Communications & Outreach – some initial thoughts

by Michael McDowell
EFA FTTI: 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?