

## ***Breakthrough Commitment***

**Commitment Name:** **Accelerating Women Entrepreneurs**

A Marketing Campaign for the Global Women Entrepreneurs Movement

**Campaign Initiated by:** FLOW

**Contact:** Jeff Klein, Chief Activation Officer  
[jeff@flowidealism.org](mailto:jeff@flowidealism.org), 415.497.0996

**In Partnership with:** **Women Thrive Worldwide • the Women's Economic Empowerment Working Group of the U.S. Department of State's Office of the Senior Advisor to the Secretary of State for Women's Empowerment • The Whole Planet Foundation • Educate Girls Globally**

**Campaign Goal:** **To open a path, from floor to ceiling and beyond, for women entrepreneurs to flourish around the world.**

### **Supporting Goals:**

- ❑ Foster a widespread recognition of the social and economic value and high leverage of investing in and supporting women entrepreneurs worldwide, and of the role women entrepreneurs play in advancing peace and broadly distributed prosperity.
- ❑ Effect legal reforms that facilitate legal enterprise creation for women around the world.
- ❑ Develop extensive local, regional, and global systems for entrepreneurial mentoring, training, and networking for women.

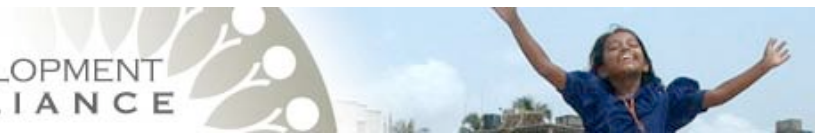
### **The campaign will advance these goals by:**

- ❑ Aggregating and packaging the programming and activities of various organizations, and creating new integrated programming, to create a coherent, coordinated campaign.
- ❑ Engaging celebrity spokespersons and a mass community to embrace and advance the campaign and its goals.
- ❑ Attracting substantial resources to support women entrepreneurs and to promote the campaign and campaign partner programs.

*We are **very** enthusiastic about how the campaign, purpose, mission, framing, etc. are shaping up. We look forward to being a full partner with you in making this come into reality!*

~ **Ritu Sharma Fox**, *Founder & President, Women Thrive Worldwide*





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**Campaign Metrics**

**Women Entrepreneurs Acceleration**

- ❑ We will monitor and report on local, regional, and global metrics, including:
  - Number of women-owned businesses
  - \$ value of their businesses
  - # of employees
- ❑ Building & monitoring a new composite index to track an aggregate number representing overall status of WEE
- ❑ Tracking legal reforms advanced by advocacy, education, and leverage via our efforts

**Growth & Health of the Movement & Actions Generated via the Campaign**

- ❑ Number of people who "join the movement"
- ❑ Number of people who invite others to join
- ❑ Depth of engagement and longevity of members
- ❑ Actions people take who are part of the movement
  - ❑ Contributions, loans, investments made to women-owned enterprises and to organizations supporting them
  - ❑ Purchases of products and services from women-owned enterprises and of AWE branded products and those of program partners tied into the campaign
  - ❑ Volunteer and mentoring
  - ❑ Advocacy, education, and political/financial leverage applied to advancing legal reforms
  - ❑ Capital and other resources invested in the Women Entrepreneur Empowerment System catalyzed by the campaign and support for the campaign from individuals, organizations, and corporations



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**Key Attributes**

- ❑ **Innovative, timely, and necessary:** "...we don't need another organization working with women entrepreneurs or doing advocacy around that (these groups already exist and are quite mature), what we DO need is a coordinated and large-scale marketing campaign. We can all get behind that 100%. We have all wanted to do this, but haven't had the resources to do so. This model is even better than any one of us doing it alone--we MUST do this together and leverage each others' strengths. I really feel strongly that our community needs to get together more, especially when it comes to marketing."

~ **Ritu Sharma Fox**, *Founder & President, Women Thrive Worldwide*

- ❑ **Accessible & Effective:** Designed & executed by seasoned professionals, attracting greater resources over time. messaging and opportunities to act will be clear, simple, accessible, and easy to engage with.
- ❑ **Ongoing & Long Term:** The campaign is conceived to persist for years, with sustained, ongoing activity
- ❑ **Measurable Results:** For the campaign activity itself and for the movement is supports.
- ❑ **Achievable:** The campaign is designed to achieve, measure, and report success, by aggregating the work of multiple effective organizations active in empowering women entrepreneurs, coordinating collaborative efforts between them, attracting and channeling substantial resources to support their efforts, and the overall campaign for the movement, and establishing discrete measurable short and long term goals.
- ❑ **Multi-Channel:** The campaign will reach millions of people through multiple marketing communications channels:
  - Retail outlets & Product tie-ins
  - Mass media: content and advertising via TV, radio, print publications, Internet, billboards Classroom: media and curriculum
  - Events: large and small, ongoing and large scale celebrations
  - Public Relations & Celebrity Spokespersons
  - Grassroots marketing, email and other electronic communication campaigns
- ❑ **Sustainable:** The campaign will offer an unprecedented social positioning platform for corporate sponsors, and it will provide a compelling channel for contributions to specific programs and organizations. Campaign elements will be designed to generate revenues through admission and affiliate fees, licensing, and other revenue streams. FLOW will provide ongoing, dedicated program management services, to ensure continuity and integrity of the campaign, campaign programming and messaging.