

PRIME MINISTER

SCUOLA DI POLITICA PER GIOVANI DONNE

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INTRODUCTION

Prime Minister is a project based on the dream of a world where every young woman can freely express her ambitions and be and become whoever she wants to be, even Italy's future Prime Minister. The aim is to open schools for young girls (14-18 years) to give them the possibility to know more about politics and citizenship. Born in Favara (Sicily), PM now is growing up and planning to open new schools all over Italy thanks to the effort of the four founders.

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INTENDED BRAND IDENTITY

A strong brand should have a rich and clear brand identity representing what the organization wants the brand to stand for. Studying Prime Minister association, we came out with a possible intended brand identity.

BRAND ESSENCE

"Empower future game-changers"
that's the brand essence of PM.

Empower stays for the freedom and official authority women have to talk and to create their critical thinking.

The choice of the word *future* is made up because of the PM's target: girls from 14 to 18 years old.

These individuals will study and become future political activists and civic leaders being the *game-changers*. Why? They will change the way people look at women both in citizenship and politics, proving that there is nothing women can't do compared to men.

CORE IDENTITY

The core identity is most likely to remain constant as the brand travels to new markets. Prime Minister works with the aim of making girls feel considered and empowered. Through this project, women have the possibility to speak up and have a voice without feeling judged. In fact, the point is to create a community in which girls can be themselves and be free to say whatever they want because they are with open-minded people.



In this way, women feel more and more empowered and they start creating their critical thinking skills. By that, they increase their self-awareness, enhancing their transversal skills and ability. They spend their time with people that want to contribute to the enhancement of life and nation itself: if girls are informed they can become more active in improving their native place; likewise, those who support this association are ready to contribute to change starting from citizenship to the more specific awareness of ourselves and the world around us.

So Prime Minister is a very important tool through which becoming civic leaders and, more in general, an active citizen is possible. Through workshops and mentoring, every young woman in Italy

can become aware of her potential, in order to become an agent of change in her school, community, city, and nation. The brand identity should focus more on gender equality. Being a feminist does not mean putting the woman first and the men second. Men and woman are equally important and for this reason, they deserve to have both the same rights, the same freedom from the most serious things to the smallest banalities. So they need to grow up together to enhance their skills and start discussing many different issues. Besides, today in Italy, many men pay attention to gender inequality and the role of women in society claiming, together with them, the same rights.



The four founders of PM

EXTERNAL IDENTITY

The extended identity includes all of the brand identity elements that are not in the core, but still are important to the success of the company. For Prime Minister, these points should be sustainability, volunteering, anti-violence, and actuality.

Sustainability: this topic has been emphasized a lot in this century, but it's not the core identity of PM. PM should make sustainable choices and let little women be more aware of, for example, food waste and climate change.

Volunteering: to be an active citizen it's important to get ready to gift your own free time to the community, communicating it outside to give the possibility to people to be aware and to participate

Anti-violence: Nowadays one of the most important topic. In a society open to comparison and dialogue there is no space for violence.

Actuality: Promote the human in all its nuances in order to enhance impartiality and critical thinking. Many are the actuality topics that should be studied, some of them are the LGBTQ+ movement, ZAN law, Black Live Matters Movement, North-South Gap and so on.



NO GO AREAS

As for any brand, even PM has some no-go areas. First of all, the PM must avoid the extremist area of feminism: misandry. Being a feminist does not mean giving women more rights and possibilities than men, is about equality.

Then, fundamental is to avoid taking a political position: PM should train critical thinking. If you give to people right instruments they could form a personal opinion on their own.

BRAND AS A PERSON

Before starting with the stakeholders' analysis, we have to develop a brand persona for PM.

Prime Minister is a woman **open to discussion** and **proactive** who wants to get information to do something concrete for her community. She is a **progressive** and **future-oriented** person whose ultimate ambition is politics and probably, one day, to be a prime minister.

This woman wants to talk with open-minded people in order to overcome the limits of conservatism, so obviously she doesn't like to talk with mentally backward people. Even if she is very committed, she knows that nowadays there are many obstacles. People stop in front of appearances and stereotypes such as male supremacy and the image. Then, there are also fears, such as the fear of not being considered trustable and authoritative. People don't always have the courage to express themselves in this society, but the PM is an active person ready for everything.

Our idea is that the PM should be personified into the figure of **Nilde Lotti**, the first woman in Italy to hold one of the four highest positions in the State: president of the chamber of deputies from 1979 to 1992. From the struggle with partisan women to the seats of Parliament, the symbol of impartiality and champion in the battle for women's emancipation, Nilde Lotti was one of the most important figures in Italian history and the birth of the Constitution.

Character: inspiring, reliable

Tone of voice: personal, direct

Language: insider and serious

Purpose: enable women to become leaders in the society

Target: young girls from 14 years to 18 years old that need to be inspired



Nilde Lotti

STAKEHOLDER SYSTEM

Talking about PM's stakeholders, we divide the stakeholder system into three clusters.

STUDENTS AND FAMILIES

Students and families are the main stakeholders of PM because they are the most involved people in the project. Being young, sometimes are families that urge teenagers to discover new possibilities and activities to take into consideration. The role of students is central for PM, as they could be themselves ambassador of the project.

Character: warm, friendly

Tone of voice: personal

Language: simple

Purpose/Goal: to create a community

Obstacles: closed-minded situations

Target: friends

Persona: a young student that talks with her family about citizenship and equal rights

This stakeholder is in line with the PM's brand persona regarding **social opportunities**. Having the opportunity to study more about active citizenship and to share experiences with family and friends, future game-changers can have a possibility to grow faster and in a more challenging environment.

LOCAL, NATIONAL & INTERNATIONAL INSTITUTIONS

International Institutions, International NGOs, National Institutions, Transnational Hybrid Organizations and Local Institutions play a hugely important role in the modern world economy. In fact, through their commitment social issues such as human rights and diversity and inclusion become sensitive to people.

Character: authoritative, polite, stuck on his own decisions

Tone of voice: honest, direct

Language: savvy, insider

Purpose/Goal: to create a community

Obstacles: closed-minded situations

Target: people all over the world

Persona: an adult person devote to social issues and economic growth

These institutions are in line with the PM's brand persona regarding **political opportunities** and **general knowledge**. Having the opportunity to talk with companies of the labour market and to visit their HQ, future game-changers can have a better idea of how works the political scene and what they can do to improve it and, at the same time, be more aware of the labour market.

PARTNERS & DONORS OF NON-MONETARY RESOURCES

Partners and donors of non-monetary resources are important stakeholders for PM's awareness. In fact, through partnership PM could have more visibility and by having donors of non-monetary resources new topics could be discovered and discussed in workshops.

Character: friendly, inspiring
Tone of voice: honest
Language: simple
Purpose/Goal: to create a community and to engage
Obstacles: topics
Target: volunteers
Persona: a young girl that pays attention to social issues

This cluster of stakeholder is in line with PM's brand persona regarding **core values**. Companies that partner and donate usually have at least one ideal shared with PM. Having the opportunity to share opinions and experiences with other companies, PM can have a possibility to grow faster and to be known worldwide.

Here there are five examples of stakeholders with who PM has already established partnerships. We are now going to study them outlying a brand persona for each.



US EMBASSY

The US Embassy is a bilateral corporation that handles diplomatic relations with Italy and coordinates US activities. Consulates also administer consular services including visas for visitors to the US. They work with Italian counterparts to protect shared political, economic, and security interests through multilateral organizations including NATO, the United Nations, and a host of other important bodies.

Character: Secure, honest, someone who is aware of the social inequalities
Tone of voice: honest, direct
Language: serious
Purpose: help people and make them feel at home in a different country
Target: people who might have the double citizenship

UK EMBASSY



The UK consulate in Naples promotes British interests in Italy. The consulate also plays an important role in commercial development, cultural affairs and establishes contacts with the local press. The British consulate in Naples is led by Vacant - Honorary Consul of the United Kingdom in Italy.

Character: honest, secure, authoritative

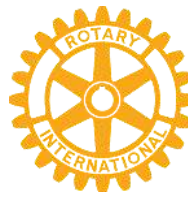
Tone of voice: honest, direct

Language: savvy, serious

Purpose: help people and make them feel at home in a different country
Conversational attitude with a deep awareness of data and a radically human-centric dimension

Target: England citizens and double citizens

US Embassy and UK Embassy are in line with the PM's brand persona regarding political opportunities. Having the opportunity to talk and to visit embassies, future game-changers can have a better idea of how works the political scene and what they can do to improve it.



ROTARY CLUBS

Rotary Club solves real problems, acts, and makes positive and lasting changes in the world (food, health, water, education, food waste) while also supporting Future Leadership.

Character: Reliable, resolute, wider visionist

Tone of voice: direct

Language: savvy, serious

Purpose: help people and make them feel at home in a different country.
Conversational attitude with a deep awareness of data and a radically human-centric dimension

Target: England citizens and double citizens

This association aims at solving real problems providing service to others and promoting integrity. Different from other stakeholders, the persona should be an adult man talking with community leaders and professionals. For this reason, we think that a better stakeholder could be Soroptimist, which is a branch of Rotary Clubs but more centered on the role of women in society. Through concrete actions, the aim is the promotion of human rights, promotion of women's potential and support for the advancement of women's status, acceptance of diversity, and creation of opportunities to transform women's lives through the global network of members and international cooperation.

It was born in 2016 to support, sponsor and organize initiatives and projects that aim at financial literacy aimed essentially at destitute and vulnerable groups.

Character: a woman in her thirties graduated in economy with a vocation of social issue

Tone of voice: direct

Language: serious

Purpose: defeat poverty, quality education, gender equality, economic growth, reduce inequalities

Target: people with a vocation for social issues

Both GTF's persona and PM's persona pay attention to the reduction of inequalities. Partnership with this company is important to underline the aim of empowering the group considered weak in society. In addition, GTF could be very inspiring for young girls for their future, a partnership that is a very school of life. Something more than GTF does is to defeat poverty, part of the volunteering part of the PM's external identity

The University of Naples Federico II is the oldest public university in the world. Nowadays the university is made up of four schools, twenty-six departments, an academic staff of more than 3,000 individuals, and an administrative staff of more than 4,500. Starting from its history, the university looks at the future with strength: "It isn't easy! But, we feel that the greater the challenge, the greater the reward."

Character: competent, formal inspiring

Tone of voice: direct, trustworthy

Language: savvy, passionate

Purpose: the challenge of training competent, open-minded professionals, aware of the rapidly changing needs of a collective human society

Target: people that want to study and improve themselves (most of all young people, 18 years old)

To have a partnership with the university and, more in general, education institution is fundamental for PM. Schools and universities are the places in which people start building their critical thinking and their transversal skills. Through the student representation's experience, the workshops, the project group, and even the friendships, people grow and learn how to face the world, enhancing themselves and improving their ideas day by day.

STAKEHOLDERS & SPONSORS

The clusters of stakeholders previously analyzed are sometimes present also in other companies' stories. We are going to study how the targeted four sponsors of PM (Unicredit, Soroptimist, Cartier, and Lamborghini) are related to PM itself.

UNICREDIT

For Unicredit, dealing with its own customers means **creating value** for those with whom the company enters into relationships, its stakeholders: customers, shareholders, suppliers, but also the environment and the community. The company also believes that its strong and constant commitment must also pass through continuous support for Social Enterprises, assistance to families, the creation of projects for young people, and support for the elderly to make its **contribution to the communities** in the area.

LAMBORGHINI

Lamborghini produces luxury cars, a male-dominated environment which changed significantly when the first female in the board of directors was elected. Since then the company did a lot for women employees and is constantly investing in projects that enables women to stand out and compete with men bringing value in projects for the company and the society. Lamborghini was the first company in the entire sector that started to empower women and align with their vision and their objectives. Today the **Female Advisory Board** has been created.

CARTIER

Cartier cultivates its heritage and its values with rigor and creativity, making use of recognized, generous and committed **international institutions and initiatives**: the Fondation Cartier pour l'art contemporain, Cartier Women's Initiative and Cartier Philanthropy. The Fondation Cartier offers different activities for students: workshops, walking tours of the garden and its secrets, and family visits. Cartier Women's Initiative is an international program founded in 2006 by Cartier in collaboration with INSEAD Business School with the aim of identifying, supporting and promoting women entrepreneurs and their businesses. Guided by the desire to unleash individual potential, Cartier Philanthropy works to improve the conditions of the most vulnerable, especially women and children living in the less developed regions of the world.

SOROPTIMIST

Soroptimist International of Europe is proud to hold consultative status at the United Nations' ECOSOC, participatory status at the Council of Europe and the European Women's Lobby, and to contribute to the work of the OSCE. Soroptimists also regularly participate in various **NGO forums** of concern to women at national and international levels.

SPONSORS' PERSONA SCHEMA



Social Impact Banking is UniCredit's commitment to building a more equitable and inclusive society. Its goal is to identify, finance and support people and businesses that can generate a positive social impact. And in particular in this period the company supports **female entrepreneurship** and profit and non-profit companies that offer services to women and their families. In a context of general emergency that has affected the most varied sectors, Unicredit is witnessing a negative trend in particular on employment and female entrepreneurship.

Il mio valore conta.
Per me, per tutti.

Social Impact Banking

Dare valore alle competenze e alla professionalità delle donne vuol dire realizzare una crescita economica e sociale preziosa. Per tutti.
Per questo, finanziamo con offerte dedicate l'imprenditoria femminile e le imprese Profit e Non-Profit che sostengono con i loro progetti le donne e la famiglia.

Scopri di più sui prodotti di **MicroCredito** e **Finanziamento a Impatto Sociale** su unicredit.it/ilvaloredelledonne

#TogetherWeMatter
800.764.009

La banca per le cose che contano.

UniCredit
Social Impact Banking

Women are often more vulnerable in the labor market and in the last years the birth of new female businesses has dramatically reduced.

For these reasons, the company wants to do its part in **supporting women's businesses** and all businesses that offer services to families.

Character: warm, competent

Tone of voice: honest

Language: insider

Purpose: enable people

Target: privates and enterprises

Persona: a finance man that knows how women are important in the society and wants to underline their power giving them more possibilities to be successful

Matching the Unicredit persona scheme with the one of PM, we can say that the aim of the two is the same: **give possibilities to women**. PM gives possibilities by educate young girls and Unicredit by financing projects held by women. For this reason, we think that Unicredit could be an excellent sponsor for PM: because a more equitable and inclusive society can generate greater growth and well-being for all.



Automobili Lamborghini is an Italian company which produces supercars. In 2018 the company launches the **FAB (female advisory board)** program, a women network that count 200 powerful women around the world: entrepreneurs, artists, collectors and engeneers and scientists. Lamborghini is trying to empower women from all over the world and demonstrate that the supercar environment is not only for men. In recent years the company made many changes in order to enable women to contribute to new ideas and reach the highest position in the company. The marketing manager Katia Bassi is the first women ever in the directory board.



Character: visionist, future-oriented, energetic

Tone of voice: bold, enterprising

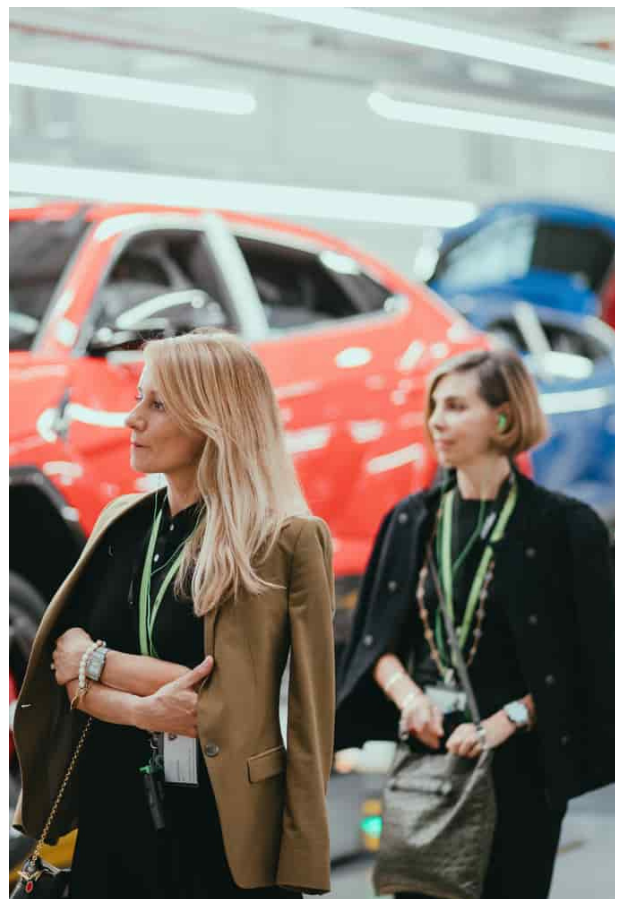
Language: tecnic, targeted

Purpose: sell a story

Target: ambitious young women

Purpose: raise the next generation of powerful women that are able to compete in male sectors

Persona: a person who wants to share their skills and inform people



Lamborghini could be a good investor because of the important female-oriented changes is making in the company. In 2019 the company create 'Future FAB', a contest for talented young women, that demonstrates the desire of the company in investing in future-leading generations



Cartier is a french luxury company which designs, manufactures, distributes and sells jewelry and watches, founded by Louis-François Cartier in Paris in 1964. The brand considers gender equality as the backbone of sustainable development and places it at the heart of all the programs it supports to improve the women's conditions in the perspective of a more equitable and inclusive society. In 2006, Cartier and McKinsey & Company, in collaboration with INSEAD Business School, created the "Cartier Women's initiative" which consists in an award for women-owned and operated businesses that operate in a wide range of industries, help solving global issues and make our planet a better place.



Character: sure, convincing, helpful

Tone of voice: honest, direct, kind

Language: enriched vocabulary

Purpose: create a community

Target: privates and institutions

Persona: a savvy adult that wants to sell a story but, at the same time, wants to create the story with customers



Comparing this luxury brand persona with the one of PM, we can observe that both have the will to make our world a better place, especially by not making any distinctions between men and women. PM could be a good collaborator for Cartier, they would indeed be in direct connection with the young generations, not only in the higher place of the society but the ones who want to improve themselves as well as their knowledge. In this way by correlating these two, the business industry on the women's side could be taken into consideration and even increase.



Soroptimist International, founded in Oakland in 1921, is a worldwide association of highly qualified professional women. The members represent different professional categories, thus promoting internal debate and a wide and diversified circulation of ideas that allows the creation of effective projects and services. Soroptimist International is today present in 132 countries and has more than 3,000 clubs, with a total of about 75,000 members.

Aim: Through concrete actions, promotion of human rights, promotion of women's potential and support for the advancement of women's status, acceptance of diversity and creation of opportunities to transform women's lives through the global network of members and international cooperation.

Character: resolute, wider visionist, sensitive to women's issues

Tone of voice: direct, informative

Language: serious, savvy

Purpose: transform women's lives through the global network of members and international cooperation.

Target: Women of high professional qualification Who want to have a concrete impact in the territorial reality.

Persona: a self-confident mature woman, who during her life has also achieved work goals, with clear ideas and a drive for industriousness for her territory and the future



Comparing the brand scheme of PM and Soroptimist shows an alignment in the issues related to women, an attachment to the territory and a squardo towards the future of the new generation of leaders. Pm could be an excellent partner for Soroptimist as it would create a direct link with the new generation and further opportunities for exchange of ideas and positive contamination; Soroptimist on the other hand thanks to its financial strength of its members and their sensitivity could be an excellent concrete partner for Pm.

SPONSOR JOURNEY

Some of the most important touchpoints for PM in the sponsor target journey are definitely social media both to increase the awareness fundamental to intercept new sponsors than also as a tool to support a relationship with the sponsor in the retention phase.

A strategic element for PM should also be its name: thanks to excellent SEO is the first result in a Google search; this detail involves less effort in the search for Pm, and an easier memory.

Website and brand name then become an important touchpoint in all the sponsor journey. The website then must be a vehicle of its values, becoming a platform of visibility for all its contents, activities, and goals.

The word of mouth, given by the nature of PM, is an interesting element also for sponsors, thanks to the possibility of being positioned in the young target's mind, but at the same time to strengthen values and commitment of the sponsors.

The sponsor journey is articulated in four pillars. Together they can form a path through different touch points, everyone important in a perspective of attract and retain donors.

AWARENESS

Currently PM is creating awareness about its program only with word of mouth and leafleting. This could be useful to introduce the program in the local community, but it's not very effective at a national level. To engage potential sponsor PM have to spend more in this phase encountering potential investors in different touchpoint. As a local activity, PM is not well-know and could gain more awareness using:

- email
- social ads
- PR
- press release

APPEAL

For the appeal-phase PM should demonstrate how program's values and sponsors' ones could be aligned in a win-win situation. First of all, PM's website should improve the sponsors' area by inserting more information about what sponsors do and how they contribute to spread Prime Minister's values. This could be done through:

- chatbot
- blog
- social media

DONATION

Sponsor will be able to support Prime Minister in four different ways:

- donating monetary resources
- providing spaces for PM's activities and events
- donating time of company's personalities for PM's events and masterclass
- setting up university's scholarships for girls that stands out in Prime Minister's projects.

This could be done through the donor-section on the website.

RETENTION

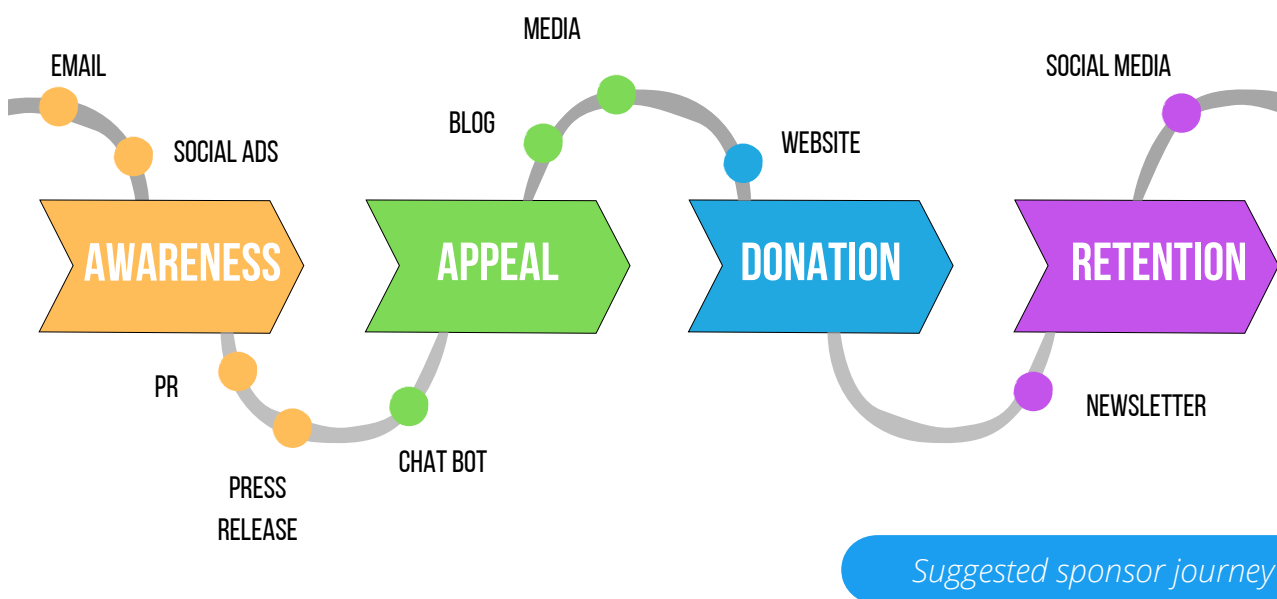
The retention phase is a fundamental part of the sponsor journey. If PM wants to keep its sponsors during time, it has to continue to offer them visibility on online platform.

An idea could be to introduce a benefit-partnership with sponsors. So, girls that are following the PM's programs could count on some benefits from brands that support Prime Minister.

In addition, being Prime Minister saw as an innovative program, able to look forward and to be constantly aware of current issues, sponsors could count on the PM's reputation and be perceived aware of these issues themselves thereby. So, they will enjoy the 'reflected light' of PM.

Tools suggested for this phase are:

- newsletter
- social media (mainly Instagram)



FUNDRAISING STRATEGY

To enrich our fundraising strategy, we think that is necessary to organize a calendar of regular PR events. In this way is possible to engage existing sponsors and encourage new ones.

These events will motivate sponsors in two ways:

- fun experience for them where they can get known their values;
- possibility for them to connect with the community;

At the same time, also PM will have its return by having a greater community and more possibilities to get widespread visible.

The aim of our campaign is to pursue a share of mind (or share of voice) strategy on some activities, strengthen the brand identity and increase the awareness to reach new targets.

PM fundraising goal should be represented by the amount of money PM desires to raise over the course of the campaign or by the end of the year for an annual fund. Obviously some related goals need to be incorporated, such as increasing sponsor retention and conversion rates or increasing the number of major gifts received as a way to support the core of the fundraising goal.

These events could be a great way to convert prospects into new donors using the tools of CRM.

After the events, sponsors should remain in touch with Prime Minister through social media and their role in the strategy.

To be concrete, on what to really do for our fundraising:

1. A section or microsite dedicated only to donation with an element of awareness and make the donor the protagonist.
2. A visual describing the progress.
3. An email campaign for those who donate.
4. Branded event of the sponsor.

As a special guest, we would like to invite Chiara Ferragni, which is one of the most famous and appreciated Italian influencers worldwide. Since millions of people are influenced by her, she could build a considerable impact on the brand awareness and allows PM to improve itself through a potential event where she could be head of change.



SOCIAL MEDIA ROLE IN THE STRATEGY

Social media will have a central role in setting up the strategy of Prime Minister. The social media's selected for the strategy will be Instagram, Linked In, Twitter and Facebook.

Instagram will play a central role in encountering *young generations and engaging* with stories and posts. It's the main social because allows PM to build a *strong brand identity*. On the Instagram page, there might be also a sponsor area with all the initiatives organized explaining how sponsors contribute to the project. Creating a community and investing resources on this social Prime Minister could count on a high engagement rate and a high conversion rate; two interesting indexes for sponsors who want to be associated with Prime Minister cause.

Linked-In will have a more institutional role. With a well-constructed profile, It could be perceived as more *trustworthy* and sponsors could be encouraged to invest in the project.

PM is constantly updated on social and political issues and for this reason, **Twitter** could be a great tool to express *opinions and support for certain themes* in real-time. Twitter could be a useful tool also for being updated on some topics and trends that are important for Prime Minister.

Facebook could be used to organize and invite people to *Prime Minister's events*. The events section is one of the most useful for an effective digital strategy.

Posts in collaboration with sponsors and *branded masterclass* and online speech could satisfy both donors and PM interests.

PM bought **Google's domain** so when someone search 'Prime Minister' the first result is always their website. This is an important point of strength in building a *strong brand identity*.



POSITIONAL MEANINGS

Thinking about the non-profit association of PM, the first thing that comes to mind is the concept associated with the "empower future game-changers", and of course, without a doubt, the concept related to feminism and the willingness of women to have a say, in a world where misogynistic thinking prevails.

Keywords that support the cultural meaning of PM could be expressed by:

- **Empowerment:** a concept that recalls the acquisition of self-awareness and control over one's choices.
- **Leadership:** position of pre-eminence with the function of leadership in a political or cultural alignment.
- **Future-oriented vision:** across development, future orientation is particularly important during periods of major changes.
- **Feminism:** aim to define and establish the political, economic, personal, and social equality of the sexes.

The nature of these meanings is shared by the different sponsors that we have already mentioned above.

The reason why we think they are in alignment is that all of these sponsors believe in everything PM tries to deal with, on the social level, and at the same time they draw strength and values from it: Feminism restarts from gen Z to which PM is dedicated. A generation that goes beyond the narcissism and pessimism and nothingness with which young people look today.



A generation that breaks down barriers, full of potential, oriented towards the future. Let's educate this generation and channel their values and energy into something beneficial to the community and society.

The new leadership force, which will also tear down the glass ceiling. in a country where leadership is male PM is a force that 'fixes the first step' to allow young women to have the possibilities and abilities to compete in creating the country's future.

Many newspapers, like *SicilianONpress*, *IOdonna*, and *ELLE*, focus on emphasizing the importance of the role of women in political life. To be cited on them it's a sign of importance in the field itself, thanks to that, there is an increase of the message authority.

Some quotes that express these thoughts are:

"..We, therefore, need discontinuity, a thought of breaking with the past capable of starting a new phase of enhancement of female talent.."

"..If we want to improve our future, we must allow girls to reach their full potential and become young leaders.."

"..Let's start from Sicily, a land that makes this challenge doubly interesting and important.."

"..The lack of women in politics is seen every day and is undoubtedly a legacy of our macho culture. Even if with some difficulties, things slowly change and the opportunities for young women begin to grow. The initiative I am talking about today is a real turning point from this point of view.."

Effetto D. Come le donne diventano protagoniste del Cambiamento

Secondo l'ultimo Global Gender Gap Report l'Italia è al 70° posto su 149 paesi rispetto al tema della disparità di genere. Ultima rispetto al big del mondo industrializzato. Al ritmo attuale ci vorranno secoli per colmare la differenza.

di giuseppe moscato — 27/08/2019 — in Altre Notizie

PRIME MINISTER

Sorgerà in Sicilia la prima scuola di politica per giovani donne

di giuseppe moscato — 13/02/2019 — in Politica

LICCAMUCIULA SOSTIENE PRIME MINISTER, SCUOLA POLITICA E DI LEADERSHIP FEMMINILE

Abbiamo intervistato Florinda Saieva, fondatrice della scuola dedicata a ragazze tra i 14 e i 18 anni: "Il cambiamento comincia da una nuova consapevolezza di sé stesse". Abbiamo deciso di sostenere insieme a voi il suo progetto Prime Minister, una scuola di politica e leadership dedicata alle ragazze tra i 14 e i 18 anni e vi raccontiamo perché con le parole della sua fondatrice.

Cosa avresti voluto fare da grande?

Esattamente quello che faccio adesso...

MEDIA RELATIONS PLAN

Now that Prime Minister is positioned in its cultural meaning, it is useful to identify the cultural sources of the meanings, the opinion leaders, and referents in the media. In this section, there are opinion leaders with different backgrounds that are aware of the importance of gender equality worldwide. These referents are Italians, but also Americans, and internationals.

GIUSTO MEZZO

Giusto Mezzo is a group of women from civil society, active in the world of work in different sectors and with diversified skills.

During the pandemic the group met while waging decisive battles for the future of Italy: a greater presence of women in decision-making groups, a real attention to boys and girls, the need to bring female skills back to the market. The aim, above all, is an enhancement through the strengthening and construction of the necessary social infrastructures.

GiustoMezzo thinks that the Recovery Fund offers an extraordinary opportunity, but analysis on the gender impact suggest that people should insist on the use of it. It should be used for integrated policies and multiplier investments. With this in mind, Giustomezzo decided to write a letter to the Prime Minister and the Government.

"We have the extraordinary opportunity to redesign a fairer, fairer, healthier country".



170
Post

25,2 mila
Follower

53
Seguiti

Giusto mezzo

Chiediamo il 50% del Recovery Fund su:

👶 cura, dall'infanzia alla terza età

👩 occupazione femminile

👤 gender pay gap

Firma qui [↓](#)

Visualizza traduzione

www.ilgiustomezzo.it/

WILL

Just one year after its foundation, it is now one of the most important Italian community in the scenario of the dissemination of information and news ranging from economics, politics, current events, sustainability with a light but timely and competent language. Today, with more than 800 thousand followers on its Instagram page and 15 million accounts reached in one month, it is one of the most informative and debated sources with a very young target, ranging from posts to interactive stories on Instagram and podcasts.



1.816
Post

827 mi...
Follower

131
Seguiti

WILL

Media

• Uno spazio per i curiosi del mondo

• Per capire ciò che ci circonda (e fare un figurone a cena)

... altro

shor.bv/WillMedia

EMMA WATSON

Known as Hermione from Harry Potter, a character who introduced her to fame as an actress, is the UN Goodwill Ambassador for Women and the voice of the HerforShe movement. Her emotional speech at the UN in 2014 on political, economic, and social equality between men and women has made her a point of reference for women. She was also the promoter of an initiative that consisted of leaving feminist books for the London Underground to raise awareness among the population.



CHIARA FERRAGNI



Chiara Ferragni is an Italian entrepreneur, fashion blogger, influencer and designer. In September 17, she was ranked 1st on the Forbes "Top Fashion Influencers" list. Questioning, learning and improving yourself is definitely tiring. We need a good dose of open-mindedness and the courage to embrace our multiplicity by going against those who would like us to be pigeonholed into rigid watertight compartments: that's her mission. Throughout 2020 we have seen her engaged in the pandemic raising awareness, funds, using her platform of millions of followers for a greater and more noble purpose. She drove the web crazy with a video where she talks about gender violence, patriarchy, female solidarity and much more.

"Gender equality is an important issue and we must support each other because only united can we truly change things for ourselves and for future generations"

RIOT GRRRL



The prominent feminist and cultural movement known as Riot Grrrl owes part of its success to this American musician. During the 90s, this group changed the course of the defense of feminism and, in addition to leaving a clear message, gave birth to a cultural spirit where music, underground style, DIY, and political activism created a strong community. Inside the music, Hanna has created a crowdfunding project to denounce sexism in the music industry.

A band who used their lyrics to express their views on topics such as patriarchy, double standards against women, rape, domestic abuse, and sexuality. Now in the 20s thanks to Riot Grrrl, many associations had the courage to express themselves by fighting, through music, for issues that affect social issues.

MICHELLE OBAMA

An example through and through, the former First Lady defended women's rights before and during her time in the White House, using her enormous capacity to influence. In addition to filling his speeches with phrases and ideas that vindicate the role of women in society, Obama introduced the State of Women, a campaign that defends these rights and deals with issues such as injustice in the world of work or gender-based violence.

"No country can ever truly flourish if it stifles the potential of its women and deprives itself of the contributions of half of its citizens"





She's a data journalist by trade. She writes about health and social inequalities, especially online and above all data-driven, mainly on Infodata - Sole 24 Ore. Through her writing she almost seems to be fighting to reclaim women's rights, trying to abolish the concept of patriarchy. A way of writing that aims to seek the "freedom" of women, in a season of strong propulsion, burning from North to South and also among the younger generations.



Unwomen is an Instagram account dedicated to feminism and social issues in its globality. They post content about women empowerment and climate issues that we are all facing nowadays. Through their Instagram account, they managed to reach a large community composed of 1,9MLN followers, and with their #GenerationEquality and their internet website available on their bio they are willing to attract women from all over the world all sharing the same goals. Their account is a way to sensitize and keep people educated sharing goodwill and positivity, they want all women to stand up and speak about their values and opinions.



SOCIAL MEDIA CONTENT DEVELOPING



WEBSITE

The idea is to create a website section dedicated to the continuous raising of awareness related to the topics that will be discussed during lessons in PM school. This will be helpful in order to avoid contents get lost within the various social media when new ones are published.

The contents shared will be grouped according to the topics analyzed monthly, with a specific hashtag, that can help to make them always in evidence and usable at any time. (ex. #ddlZan #genderequality #leadership). The first page of the

website's section will be divided into clusters based on the different topics that will be discussed in the monthly plan. By opening these clusters all the posts and contents published on the different social media will be displayed.

However, these contents will have a hypertextual link that allows users to get directly into the source in which was published at the beginning.

All users can have the possibility to access and make part of PM's community while staying up to date.





INSTAGRAM

PM's Instagram profile should be re-thought in a more engaging way by looking after aesthetics elements and taking advantage of PM'S values to get known by sponsors.

For instance, this will help the association to build a relationship with the audience in a more natural way and it will give the possibility to collect two-way interactions. We thought that PM should implement the social platform mainly with an engagement aim focusing on stimulating interactivity, dialogues.

First of all, PM should use more hashtags (creating a hashtag campaign among all the social media platforms), the tool of Ig stories (pool's stories, UGC contents, backstage). Swipe Up stories should be very useful to redirect the website's contents.

Then strategic is the use of the "highlighted stories" by dividing them into different sections, such as themes, initiatives, creation of Instagram filters to engage. Finally, to get people to know more about PM, an idea could be to share different types of content such as reels videos about the topic of the month to create a narrative about PM's activities.

Also Infographics on PM's outputs: number of guests, number of students, number of shared thoughts, number of cities, number of schools.

Finally, a call to action that helps people to enter the community through a single click, a single button positioned in the bio which redirects to the site for registration or log-in.





LINKEDIN

LinkedIn is one of the most powerful tools to create and support the networking of an organization by sharing different content from the abstract ones to the concrete, the most engaging.

Following this principle and the aims of Prime Minister, its page should be based on its values like empowerment, a new generation of leadership, and more important on their activities through a quote mode communication.

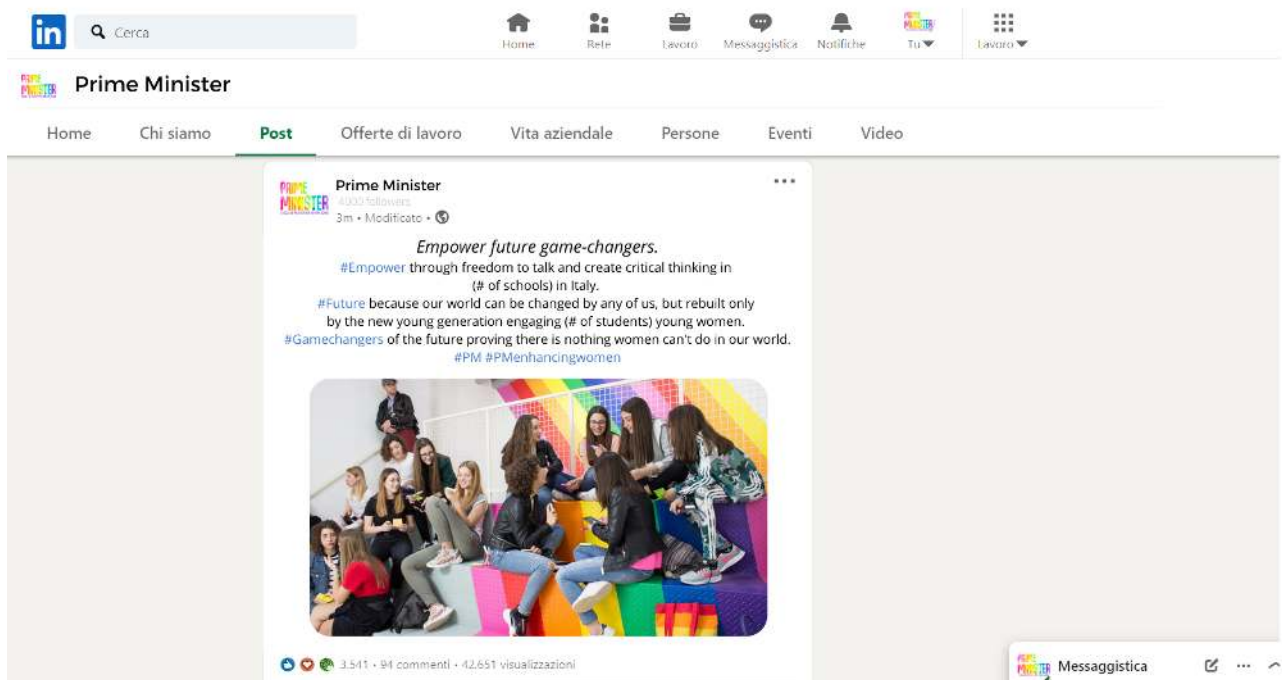
In fact, LinkedIn post will have the aim to increase the awareness of the association in the business to business field and sustain the retention with the sponsor acquired. One of the main strengths of PM is its value translated into physical activity: this connection has to be translate in post where PM promotes and shows what PM really is, through sponsors, speakers, and the young ladies as their ambassador.

Tactics of our strategy should be a series of post based on PM's core elements: people behind the project and behind the activities with KPIs approach and infographics output localized in all the territory and the women who inspire them but suggest in every post a concrete action.

The contents based on speakers at events will be the main concept, very helpful to create a connection with different public and acquire awareness and reliability.

Every post has to support also by the use of the general hashtag and the specific of Prime minister, the use of the personal brand # is a powerful tool to raise identity and support any sponsor-generated content.

The tone of voice should be serious and competent, in order to create a connection with the target through the perception of realness and trustworthiness.





Nowadays, Twitter is a fundamental social media to share news and information. For this reason, we think PM could use an informative strategy based on listening activities. As said before Twitter could be a useful tool allowing Prime Minister to be constantly aware of actuality and news regarding its area of interest.

With Twitter there is also the possibility to re-share posts made by sponsors and lecture guests. Prime Minister has not an official page on this social network which could be an opportunity mainly in the awareness and appeal phases. The bio of the profile would be created around the principles and the mission of the association.

Prime Minister's tweets may regard topics like empowering women, current political affairs or advertising the 'topic of the month' section in the blog. Creating some hashtags like #PrimeMinister or #PM2021 could help in spreading their contents and gain more awareness about the project among their stakeholders.



#PrimeMinister
#PM2021
#PMgamechangers
#PMempowers
#PMenhancingwomen
#PMchanger



FACEBOOK

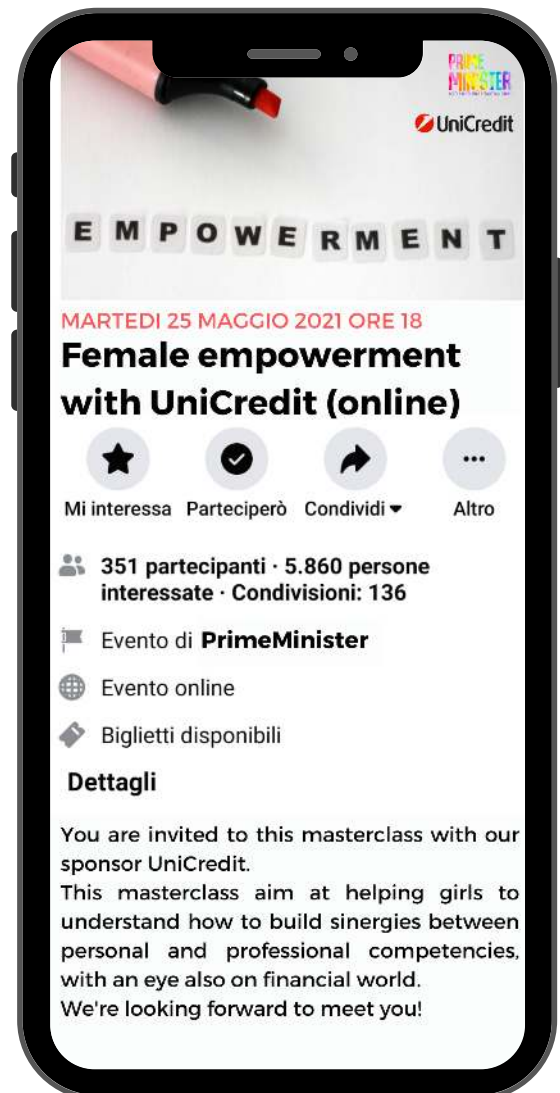
Facebook is one of the most used social networks among the others, PM should get a Facebook account to stay close to the community that wouldn't be active in other social media.

We suggest PM use an informative tactical approach on Facebook with the aims of entertaining, providing services, and conveying information but also an engaging one to allow interactivity.

The public, necessary to take into consideration, is formed by primarily three clusters: young adults, companies, and associations.

Our idea is to set up a new communication plan, focused on the creation of a specific section in which will be organized, and scheduled online meetings and/or events for the interested public, with a hyperlink to the LinkedIn page. During the online meetings (master-class), guests from our partners and sponsors will come up. In this way is possible to increase awareness in PM's target and let them stay up to date with social issues that will be face-up by the school.

An example of a masterclass can be mentoring related to the female empowerment sponsored by Unicredit and its initiative *Unicredit4Women*. These flows of masterclass could help girls to understand how to build synergies between personal and professional competencies, with an eye also on the financial world.



FUNDRAISING CAMPAIGN

SUPPORTERS IN SOCIAL MEDIA

One of the crowdfunding strategies PM could use is to use a Peer to Peer strategy: using **ambassadors**, including @Misstiataylor, @Imenjane, and the @unpopculture community. The chosen ambassadors are in alignment with PM's values and sensibility. These combined with a high engagement rate will help PM increase awareness and support a CTA for donations, thanks to their strong bond and interaction with their audience.

In parallel, the crowdfunding campaign will have to be supported by a series of content, which reflects a precise color identity, in order to create an easy visual but also mental association in the target audience.

All this will take place within their Instagram and LinkedIn profiles, thus promoting the campaign. All with a hyperlink or swipe-up of the stories that lead to the PM landing page dedicated to supporting their projects in which is possible to donate

The central KPIs of this campaign will be:

N° of clicks on the PM website link - donation.

- N°. of donations.
- N° click of referral link.
- % of the bounce rate (on the home page of PM, passing by donation page).
- N° of people reach (Instagram interaction).
- N° of social mention (through hashtag of the campaign).



misstiataylor_

TIA TAYLOR
DIGITAL CREATOR

93.866

FOLLOWER

1.798

FOLLOWING

674

POST

3.771

MEDIA LIKE

54

MEDIA
COMMENTI

17.115

MEDIA VIDEO
VIEWS

4,08%



imenjane

IMEN
MEDIA

357.234

FOLLOWER

2.689

FOLLOWING

758

POST

18.057

MEDIA LIKE

190

MEDIA
COMMENTI

108.715

MEDIA VIDEO
VIEWS

5,11%



unpopculture

UNPOP
MEDIA/NEWS
COMPANY

10.546

FOLLOWER

169

FOLLOWING

270

POST

854

MEDIA LIKE

4

MEDIA
COMMENTI

0

MEDIA VIDEO
VIEWS

8,14%

TARGET & ONLINE PLATFORMS

- Generation Z: Instagram, GofundMe
- Millennials: Instagram, LinkedIn, Twitter, GofundMe
- Boomers: LinkedIn, Facebook, GofundMe

Our main target will focus on people who have a strong sensibility for empowerment and future vision orientation with the willingness to act in a concrete way.

We concentrate our attention also on Gen Z because they have a high sensibility in this topic but we expected from them low economic support.

On the contrary, the Millennials and Boomers have the economic efforts to support PM but to find out this type of target results more difficult. For this reason, our campaign will be oriented to a different platforms in order to reach them better.

Thanks to the power of social networks and the Internet, crowdfunding offers the opportunity to raise funds for one's goals or to help others overcome difficulties and enhancing goals.

Prime Minister has already a donation section on its website and we want to use it to support and facilitate donor's journey on the website. Doing that, donors and supporters donate and stay update about PM in the same place.

However, we want to improve this section by adding the possibility of a 2 euros donation and improving the aesthetic.

Anyway, to improve the visibility of PM online (in a free way) we think we could also use the platform gofundme.com for some special projects. Gofundme is a social, flexible and transparent crowdfunding platform which enables people to donate and being covered by grants.



FUNDRAISING IDEA

Specific Objectives

- Convert the target into PM donors and supporters
- Increase awareness
- Achieve the economic objective set

Payoff

Be the change of the game! #PMchanger

Creative Ideas

To support the online campaign, we thought about some tips useful to transmit that all the PM's values.

- Plan a series of smaller events to raise funds.
- Active citizenship events, in which PM's members will be engaged in carrying out useful social actions, in order to stimulate the campaign, and convince people to donate. An example is a day dedicated to the city's enhancement where PM offers its help to improve a place and citizens can donate to PM to "pay" for this work.

Another fundamental moment of this campaign will be the retention activity, dedicated to all those who donate. Since personal information is required for the donation, they will activate the subscription for a possible newsletter. Thanks to that PM can share the concrete results of the actions with their donors, in real-time.



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