

	<b>Advocacy Project Framework</b>				
1	<b>PARTICIPANTS</b>	HERITAGE SANMI-LAWAL  Leading Her Dream Initiative team			
2	<b>NAME OF PROJECT</b>	“Curbing Economic Abuse”			
3	<b>DURATION OF PROJECT</b>	6 months			
4	<b>PROJECT DESCRIPTION</b>	To raise awareness to men, women, boys and girls about transparent violence to the community. Economic abuse is a dangerous form of abuse that bears a lot of consequences.			
5	<b>OVERALL GOAL</b>	Highlight economic abuse as a form of domestic violence and encourage women to be financially independent.			
6	<b>OBJECTIVES</b> Set SMART Objectives <ul style="list-style-type: none"> <li>● Specific</li> <li>● Measurable</li> <li>● Achievable</li> <li>● Realistic</li> <li>● and Time bound</li> </ul>	Organise a social media campaign	To carry out 2 major outreaches	To engage 3 financial institutions on their policies towards ending economic abuse	
7	<b>RESOURCES &amp; ALLIES</b> (Who will help and work with if necessary)	Female founders of FinTech Startups	Bank workers	Social Media Influencers	
8	<b>RISKS</b>  <b>What is your counter strategy?</b>	Smear campaign  Counter strategy:  Get survivors who	Banks may fear losing customers  Counter Strategy:	Lack of Concrete Laws and Policies regarding economic abuse in Nigeria.	

		experienced economic abuse to share their stories.	Promote banks that collaborate with us.	Counter Strategy:  Train and organise workshops to train personnels																						
9	ACTIVITIES IN A CHOROLOGICAL SEQUENCE	Contact bank workers to get positive response from financial institutions Follow up meeting with Her Dream Initiative volunteers and Board members Set dates Design the talks Carry out surveys to capture current information rate Confirm speakers and social media influencers Prepare materials Conduct publicity Contact NGOS that engage in similar work																								
10	BUDGET	<table><tr><th>ITEM</th><th>DESCRIPTION</th><th>USD</th></tr><tr><td>Social Media marketing</td><td>Sponsored ads on Twitter, Instagram and LinkedIn</td><td>100</td></tr><tr><td>Customised souvenirs to partners</td><td>Items such as mugs, tshirts</td><td>60</td></tr><tr><td>Distribution of fliers</td><td>200 copies</td><td>150</td></tr><tr><td>Support Team</td><td>Helping women open bank accounts</td><td>50</td></tr><tr><td>Volunteer Materials</td><td>Transportation and logistics</td><td>120</td></tr><tr><td>TOTAL</td><td></td><td>810</td></tr></table>				ITEM	DESCRIPTION	USD	Social Media marketing	Sponsored ads on Twitter, Instagram and LinkedIn	100	Customised souvenirs to partners	Items such as mugs, tshirts	60	Distribution of fliers	200 copies	150	Support Team	Helping women open bank accounts	50	Volunteer Materials	Transportation and logistics	120	TOTAL		810
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