



Marrakesh, Morocco

SEPTEMBER 16-19

FRIENDSHIP FORCE INTERNATIONAL



friendship force
INTERNATIONAL



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Our Mission, Our Message

**Kaitlyn Ranney,
Director of Marketing and Communications**



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Our message is our mission

- “To promote global understanding across the barriers that separate people.”
- And yet, so much more
- Awareness is important, but we’re not just a cause
- We want to **grow**
 - We want involvement, participation, understanding, and connection between and among others
- Sharing and spreading our mission is how this happens
- We are worldwide, but our message is not
- For this to happen and be effective, there are **strategic steps we must take**



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Our Mission, Our Message

- 1.) Our messaging must be **consistent** and **clear**



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2.) Our messaging must be **targeted**



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3.) Our messaging must be **more widely spread and shared** to reach new audiences



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Projects

- Multi-lingual marketing materials
- eNewsletter for membership
- Training material
- Welcome Kit
- Website and database
- Stronger, effective, efficient, and regionally-sensitive communication strategy