

DRAFT ** FDESA STUDENT VICTORY PROJECT ** DRAFT

IMPORTANCE OF PROJECT

During the anti-apartheid movement shantytowns were constructed by students on college and university campuses to bring shame on the schools for their investments and to call and demand for divestment. The FDESA Student Victory Project is a natural outgrowth of the anti-apartheid movement and it is the students' turn once again to solicit the support of fellow students, faculty, administration and alumni to involve themselves in the long awaited free elections.

The energy, enthusiasm and innovative ideas that spring from students are an important part of FDESA's overall campaign to raise funds for the ANC to help elect Nelson Mandela as the leader of South Africa.

PROJECT GOAL

The FDESA Student Victory Project would work with college and university campuses throughout the country to raise money and awareness of the upcoming elections in South Africa.

PROJECT OUTLINE

Given the goal of this project is to raise money through awareness a multi-media, multi faceted project is proposed. Some ideas include:

- * Making a 15 minute video tape available to student chapters to show to student gatherings, forums and lectures. At the gathering the campus coordinator would follow up the video with a briefing on what is presently happening in South Africa and encourage those in attendance to give money to FDESA.

- * When the National Tour is designed with the leaders in the ANC party - ensure a number of stops at the large college and university campuses. The surrounding chapters could all work together to ensure a large attendance which could be used as a fundraising tool.

* Ad campaign around the 900 number to spread the information and encourage people to call. These ads could be distributed through the school newspaper and college radio stations.

* South African Cultural Festivals. Given that over the past 10 years the number of South African students has expanded fantastically, there is a great opportunity to share with their North American counterparts foods, music, and cultural celebrations.

* Pledge Walks/Dances/10K Runs (Run for Freedom).

STRUCTURE

Ideally we will be able to identify a volunteer national student coordinator. This person would in turn work with a series of regional coordinators who would identify local campus coordinators.

The national FDESA Student Victory Project coordinator would work with the regional coordinators to help set realistic fundraising goals for each of the college campuses. These goals will be based on the student body size and enthusiasm and size of active core group. A minimum goal of \$1000 needs to be set in order for FDESA to work with the school.

Nationally, FEDSA would design materials to be used on college campuses that would support various activities. For example, a standard poster would be designed announcing both the Africa Fund Video as well as the National Tour of ANC Officials with space for each campus to add in their own unique information.

BUDGET

Income

	# of Schools	Minimum	Total
Northeast	15	\$1000	\$15,000
Mid Atlantic	15	\$1000	\$15,000
Southern	10	\$1000	\$10,000
Mid Western	10	\$1000	\$10,000
South Western	5	\$1000	\$5000
North West	10	\$1000	\$10,000
West	15	\$1000	\$15,000
GRAND TOTAL	80 schools		\$80,000

Expenditures

Phone	\$100 month x 7 months =	\$700
Materials (Posters, Videos, Leaflets)	\$50 school x 80 =	\$4000
Postage	\$20 school x 80 =	\$1600