

UPDATE 3 September 2020

Meetings with the GF have been proceeding on a regular basis via Zoom. In a similar fashion, internal meetings with the RAWCS-RAM team have been proceeding via zoom. While this is convenient and productive it is always good to meet face to face, but that is not possible at the moment.

Marketing Consultant

An advertisement for a Marketing Consultant was made at the beginning of June with the closing date extended to 31 July 2020. Three applications were received, and a well-defined and comprehensive selection process, designated by the Global Fund, was carried out.

At the time of writing this report a consultant has been selected and a formal appointment will be made shortly. The consultant is due to commence work on 15 September 2020 following completion of the paperwork. The first task will be to establish a Strategic Marketing Plan which will include an appropriate campaign name.

Campaign Team

There has been one change in the Global Fund team. Kate Nightingale has replaced Bianca Drebber who has taken up a year of study at Harvard University.

A Rotarian from the USA is contemplating assisting the project as an additional team member and an announcement will be forthcoming in the near future.

RI Convention in Taipei

Work is proceeding on making representation at the RI International Convention in Taipei in June 2021 by both the GF team and the RAWCS-RAM team. This involves possible announcements during the events and organisation of a booth in the House of Friendship. However, due to the Covid-19 restrictions, it is still uncertain what restrictions will be in place at the time of the Convention. More details will be made available as they come to light as planning for the event progresses.

Dai Mason

GF RAWCS-RAM Campaign Manager
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