



Action Project Reference: 41-03

Organisation: Mobile Kindy - The Little Ones

Action Project Proposal:

“Designing Social Media and Digital Marketing Campaign ”

Who Are Mobile Kindy - The Little Ones?

Founded in 2009, Mobile Kindy are a not for profit organization, providing high quality early childhood care & education to the most disadvantaged children in Suva, Fiji.

Mobile Kindy was founded by the director of Early Learning Centre Fiji. Since then 6 sites have been established within Suva, with the hope of pioneering more mobile Kindy sites in the future.

Mobile Kindy services support children’s growth and development in a positive learning environment through a variety of services, which include.

- Early learning: Children’s readiness for school and beyond is fostered through individualized learning experiences. Through relationships with adults, play, and planned and spontaneous instruction, children grow in many aspects of development. Children progress in social skills and emotional well-being, along with language and literacy learning, and concept development.
- Health: Each child’s perceptual, motor, and physical development is supported to permit them to fully explore and function in their environment. All children receive health and development screenings, nutritious meals, oral health and mental health support. Programs connect families with medical, dental, and mental health services to ensure that children are receiving the services they need.

- Family well-being: Parents and families are supported in achieving their own goals, Programs support and strengthen parent-child relationships and engage families around children's learning and development.

Mission:

Provide children with the best possible start in life through high quality early childhood care & education despite being in disadvantaged positions.

Current Challenges:

- Growth & delivery
- Non profit organisation - we support teachers with the funding received
- Lack of staff
- Capacity of buildings
- Difficulties in finding donors

Key Research & Discussion Areas:

You may wish to consider..

Plan and deliver ...

- What is the aim of this marketing campaign? What key messages need to be included?
Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)
- Will these materials be online or in person?
 - Which is most likely to reach your target demographic?
- How have other similar organisations designed marketing materials? - look for examples and consider what worked well and what could be improved.
 - How are they formatted?
 - What makes them successful?
 - Who do they appeal to?
- Who are your key target audiences? How might your approach vary in appealing to different demographics?
- What makes a successful ad campaign in Fiji? Can you find any examples online?
- What platforms are utilised effectively for advertising in Fiji?
- How will you ensure that the development and delivery of your materials are sustainable in the long-term?

Create content ...

- What format should these materials be in?
- How can you ensure that the materials will be accessible to your target demographic?
- Is there currently any sort of promotions in place? - If so how can these be improved?
- What information will you require in order to make these materials - e.g. images, stats?

Barriers to success ...

- What barriers are there to the planning and delivery of your project? How could these be overcome?
 - Can you find any examples of how other organisations have overcome similar issues?

Evaluate ...

- Come back to your original aim - have your materials achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the materials?
- How can these results be used to continue to improve the materials created?

Useful Links:

- Organisation Profile: <https://thinkpacific.com/action-project-mobile-kindly/>
- Website: <http://childbenefitfiji.com/mobile-kindly-fiji/>
- Facebook Page: <https://www.facebook.com/mobilekindyfiji/>

Further Questions

Are there any questions you would like to ask Mobile Kindy to assist in completing this project?

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