

AfricAid/The Kisa Project - Website Enhancement to Empower Tanzanian Girls

Denver, United StatesArusha, Tanzania



Ashley Shuyler



Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Growth

Website:

<http://www.africaid.com> & www.kisaproject.org

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Tanzania has one of the lowest secondary school graduation rates for girls in the world with only 5% of Tanzanian girls graduating from high school. AfricAid is working to improve this statistic through the Kisa Project in order to develop future female leaders for Tanzania, thus advancing the status of women in this country. Pervasive causes of the problems include deeply-rooted cultural/societal beliefs that women are not as "valuable" or as "worthy" as men. Through Kisa, we provide girls with more options for independent lives, including preparing for university, providing vocational training, or helping them start their own business. The most innovative aspect is that we ask our graduates to mentor 15 to 20 girls each from their own communities, creating a "pay-it-forward" effect.

About You

Organization:

AfricAid

About You

First Name

Ashley

Last Name

Shuyler

Title

Founder

Email

ashley@africaid.com

Twitter URL

<https://twitter.com/AfricAid>

Facebook URL

<http://www.facebook.com/africaid>

About Your Organization**Organization Name**

AfricAid

Organization Country

, CO, Denver, Denver County

Country where this project is creating social impact

, AR, Arusha

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Project description**What are your organization's top three priorities in the next year?**

- To expand the Kisa Project, our girls' educational/empowerment program, to include 150 new girls in the 2013 school year, and to have 300 Tanzanian girls attend our Career Day in October 2013;
- To expand our Teaching in Action (TIA) teacher training program so it will be school-based in 2013.
- * To grow awareness and loyalty among supporters and potential supporters by enhancing our website layout and design, and improving various functions.

Your project**Project Support****Need #1**

Digital Marketing Strategy

Need #2

Consumer/Audience Acquisition

Based on your first choice of the eight technical categories you selected above, what is your specific project need? Please be specific!

Our specific project need is to enhance the system, layout and graphic design of our website: www.africaid.com. AfricAid's original website was originally launched in 2003, and its current site was established in 2007. While the website has served AfricAid well, its layout and functions are in need of review and enhancement to facilitate visitors' abilities to navigate and take action on our site. Areas for improvement include: graphic design and overall look of the website; website and page layouts, including images, colors, fonts and content placement; software platform; security; navigation structure; navigation menu; online promotion; image rotation; multimedia components; newsletter registration; and ability to serve as the center of a robust social media program. We are interested in upgrading existing, and adding new, functions and tools, including SEP optimization; mobile accessibility options; search option; shopping cart; RSS feeds to capture contact information; E-commerce; Social Media plug-ins; fundraising pages, etc.

What three characteristics or qualities do you prioritize in working relationships/partnerships?

1.

Honesty - the ability to communicate openly and frankly within our working relationships.

2.

Competence - having the skills required to mutually benefit and/or help each other.

3.

Flexibility - the ability to work in a mutually-agreeable manner and timeframe.

Will support from American Express be focused on your organization overall or a specific product/service? Please describe.

Support from American Express will be focused on the organization overall, but more specifically, on our signature program--The Kisa Project. Our budget funding for this program is largely dependent on individual sponsors from the U.S.A. and Canada, and it is important that we branch out to reach new sponsors via social media, digital marketing, search engines and other avenues. This will go hand-in-hand with our second stated need, which is Consumer/Audience Acquisition. Due to the mission of AfricAid, the scope and geographic nature of its work, strategic communication tools are essential.

Have you focused on the above area previously? If so, please explain, including whether you have worked with outside consultants before.

AfricAid utilizes a variety of mediums, both online and in print, to communicate with existing and potential supporters. We've focused on our website and social media using our small staff and interns. But with new communication technology, systems and tools being introduced into the market, AfricAid needs to identify and implement those which best serve its mission. To ensure we're truly on the right track and equipped for the future, we could greatly benefit from professional advice and input.

Are you able to commit 3-5 hours/wk over 10-12 weeks?

Yes

Are you able to meet virtually or at a convenient in-person location?

Yes

Are you able to meet in the city where your organization is based?

Yes

Impact

Rank your three intended outcomes of this project:

1.

To greatly enhance AfricAid's ability to communicate more efficiently with existing and build future supporters.

2.

To secure increased financial contributions via its website and new fundraising functions.

3.

To have strategic messaging and electronic tools essential for providing communication to our clients.

What has been the impact of your solution to date?

In terms of our Kisa Project, the impact of the solution to date has been:

- In February 2012, our first Kisa class of 22 girls graduated from secondary school.
- We are thrilled that 20 girls (out of 22 total) in this first Kisa class are going on to university or another form of post-secondary training. This 91% rate is extraordinary for girls in a country where less than 1% of women have any training/education post secondary school.
- Upon graduation these young women—as part of our Kisa program—returned to their home communities and mentored over 300 girls with lessons from our Kisa curriculum.
- In terms of our website impact, it has given a "face" and a means of communication to our organization, but has not developed new supporters/donors as well as it could.

What is your project future impact after receiving professional support from American Express?

After receiving professional support from American Express, AfricAid and the Kisa Project will have a greatly revitalized and improved website that is easy to navigate, more technologically savvy, and will help create more awareness about our organization and draw in new supporters. This, in turn, will allow AfricAid to continue developing and expanding our Kisa Program to empower young Tanzanian women, as well as continue conducting leadership development trainings, providing scholarships, coordinating teacher training workshops through the Teaching in Action (TIA) Program, building classrooms, installing computer labs, and supporting a school lunch program at Losinoni. It will also make it possible for AfricAid to help take on other projects in Tanzania.

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