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EWEC/AP/Vital Voices
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Over the past month, I have been busy getting into the swing of work life at Eagle Women Empowerment Club. Without wasting any time upon arrival into Accra, Ghana on May 30th, I began work the following morning at the EWEC office located East of Central Accra in an area called Labadi. EWEC shares an office with Eagle Limited Production Company. Until EWEC becomes self-sustainable, they will share this two story, 5 room office space with Eagle Productions. EWEC has 4 full time staff members, each equipped with a computer and wireless internet. I am sharing an office with EWEC's hub manager, Bridget Asi. She is my major point of contact while in Ghana and advises me on any guidance I might need. During my time in Accra, I am working for three different partners, The Advocacy Project, Vital Voices, and EWEC. My activities differ for each.

For the Advocacy Project, I have been working on weekly blogs, photographing my experiences here (uploaded on Flickr!), and primarily setting up EWEC to take the next step into the world of Social Media. Over the past 4 weeks, I have set up Facebook, Flickr, Twitter, Picasa and Ning accounts for EWEC. Aside from setting up the accounts, I am slowly working on staff trainings to get EWEC staff members comfortable with using these new platforms. We have specifically made great progress with EWEC's Facebook group page. As a businesswomen's network, Facebook is an excellent platform to reach members and form an online space for networking. Starting with just 37 Facebook members a few weeks ago, we are now at over 180 Facebook members. The brilliance of this is that EWEC can now contact a large portion of their members via Facebook instead of making phone calls and sending out text messages. It is much more efficient and cost effective. When EWEC is hosting an upcoming event, an event can be posted and invitations can be sent out. When a member chooses to RSVP, they can do so on the event page, thus allowing EWEC to have a list of attendees and a more accurate headcount. Also, EWEC is using the Facebook platform to upload event pictures of members. This has created a great deal of traffic and EWEC has received positive feedback from members about picture posts. EWEC has also made great progress with their understanding of photo editing software and Flickr/Facebook photo uploading options. Using the free program Picasa, I have taught EWEC staff how to crop, straighten and do basic edits of a photo. I have also taught them how to decrease a photo in size for internet uploads to other sites. We are still working at getting EWEC's Twitter account more active.

For EWEC specifically, I have worked on a number of activities. Some of the more tangible deliverables include creating an EWEC Brochure, reworking the EWEC Sponsorship Proposal letter, and working on the creation of a new EWEC website.

- Prior to my arrival, EWEC did not have a general brochure to hand out for marketing purposes or to give to members who attend general meetings. The brochure I've created is being finalized by the founder, Juliet Asante, and will likely go to print in the next 2 weeks.
- As a young organization, EWEC is still working on creating sponsor relationships to sustain their organization. Upon arrival, I began reworking their sponsorship proposal letter. In their new requests, EWEC will be seeking both in-kind donations as well as monetary sponsors. They will also be requesting different levels of sponsorships to best suit the needs and capacity of each of their donors.
- One of the larger projects I'm working on with EWEC is redesigning their website. While I am not creating the actual website engine, I'm working with a website designer to get them started on the creation of a new site. On Tuesday of next week, I'll begin entering in all the websites content, pictures, tabbing and design. I'll also begin training EWEC staff on how to maintain and update the website on their own. This will be important after I leave when EWEC will need to upload calendar events, member profiles etc.
- I've also spent some time visiting some of EWEC's board members and potential partners. Being that EWEC is young, working with other organizations in Accra can greatly help EWEC grow when resources are limited. This past week, I met with an organization that trains women groups in a number of business practices. This organization is now going to partner with EWEC and assist in some of the trainings EWEC will be putting on. Specifically, I am helping organize some of the activities at EWEC's next mentoring event on July 23rd and this organization will be participating in the event.
- Aside from some of these larger activities, I've been working on various smaller projects. I've been training staff on proper presentation skills, how to create an interesting PowerPoint, proper email correspondence etiquette, tips on Excel, getting their computers to run faster, photographing the office and events etc. In general, my days at the office are filled many different small activities. I am learning a great deal as well as sharing as much knowledge as possible with EWEC.

For Vital Voices, I have just received instructions for and a copy of the Vital Voices Baseline Survey I will be conducting. The survey will include speaking with 50 of EWEC's most active members and gathering data on their companies, financial situations, and needs as businesswomen in Ghana. The survey will be used for both EWEC and Vital Voices to better serve businesswomen in Ghana and throughout Africa. While I did just receive the survey, I have already spent time with the EWEC staff locating 50 members and helping them to create Excel databases. EWEC is still struggling with creating and maintaining proper member databases, so we've been working on that together. When the Baseline Survey is completed, we will have a more thorough source of information to create a baseline database for EWEC. I have also been working on creating a few EWEC member profiles for Vital Voices. These

profiles will be used for the Vital Voices newsletter and website, as well as for EWEC's and AP's website and Facebook.

It has been a busy past 4 weeks and I've enjoyed every day of it. I'm learning a great deal and working hard to contribute my knowledge to EWEC.