmers were not given replacement land so we could farm again. We’ve lost our traditional livelihood”

## Injustice. There should be a law against it

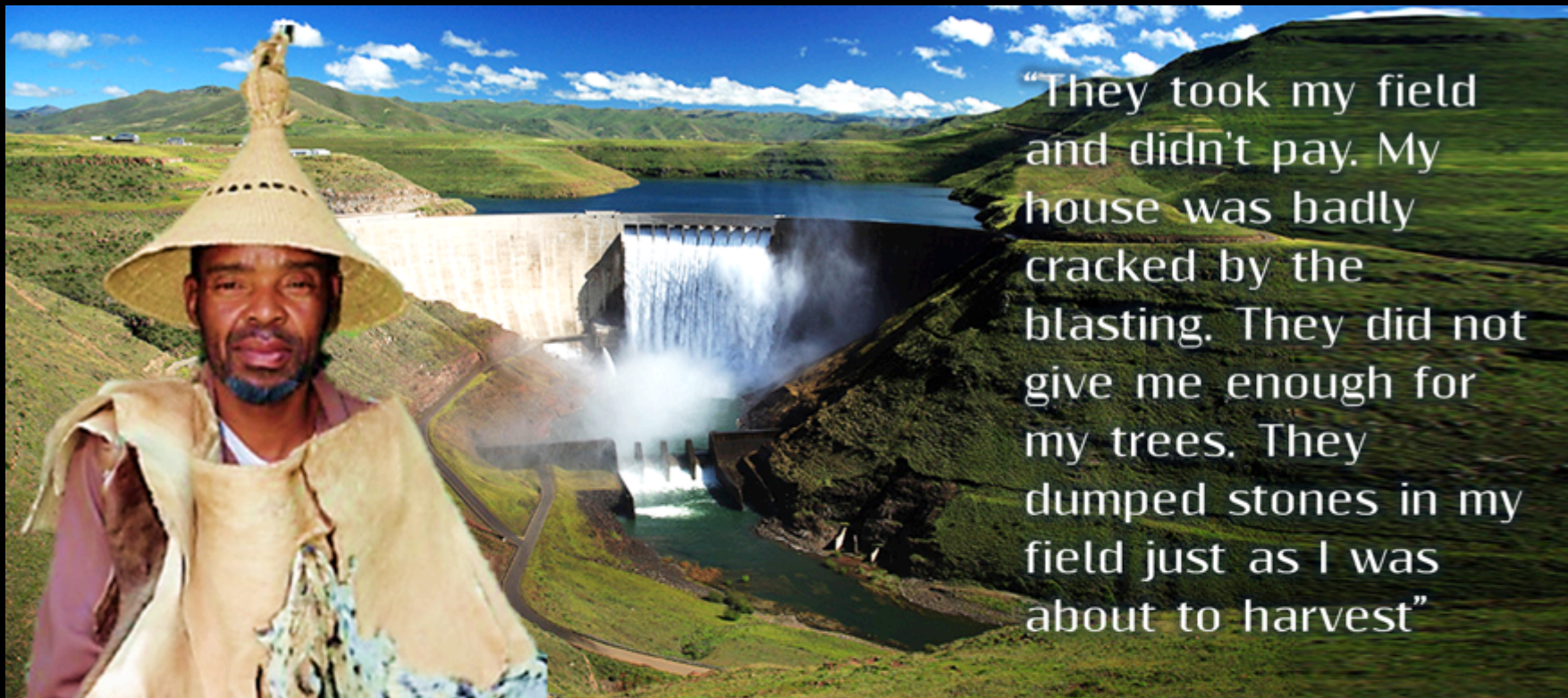
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“They took my field and didn't pay. My house was badly cracked by the blasting. They did not give me enough for my trees. They dumped stones in my field just as I was about to harvest”

## Exploitation. There should be a law against it

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“When my remote village was ‘resettled’, the school, store, the enclave of our chieftainess, animal pens, a soccer pitch, our rich fields and the homes of farm families were destroyed to make way for the dam project”



# Dam shame

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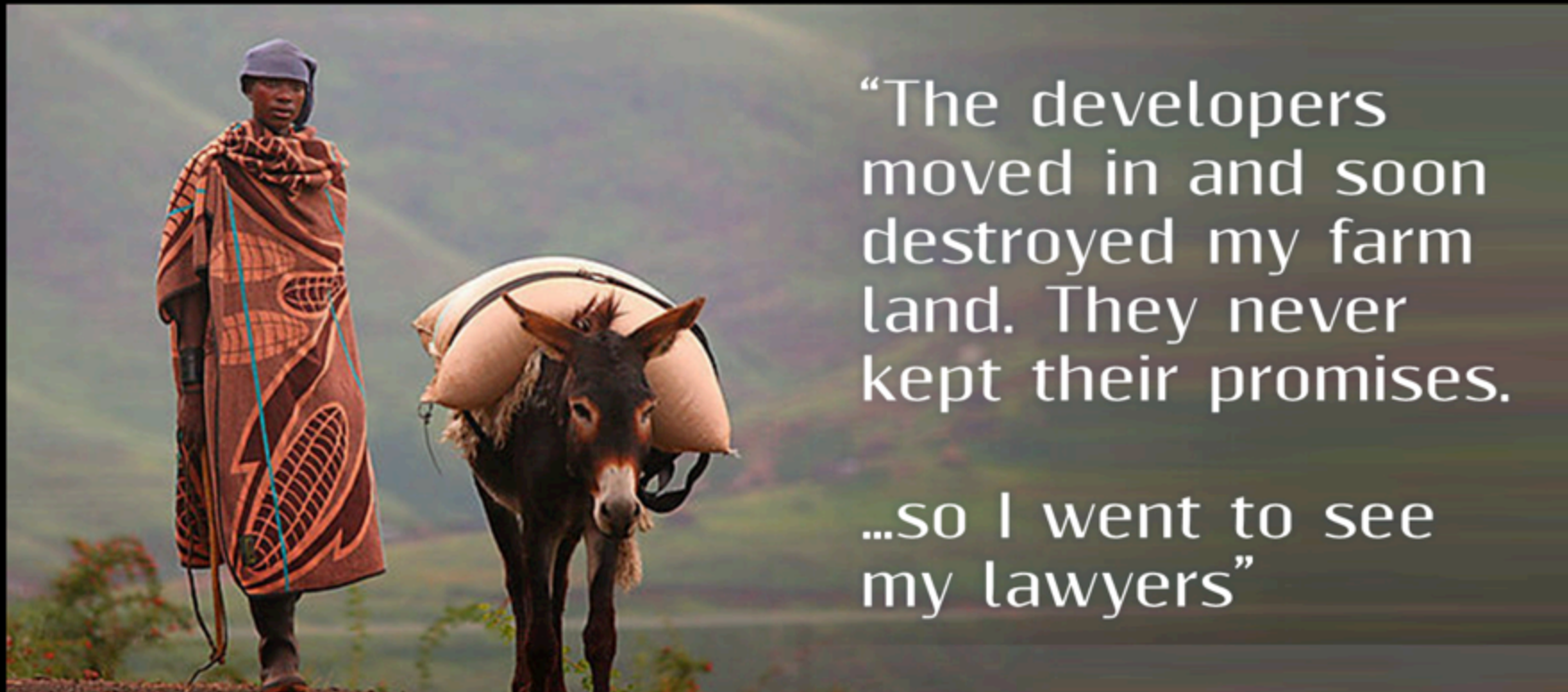
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“The developers moved in and soon destroyed my farm land. They never kept their promises.

...so I went to see my lawyers”

# Justice for all

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River frog



Aloe



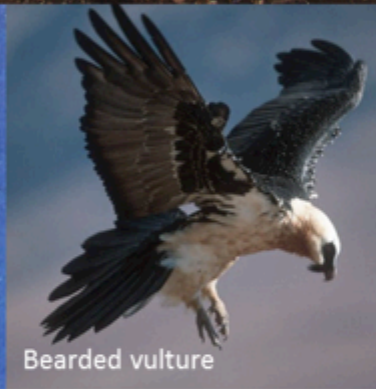
Rock Catfish



“Now our water is gone, many living things may not survive”



Maloti Minnow



Bearded vulture



Lesotho families

# Endangered species

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BEFORE  
Home to 30,000  
Lesotho farmers



AFTER  
Home to a few  
wild goats

# There should be a law against it

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“When the developers destroyed my village, Isaac Du Plessis spoke for me in court and got me some compensation. He couldn’t bring back my farm but he gave me back my self respect”



# A law suit for those who can't afford one

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Targeted media







"When my remote village was 'resettled', the school, store, the enclave of our chieftainess, animal pens, a soccer pitch, our rich fields and the homes of farm families were destroyed to make way for the dam project"



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## Village elders forced to live in towns

After 17 years of deprivation, clean water now flows freely from the top of the Malut Mountains into the Mapeleg village. This is no small feat for a community that once lived comfortably in the Malbamat'ko River valley, now lost under the Katse Dam. Bolstered by the efforts of the 'Sainol Project' lawyers and their transformative legal empowerment initiatives, the Mapeleg community was able to go to the High Court of Lesotho to request that their access to water to be restored. This momentous occasion will be marked by a celebration on Thursday, 4th April 2013, to coincide with annual World Water Day.

[Read the full press release](#)



### Protimos

Protimos empowers marginalised communities in developing countries to use the law to protect their social, economic and environmental interests.

### Atticus Fellowships



Protimos proposes to establish three Atticus Fellowships for three local African lawyers at work on our projects. The sponsors for these Fellowships will commit, either individually or as a group, to the support of an Atticus Fellow for three consecutive years. In addition, they will be offered opportunities to mentor, assist, visit and engage generally with our projects. Please register your interest in the Atticus Fellowship programme with Isobel Butler at [isobel.butler@protimos.org](mailto:isobel.butler@protimos.org).

### Villagers worry over compensation

The Lesotho Sunday Express discusses the communities' fears ahead of Phase 2 of the Lesotho Highland Water Project (LHWFP).



Read more about the commitments to action we made at the Clinton Global Initiative



Rolling banner on website plays out human stories



"The elders were separated from the village when we were moved - shipped off to senior housing in the capital city. The school teacher was replaced by an unknown government instructor, and us farmers were not given replacement land so we could farm again. We've lost our traditional livelihood"

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Emotive and relevant pictorial content



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There  
should be  
a law  
against it



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Injustice.  
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speaking  
up for the  
poor?



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Promises.  
Who is  
making sure  
developers  
keep them?



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Direct mail, email marketing etc

“The dam takes our rivers miles away to the city, so under the giant concrete wall, we must carry water by the bucketful and not spill a drop, with lakes of water just out of reach”

**Negligence. There should be a law against it**

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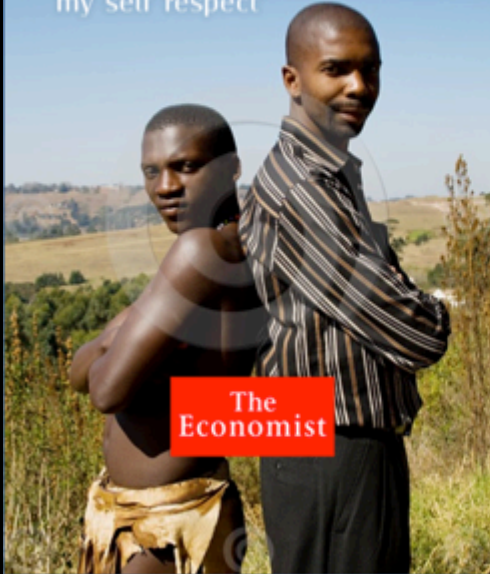
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## Donate £10 and you could Win a Lawyer!

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All donations will go to help provide lawyers for the poor, marginalised communities in developing countries



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Targeted fundraising activity,  
possibly funded by media  
owner as an exclusive



in association with  
**THE LAWYER**

# My name is Mateboho Sepiriti. Will you help me fight a giant?

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Adopt a lawyer to represent the poor, and help save the livelihoods of marginalised communities in developing countries



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Targeted fundraising activity,  
possibly funded by media  
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How does Freshfields keep its relationship with the LSE alive?  
*Market Analysis*

**CHEVALIER & SCALLES**

**What rules covering late transposition**  
ESMA publishes opinion on AIFMD  
*Briefings*

**Hogan Lovells**

**Flexible working request extension is delayed**  
First timetable change of 2014  
*Briefings*





GIVING

## Signers of the Giving Pledge Don't Steer Much to Today's Needs

By Nicole Lewis

Melinda Gates says the pledge has inspired people to give more and earlier, but some observers want more concrete information about results.

### Job Center

The Chronicle's jobs database has 602 opportunities.

#### SEARCH BY KEYWORD

All Types Keywords, Exact Phrase Find Jobs

#### BROWSE JOBS BY TYPE

#### TOP JOBS

Chief Executive Officer of the ... Washington State University

Post a Job Philanthropy Careers is your link to top talent.

#### People



Jane Chu, chief executive of the Kauffman Center for the Performing Arts, was nominated to lead the National Endowment for the Arts by President Obama yesterday.

Read about Ms. Chu in *The Chronicle's* 2012 Philanthropy 400 report.

#### Must Reads



War on Poverty Story: Nonprofit Career Had Its Roots in '60s Program Working for Upward Bound, which helped high-school students go to college, led to antipoverty and civil rights jobs.



#### Protimos gets justice for Mapeleng community of Lesotho

After 17 years of deprivation, clean water now flows freely from the top of the Matati Mountains into the Mapeleng village. This is no small feat for a community that once lived comfortably in the Matati River valley, now lost under the Katza Dam. Guided by the efforts of the "Seacell Project" team and their transformative legal engagement initiatives, the Mapeleng community was able to go to court in Lesotho to request that their access to water be recognized.

My name is Mateboho Sepiriti. Will you help me fight a giant?

Adopt a lawyer to represent the poor, and help solve the hardships of marginalized communities in developing countries.

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Promotion may get an ad feature if we can persuade the media owners to fund it as a donation

Targeted fundraising and awareness activity

Editorial feature (with Protimos credited) perhaps written exclusively for the publication/site by Fioana as quid pro quo?

Poverty. There should be a law against it

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[Overview](#) [Agenda](#) [Participants](#) [Location](#) [Register](#) [Contact](#) [Home](#)

Driven by technological advances, innovative manufacturing techniques, the biggest domestic energy boom in a century and a new generation of pragmatic, tested leaders in industry, education and government, the nation's industrial core is rebounding.

Employment in manufacturing hubs is rising. Foreign companies from Toyota to Airbus to Fiat are basing their most advanced facilities in the U.S. The biggest, boldest American companies from Caterpillar, Boeing and GE, to John Deere, GM and Ford are showing the world that the heartland is every bit as much a high-technology

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Cookies on Forbes

Cookies on Forbes

Targeted awareness building in the USA, possibly funded by media owner or a philanthropist subscriber?

# Jeremy Wade Shockley, Photographer

[http://shockley.photoshelter.com/#!/portfolio/G0000aDcwjyb\\_52s/1](http://shockley.photoshelter.com/#!/portfolio/G0000aDcwjyb_52s/1)

- An excellent portfolio of Lesotho and Southern African shots
- Get permission to use them in return for a credit/commission him
- Ask him if he will do a charity rate/for nothing as a credited donation



# Fundraising and marketing

## Activation campaigns

- Fundraising campaign concepts would need to be worked on after creative direction has been agreed
- Will be aimed at recruiting support and funding from big brands and taking the message to consumers eg:
  - Kelloggs, John Lewis, Apple, Daily Telegraph

## Boards and the USA

- Consideration to be given to Boards and specifically addressing the USA, going forward, but we haven't had enough time to do this yet

# Copy Platform and elevator pitch

- To be written once the direction has been agreed
- Needs a different approach for each of the very different target audiences



# Next steps

1. Feedback from Protimos
2. Agree plan of action and time scales
3. Produce schedule of work and costs
4. Go ahead from Protimos
5. Finalise communications strategy
6. Develop simple brand equity book
7. Supply master design/artworks as a kit
8. Oversee production of all future material

# “Ngiyabonga”

