

*Each *One, Reach Bhaiyo Campaign Concept Note*

01.02.2022

Agenda:

- [Blog Post](#): Sent to Rachel
- [Video](#): Still Finalizing
- [Social Media Outline](#): Sent to Social Media Team
- [The Placard](#)

To Dos:

- Update Social Media Template with new materials when they are posted
- Send text to Whatsapp groups at the start of the campaign
- Send email to Advisory Board at the start of the campaign
- Draft Outreach Email (**CATE**)
- Mailchimp - look at campaigns this month - Blurb to Rachel about this campaign (**CATE**)
- What they answer the questions being the caption

12.01.2022

Agenda:

- Review [Notes](#) from Bhaiyo Volunteer call
- Update and Edit Timeline;
 - February 6th (Zero Tolerance Day): Announce Campaign
 - Share promotional materials about Campaign
 - Share resources to help people engage with men (i.e. Conversation Guide, Blog Posts, Videos, Other materials)
 - Begin accepting photo submissions: Deadline March 7th
 - Open to all,
 - March 8th (International Women's Day): Launch Campaign
 - Begin to share photo submissions?
 - End March 30th
- Review To do's

To do's:

- Create blog post about Campaign: **Cate**
 - Follow up with Mr. Chappalwala about drafting a blog post: **Chandni**
 - Interview Mr. Chappalwala after he holds the workshop with youth about FGC
 - Connect Mr. Chappalwala to Rachel
- Translate blog post: **TBD**
- Brainstorm/create placard design for Each One Reach One: **All**
 - Bhaiyo Logo or Internationally Recognized Logo
 - "For International Women's Day I Educated ___ Men to End Female Genital Cutting"

- #EachOneReachBhaiyo
 - Take a photo as a sample: **Cate**
 - Campaign submissions questions, answer one or all;
 - Why did you want to reach out to another man in your life to discuss FGM/C?
 - What was his reaction?
 - Was he aware of FGM/C?
 - What advice would you give to others trying to reach out to the men in their lives?
 - Compile and develop promotional materials: **TBD**
 - Make a document with resources for the development of promotional materials
 - https://docs.google.com/document/d/1qQrTMfY-AU2V1NgQ7IzmOtyos6IMU2d8_G_C37GcQkY/edit?usp=sharing
 - Reach out to (partner) organizations to seek additional allies who may want to join: **TBD**
 - Asia End FGM Network
-

10.12.2021.

To do's:

- **Redraft and refine timeline: Cate**
 - [Draft text to Sahiyo/Bhaiyo volunteers about planning call for the Campaign, send Doodle poll to Bhaiyo team for January call: Cate](#)
 - Brainstorm/create placard design for Each One Reach One: **All**
 - **Brainstorm specific campaign name: All**
 - **Doodle Poll for January Call: Chandni, Mariya, Cate**
 - Create blog post about Campaign: **Cate**
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Background:

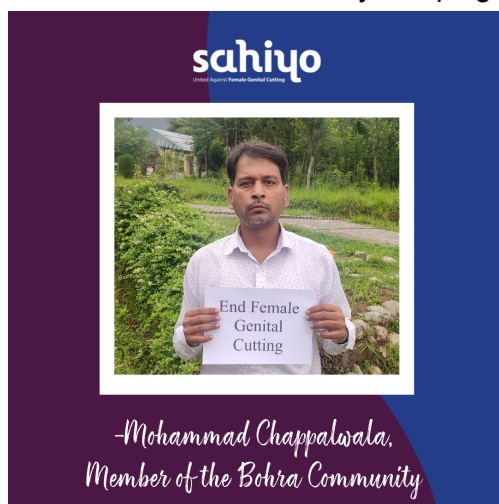
While Sahiyo's Bhaiyo program has proven itself as a useful tool in spreading awareness among men about FGM/C, it is our goal to expand the program and invite even more men to be involved and regularly participate in Bhaiyo/Sahiyo events. One promising idea to facilitate this is to use Sahiyo's network of partner organizations, as well as personal contacts of Sahiyo staff and volunteers, to recruit men into the program. This also includes finding men to lead the program and build up Bhaiyo to generate new events and engagement opportunities specifically for male allyship and advocacy.

Each One Reach One:

In March of 2022, Sahiyo will launch an "Each One Reach One" campaign in honor of International Women's Day (March 8). During this campaign, Sahiyo will encourage staff,

volunteers, and community members to educate at least one male in their life about FGC and encourage them to join the Bhaiyo program.

During February, we will begin to raise awareness about the campaign through social media posts, blogs, and emails. During this time we will re-share materials on how to have effective conversations and videos from allies. The goal will be to have people engage with male allies in their life during March, 2022 and have them share their experiences back with Sahiyo. Those who do will be asked to share or post a picture of themselves with a placard saying that they have reached out to someone with a creative hashtag on Sahiyo's page. We will also communicate a list of questions if people wish to respond to them in blogs or in their submissions! That way we can share these images in March to help raise awareness about the need to comment with men about this issue. We hope to have people share an image similar to this one for the Father's Day campaign:



Social Media Campaign:

In the weeks leading up to International Women's Day and throughout the remainder of the month (exact timeline TBD), the social media team will post content regarding the importance of male allyship and how to get involved with Bhaiyo. They will share resources such as the Effective Conversations Guide, blog posts, and others. Ideally, this content would also feature male ally testimonials, such as past Bhaiyo videos. We will invite current allies to write blog posts or create videos about the importance of reaching out to share throughout the lead up to this campaign. Bhaiyo interns can also reach out to organizations such as MenEndFGM and The Global Media Campaign to discuss with representatives how we can increase male engagement within our own program.

If Sahiyo can find the necessary resources, it may be beneficial to host a workshop in March (possibly on March 8) to encourage current male allies to come together, as well as recruit new ones. Additional promotional materials would need to be created for this, including flyers and announcements.

Starting on March 8th, Sahiyo will begin to share the submissions on social media.

Questions for Each One Reach One:

Why did you want to reach out to another man in your life to discuss FGM/C?

What was his reaction?

Was he aware of FGM/C?

What advice would you give to others trying to reach out to the men in their lives?

Tentative Timeline:

- **December 2021: Prepare and gauge interest**
 - Reconnect with current allies to gauge interest in participating in campaign starting in January: Bhaiyo/Sahiyo Group Chat
 - Encourage outreach and set deadline to contact anyone who may be helpful for campaign/interested in joining
 - Call to prepare for campaign (Chandni, Mariya, Cate, Sarah)
- **January 2022: Begin planning campaign**
 - Host an Informal Call with Bhaiyo volunteers to get their ideas
 - Allocate tasks to anyone interested in helping out (ie creating content such as blog posts or videos for March)
 - Compile existing Bhaiyo content and decide which pieces to feature during campaign
 - Begin creating promotional materials for February/March
 - Reach out to (partner) organizations to seek additional allies
 - If possible, meet with leaders to discuss additional recruitment/engagement ideas
- **February 2022: Check in with participants and continue preparations**
 - Check in with those who have been allocated tasks for campaign
 - Begin posting promo materials for campaign and **maybe**: the workshop, including flyers and Eventbrite page
 - Create timeline to for social media posts to be shared throughout March
- **March 2022: Launch campaign**
 - Begin posting the social media submissions using a creative hashtag to share stories about reaching out to men
 - If applicable, host virtual event/workshop with allies

Other Resources:

Original 'Each one Reach one' blog:

<https://sahiyo.com/2017/05/31/each-one-reach-one-2-read-this-conversation-guide-to-get-started/>

More outreach ideas can be found in the Bhaiyo brainstorming document

 Bhaiyo Recruitment Ideas

Sahiyo's Bhaiyo Resource List can be found here
[Sahiyo Bhaiyo/Male Ally Resources - Google Docs](#)