

Asiyah Women's Center: Awareness Project Proposal

Cover letter

12/12/22

Mr. Mohammad Bahe
Chairman
Asiyah Womens Center
325, Queens, NY 11424
RE: AWARENESS PROJECT PROPOSAL

Dear Mr. Bahe,

The Digital Storytelling organization is pleased to present this proposal for the web services and promotional needs for the expansion of the Asiyah Womens Center. Through the awareness project, the Digital Storytelling team aims to create additional content for the organization that will expand its reach on the web and in New York. Through the project, the Digital Storytelling team will be able to work to support a cause that they as women-led organization support.

The Digital Storytelling organization was founded in 2010 by a group of minority women who were working in the entertainment, media, and technology industries. With extensive experience and a background in digital storytelling, these women wanted to use their talent to help small business owners and non-profits be able to tell their stories and have their voices heard in this competitive marketing era. They created the Digital Storytelling organization with the mission of supporting and elevating as many minority and underrepresented organizations with goals, missions, and services that they supported.

The Digital Storytelling Organization has achieved success in creating web content as well as leading promotional projects and activities for over 20 non-profits and small businesses. This year, the Digital Storytelling team is focusing on women-led organizations with like-minded goals and unique services. They have already created hugely successful animated and documentary-style videos for 5 women-led organizations.

The members of the Digital Storytelling team value the important work and unique services that Asiyah Womens Center offers to minority women. They look forward to helping them expand their organization and mission. For further information or questions concerning this proposal, you can contact us at 555-555-5555

Thank you,

Maria Ulfah
Project Manager
555, Brooklyn, New York

Introduction

Asiyah Women's Center is an organization that offers significantly important services to women facing domestic violence, homelessness, and eviction. However, the organization is undermining its reach and potential in the web market as well as its social reach. While the organization's social media and websites are updated, adding two key resources will substantially increase the public and web users' awareness of the important work and services that this organization provides. The first proposed resource is additional content for the website of the Asiyah Women's center. The organization's website and its social media presence will be boosted if there is an animated promotional video. The second proposed resource for the organization is opening multiple pop-up information stalls around major locations in New York. These two resources will strategically increase awareness of the important mission of this organization.

Executive Summary

The awareness project intends to raise public awareness of the organization's goal. The two seemingly simple proposed resources are meant to reach the people that need the services the most. Many women are not aware of the unique and versatile mission of Asiyah Women's Center, from what they know a women's shelter is usually unsafe, shameful, and an all-around undesirable place to be. However, this organization challenges every idea of what a help center and a women's shelter should be. They need to become aware of how the Asiyah Women's Center is different from most shelters, they need to be aware of the services and long-term aid the organization offers.

The awareness project will solve the problem of Asiyah Women's Centers' public and online reach. The outcome of this project will result in a wider audience and attention to the important actions and works of the Asiyah Women's Center. This will be achieved through the promotional video and the pop-up stalls; it will help to gain both a wider social audience as well as an online audience.

The success of the project will be measured only when the organization needs an expansion of its resources out of New York and into the rest of the states. This will mean the awareness project has brought awareness to the indispensable services that the organization offers. This is why the awareness project is important, it is designed to reveal the mission and goal of the organization to the women that need it the most.

Problem Statement

Asiyah Women's Center has a user-oriented webpage, the social media platforms are up to date with the latest announcements and projects. However, this is not enough in the current socio-web climate, organizations are spending significant amounts in competing against similar organizations to gain attention themselves to promote their agenda. Statistics show that organizations increased their budget for marketing and advertising by 70%, coming in at an all-time high of close to \$400,000. This shows that spending on promoting the organization is just as important as spending on its services.

Asiyah Women's Center does good work, its message will reach people if it is developed and presented correctly. In the U.S. 35.6 % of women experience violence from their partners, however, most of them do not go to shelters due to the lack of safety. Children are even less likely to know of their options, they make up the least percentage of members of a shelter after women. Muslims and women from other minority groups have even fewer options because as women of faith, it is not permissible for them to be in close quarters with men.

Asiyah Women's Organization does not have enough web presence on common platforms like TikTok. Promotional content on such platforms will increase awareness in both younger and older women as women make up 60% of the users on TikTok and are shown to use social media more.

Solutions

These issues can be resolved with the Awareness project. It targets both fronts and covers the web presence as well as the socio-public presence. Women and children visit social media more regularly than men, and the animated video will circulate and gain more views on social media platforms because of the current online market. Researchers have found that 59% of successful marketing is now animated, they are easier to digest and hold the attention of users longer. Traditional promotional advertising with real subjects is overused and overlooked.

The first part of the solution is the creation of a short but powerful animated story that depicts the audience of the Asiyah Women's Center. It will show two personas that need the services that Asiyah Women's Center exists to aid. It will also bring to light the unique support system and safe environment that the organization provides.

The second part of the solution is to open pop-up stalls in locations in New York with the most foot traffic. Many successful organizations have tangible and engageable locations, like IRUSA, which allows clients to see the human face and voice behind the website. It will also allow women to be able to ask the questions they have and get the necessary information quicker; one meaningful encounter or conversation can lead to someone making a change for the better. This is a humanitarian cause and having a human face and voice help to show and remind the public what the organization stands for.

Project Plan

Animated video:

The Animated video will be a 2-minute video. The cost will be a total of \$25,000 per minute. Production will take a total of 4 months. The technical resources, equipment, and production studio will cost an additional \$15,000. **The total cost will be \$65,000.**

The production will be broken down into these steps,

1. Video Script production.4 weeks
2. Music sequence production. 4 weeks
3. Creating Animations.4 weeks
4. Implementing digital movement sequences. 4 weeks
5. Revise the video with the team. 4 weeks
6. Publish the video

Pop-up stalls

There will be a total of three pop-up stalls in four boroughs of New York. Each pop-up stall costs \$2,000. **The total cost will be \$24,000.**

The total time for the stalls to be set up will be one month and a half. The materials are going to be provided by the organization, each stall will include,

- pre-existent and printed pamphlets.
- 10 knowledgeable members working at the stall.
- 1 Support Service Provider (SSP) for people with disabilities.
- QR code scanning banner for passing people
- Covid safety equipment. Masks and sanitation. For close contact conversations.

Qualifications

The Awareness project is proposed by Maria Ulfah, the founder of the Digital Storytelling organization. She and a team of nine women work together to help minority non-profits and small business owners to design and create content for their companies to grow. Maria and the team at digital storytelling believe in supporting organizations that are doing important work but lack a larger audience.

Maria is a professional filmmaker, Animator, and storyteller who has worked in well-known animating companies like Pixar Animation Studios and DreamWorks Animation. She has worked in these companies for over 9 years, working in production management, Animating, and script writing.

The rest of the Digital Storytelling team are also experienced animators who come from various backgrounds. However, they all have one thing in common, being minority women who support other minority women.

Conclusion

The awareness project is a solution to the growth of Asiyah Womens Center an organization. Through an animated video and pop-up stalls, the Digital Storytelling team will be able to gain the attention of the target audiences and successfully raise awareness of this organization amidst all organizations competing for attention. The Digital Storytelling team will be able to utilize animation, a vastly popular form of entertainment amongst the younger generation to generate a video and spread the message on the platforms that the younger generations traffic the most. Pop-up stalls are a trusted method that allows companies to gain publicity and bring more local awareness of to their target audiences on a more intimate level. The Digital Storytelling team proposes this four-month awareness project in hopes of broadening the Asiyah Womens Organization so that it can continue to do good work with more reach on all platforms.

Appendix

- Bio

- Resume

- Plan Documentation

- Work Samples:
 - Short Animated videos.
 - Documentaries
 - Film clips.
 - Music Sequences
 - Pixar Scripts.
 - Dreamwork scripts
 - Graphic Design boards
 - Previous women's non-profit organization content

Project Plan Documentation: Awareness Project

Overview

The Digital Storytelling team will create a 2-minute video and open 3 pop-up information stalls in four select locations in New York.

The target audience for the projects is both younger and older women. The video will target younger girls when it is uploaded to popular social media platforms. The pop-up stall is for women of all ages because they will be in popular public places. This will enable them to communicate with people and get the information they need.

Deliverables

Animated video:

The Animated video will be a 2-minute video.

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5. Revise the video with the team.
6. Publish the video

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Schedule

Month	Month 1	Month 2	Month 3	Month 4
Animated Video	<ul style="list-style-type: none">• Script production• Music sequence production	Creating animations	Implementing digital movements sequences	<ul style="list-style-type: none">• Team video revision• Publish video
Pop-up Stall	<ul style="list-style-type: none">• Print pamphlets• Print banners	<ul style="list-style-type: none">• Organize stall workers• Hire SSP• Open stalls		

Recourses

SME:

- Pixar script manager
- Dream Works Studio sound consultant
- Graphic Design team at HQ

Writers

The Digital Storytelling team of 10 members is going to collaboratively work on one script.

Break-down:

- Script outline: created as a team
- Screen directions: Two team members
- Review/edit: Two team members
- Re-write: 5 team members

Tools: The Digital Storytelling team has a music studio. They also have licenses to Animation production software like

- Presto
- Moonray
- Toons

Reference materials:

- Studio Ghibli trailer production
- Pixar Scripts

Estimated Cost

- To complete the video, a total of 4 months is required. The pop-up stalls will take a total of 1 month and a half. The awareness project will be **a total of \$89,000**
- The Animated video will be a 2-minute video. The cost will be a total of \$25,000 per minute. Production will take a total of 4 months. The technical resources, equipment, and production studio will cost an additional \$15,000. **The total cost will be \$65,000.**
- There will be a total of three pop-up stalls in four boroughs of New York. Each pop-up stall costs \$2,000. **The total cost will be \$24,000.**

Communication

1. The Digital Storytelling team will communicate with the client in a meeting every two weeks to discuss progress and address any issues. They will also hold Zoom conference calls.
2. The team will be sending monthly progress reports via email throughout the four months

Risks

The video production may extend over four months, this may be due to technical difficulties. However, the Digital Storytelling team has not exceeded a set schedule time over the course of completing 20+

digital projects for clients. If this does happen, the Digital Storytelling team will reimburse the client and adjust the project cost to make up for exceeding schedule time limits

Deliverable	Purpose	Audience	output	Writer	Review Date	Publishing Date
Animated video	Gain publicity and attention for the Asiyah Womens Centers mission to help young and older women.	<ul style="list-style-type: none"> • Young women • Teens. • All general women users of the software 	Video File	Digital storytelling team	Month 4	Month 4
Pop-up stall	Help women on a more intimate level so they can learn about the services through conversations.	All general women in New York	<ul style="list-style-type: none"> • Physical stalls • Organization pamphlets • QR code to websites and social media 	<ul style="list-style-type: none"> • Digital storytelling team • Asiyah Womens Center staff 	Month 1	Month 2