Communications & Outreach – some initial thoughts

by Michael McDowell



EFA FTI Meetings
Madrid. November 2010


EFA FTI: a good
story, too
seldom told.

Getting every child educated, everywhere

What *is* our story ?:



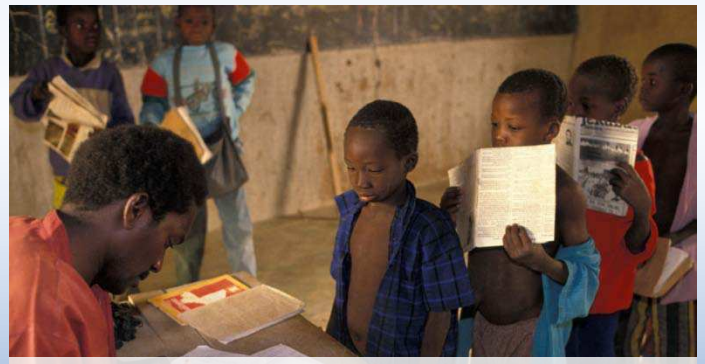
19-million more African children enrolled



62% of children entering school are girls



$2-billion to build classrooms & buy books



More than 300,000 teachers hired

Put faces on the story



- Hear children, parents, & teachers, tell how EFA FTI made a difference in their daily lives
- Select Global/Regional Champions/Advocates
- Pick champions in their own country

Build our “brand”



- Stress EFA FTI’s unique nature
- Find “hooks” to publicize what we do – specific dates in the international calendar, use high profile events to promote EFA FTI
- partner with other organizations to “bunch our hits”
- Embed EFA FTI communications in fund-raising particularly; money follows vision

Social Media



- Revamped, attractive new EFA FTI website: www.facebook.com/educationforall
- Blogging by chair, board members, secretariat, others?
- Twitter ?