**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