Measles & Rubella Initiative Annual Meeting
Fundraising & Outreach Session
How do we communicate about the Measles & Rubella Initiative?

Why do our communications matter?
Who do we communicate to?

• Community Organizations and General Public
• Donor Governments
• Private Sector
• High Net Worth Individuals
Your task...

Discuss and answer the following questions:

1) Define the audience – Who are we trying to reach? What do we want them to do?

2) How do we reach this audience? What are a few ideas for effective outreach?

3) Identify 1-2 concrete next steps for implementing one of these ideas.

4) Prioritize audiences (i.e., which audience is most important for the M&RI).
If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack. ~Winston Churchill

Good words are worth much, and cost little. ~George Herbert
Group 1: Community Organizations
Leaders: Niki McMillan, Alan Janssen, Molly Kurnit

Aapore       Mirza       Mondero
Boonprasarn   Mondero
Callis        Moss
Carter        Patel
Crabbe        Petrofsky
Dathan        Schluter
Dennis        Sniadack
Goldman       Snider
Guigui        Sodha
Margules      Tessema
Martinez Schmickrath
Miller
Group 2: Donor Governments
Leaders: Robb Butler, Hayatee Hasan, Karen Mah

Andrus
Ayikanying
Badiane
Bakainaga
Beyene
Cochi
Goodson
Gupta
Hanson
Harper
Henkens
Hoekstra
Lange
Linkins
Mbabazi
Noe
Othepe
Reef
Routray
Ruberwantagaramba
Strebel
Tsega
Ward
Group 3: Private Sector
Leaders: Martha Rebour, Mariam Khan

Ahmed  Hongisto
Baker  Jadhav
Brooks  Kaiser
Cooper  Lkhagva
Davis  Pham
Dodson  Schuchat
FALL  Shimp
Fisher  Sundaram
Fitzsimmons  Takashima
Gay  Weinstein
Glenn  Zimmerman
Grabowsky
Haycock
Hill
Group 4: High Net Worth Individuals
Leaders: Cara Ciullo, Chelsea Hedquist

Banerjee
Bravo
Dagne Abebe
Emmel
Futransky
Garcia
Katz
Kingshott
Kretsinger
Leech
Leive
Mahoney
Matthews
Norma

Perry
Plotkin
Porterfield
Santos
Selanikio
Shefer
Shen
Steinglass
Sutton
Happy brainstorming!