

References from Previous Schools

Promotional Materials





References from Previous Schools

Goal

Showcase past The Mlambe Project school success stories to help garner support for future school projects.

Target Audience

Partner communities, beneficiary families, partner organisations, and the Ministry of Education Malawi.

Considerations

- Social proof
 - Previous and existing partner communities are potentially better marketers of our work than TMP is.
 - Interacting with a real-world experience is more inspiring than self-made and marketed communications materials.
- Process understanding
 - Previous and existing partner communities can talk more directly to a potential new partner, giving them better insights into what to expect than TMP can.
 - Promoting past partnerships is a more transparent and genuine approach.

Process

1. Research and compile previous and existing partner community experiences.
2. Research ideas for a programme that would enable potential future partner communities to understand firsthand the story and journey of partner communities from step one. For example, an ambassador's programme or community story-sharing events.
3. Design and resource a sustained programme of advocacy and storytelling to build social proof.

Prioritised Deliverables

- A report of the everyday and edge-case experiences of our previous and current partner communities. Once completed, we will add this report to the TMP website.
- An internal database of community-resource people who would be comfortable to connect with future partner community members.
- A long-term programme that builds the connections between previous, current, and future partners and communities.

