**RAH**

**Random Acts of Happiness - Publicity**

1. Teaser ads:
	1. Appearance:
		1. Small types or letters, with the RAH logo
		2. Black and white photos of random needy people
		3. One worded shots
	2. Location:
		1. Hamra
		2. KNCC (cinema)
		3. TV
		4. Workplace of target
		5. Magazines
	3. Timing:
		1. Permanently
		2. Random moments
		3. Live feed
2. Movie that combines top or first 10 RAHs
3. Post-it shaped posters or bulletin boards in public locations
4. Rubber duck
5. RAH-mobile
6. Small symbolic gifts given by the “on the spot” team

**RAH – Target Category**

1. Education:
	1. Government and private schools
	2. Naif Al Hajraf for example
2. Social:
	1. Family (fathers)
3. Art:
	1. Celebrities that aren’t well known or appreciated
4. Health and Social Welfare:
	1. Nurses
	2. Elderly
	3. Young children
5. Spontaneous:
	1. Ice-cream men
	2. Street workers
	3. Etc…

**RAH– Teams and Functions**

1. **Coordinator and back-up**: *(report to mentors, implement deadlines, plan meetings, communicate with other team members)*
2. **Planning and development:** *(weekly timeline, deadlines, reminders, schedule planning, taking measures for late work, strategy)*
	1. Risk management
	2. Research
3. **Marketing, advertising, PR**
4. **Media**
	1. Publicity
	2. Social media
5. **Creativity:** *(coming up with events, products, web design, scripts, ta9meem)*
6. **Finance and sponsorship**
7. **Operations:** *(communication, event planning, logistics, execution of ideas)*
	1. IT