Hands with Hands: Women Empowering Women

Goals
- To create an emotional link between women in Western Australia and those in rural Nepal, while building awareness and support for the non-government organisation, Hands with Hands.
- Introducing the idea of philanthropic franchising to financially support existing micro-financing programs via giving circles.

We did this through an inspirational event, the development of a social media platform and formation of a 2014 Giving Circle.

Strategy
- Defining individual roles to effectively and clearly separate tasks for the project, democratically electing a project manager.
- Planning a suitable schedule for all project goals until the close of the project.
- Networking as a team at social-business based networking events to get possible inductees into the project, advertising of our NGO to the guests at these events.
- Hosting a networking event 'Hands With Hands High Tea' to promote and sell our partner NGO cause to a large group of guests.
- Using guest speakers to validate our cause, these speakers were recruited from other women in philanthropy events that our team attended.

Achievements
- Women Empowering Women High Tea for 70 women with empowerment speakers
- Created and launched Project website and social media pages with 1000+ exposure
- Organised and hosted a quiz night at Curtin to raise funds
- Promoted event though FM radio ads, printed flyer, cold-calling and face-to-face networking functions.
- Article in W.A newspaper about our JCLA project
- Engaged with our partner NGO's CEO throughout project.
- Awarded the JCLA Grant Funding.

Challenges
- $0 starting project budget
- Engaging with new social groups of women
- No work facilities provided by NGO
- Donations to our NGO are not tax deductable
- Short 12 week project timeframe
- Dynamic group members

Learnings
- How to generate exposure: creation of social media pages, a website, published articles through W.A. newspapers, school newsletters, radio ad on 92.9 and 94.5, designed and distributing flyers.
- Fundraising: holding a quiz night at Curtin to raise money
- Event management: Organising the women’s High Tea with over 60 women attending, booking out the venue
- Self Development: using new skills learnt in JCLA to network, promote our event via cold calling and in person to secure keynote guest speakers

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