

## **TACTICAL OUTLINE**

### **BRA-velous Guide to Supporting the Girls**

**Description:** Presentation Slide Deck strategically summarizing the 80+ page affiliate guide in a shorter, easier-to-read version, designed to streamline the information with a lower barrier to entry. The slides include a voiceover with captioning to ensure accessibility, allowing diverse audiences to interact with the affiliate guide.

The presentation adds General Affiliate Meetings that allow affiliates to stay informed and up-to-date with each other's work and exchange knowledge and ideas.

**When:** Launches on Wednesday, Jan. 31, 2024

**Where:** Under the "affiliate network" section on the I Support the Girls website

**Who:** Current and potential affiliates

**How:** *Presentation*

- Make slides including the main content of the affiliate guide.
- Create a script and record a voiceover with captioning for the final presentation.
- Video format for accessibility.

*General Affiliate Meetings*

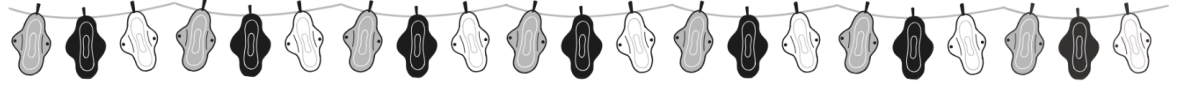
- Include sections for project discussions, knowledge exchange, idea sharing, new affiliate introductions/onboarding and short workshops.
- The meetings are held via Zoom.

*Tactical Materials*

- Email
- Meeting Structure
- Newsletter Blurb
- Presentation Script



I SUPPORT THE GIRLS



*Design Materials*

- Evite
- Presentation Slide Deck
- Social Media Post
  - LinkedIn