

Bringing Influential New Voices Together to Amplify Family Planning Advocacy

The goal of this project is to identify, recruit, educate, and deploy a diverse community of highly visible influencers in support of your family planning advocacy initiatives.

What do we mean by new voices?

With so many policy issues competing for attention and prioritization, influential voices can be especially effective in advocating for change, mobilizing the public, and attracting the attention and support of key decision makers.

By connecting influencers with local NGOs, we seek to amplify existing advocacy campaigns—leveraging the influencers' credibility, passion, and persuasion skills to influence public discourse and policy on family planning.

Because of their unique stature and power, influencers are well-positioned to:

- Help lead a new dialogue/debate about the connections between family planning and broader, but related issues including youth, population-based issues, human capital, gender equality and even the environment.
- Stand on a stage with decision-makers and high-profile advocates to keep family planning on the global/national agenda.
- Hold donors and country governments accountable for the commitments to support family planning.



hive influencers King Kaka (rapper) Janet Mbugua (media personality and host of ICPD25) Sharon Mundia (blogger) Amina Abdi (television host) and Doreen Nabwire (professional footballer) talk gender equality with Melinda Gates at a hive event in Nairobi November 2019

Who is hive?

hive is a global, diverse team passionate about creating positive social impact. hive builds new funding models, smart strategies, powerful advocacy, and imaginative marketing and communications campaigns designed to make a difference. Hive co-founders have proudly worked with global brands including (RED), ONE, BBC Worldwide, UNICEF, Gap, Inc., and more. hive has been working with the Gates Foundation over the past two years to engage influencers on gender equality in Kenya and Tanzania, and we are currently expanding into Nigeria.

Working with local NGO The She Tank, hive will bring fresh voices to family planning by recruiting, coaching and activating a diverse group of Nigerian influencers—champions at the top of their game in music, film, fashion, business, sport and academia who can provide new audiences, access points and authentic conversation around family planning.

**hive is a matchmaker:
we establish long term,
fruitful relationships
between powerful
champions and thoughtful,
strategic advocacy partners
driving creative strategies
for advocacy and policy
change.**

Why partner with hive?

- **No cost to your organization:** There is no financial obligation to participate in this endeavor.
- **Amplification:** By engaging with high-profile voices, our partners will amplify their mission to the public and key policymakers.
- **Advocacy:** Partners will learn strategies to effectively leverage influencers and social media.
- **Influencer recruitment and training:** hive will manage the initial recruitment and training of influencers with an authentic connection and a passion to drive progress on family planning according to your advocacy strategy.

If influencers would be helpful in amplifying your policy and advocacy objectives, or you'd just like to learn more, we would love to talk!

Please contact:

Zehra Talib - Zehra@theshetank.org

Caroline Mauldin - Caroline.Mauldin@ahive.com
ahive.com

**Who would you like
to see use their voice
for family planning
advocacy?**

