



RHODES UNIVERSITY
Where leaders learn

ISIVIVANE FUND Direct Mailer - Revised

06 October 2016



I. CREATIVE OPTIONS

ISIVIVANE FUND
DIRECT MAILER

OBJECTIVE:

To encourage respected members of the community to donate toward the Rhodes University Isivivane Student Fund

HOW:

By presenting the communication of the Isivivane Fund Student Aid in an engaging way that explains the Isivivane concept



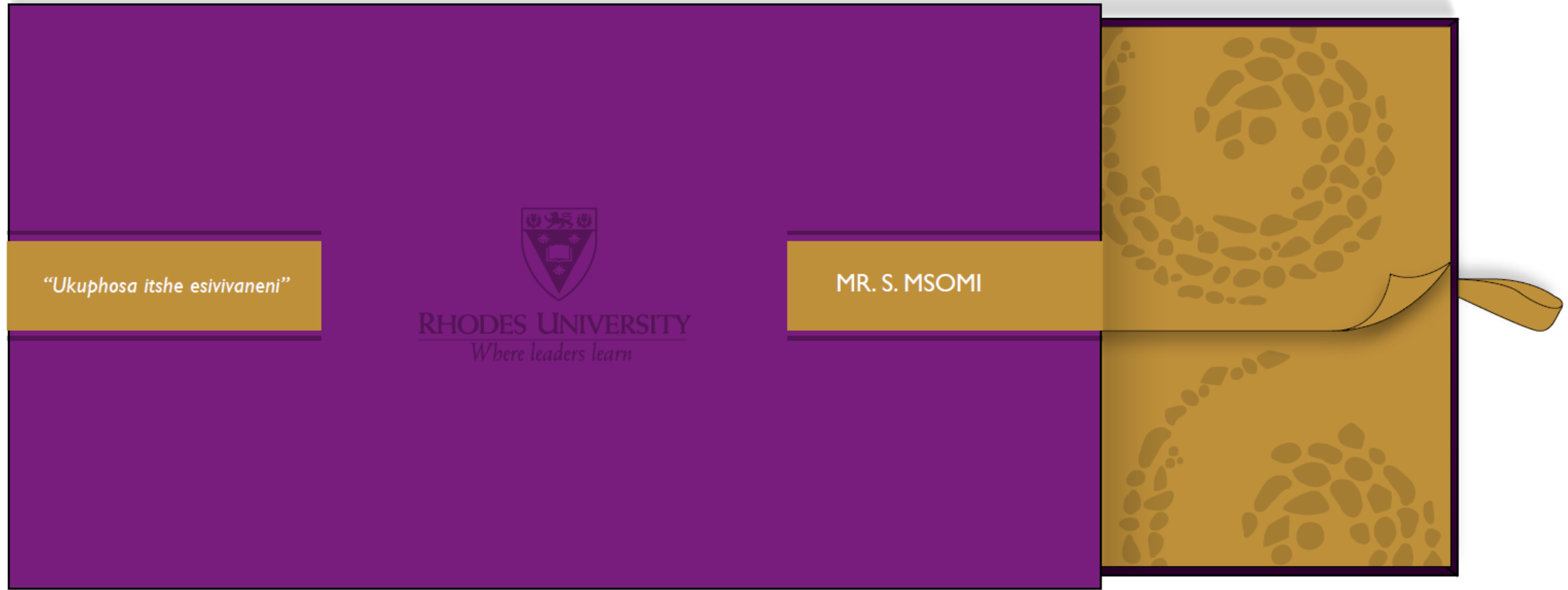
ISIVIVANE DIRECT MAILER

Beautiful personalised box with a pull out inner that reveals the contents of the box

Debossing /Spot varnishing of the Rhodes University logo



ISIVIVANE DIRECT MAILER



“Ukuphosa itshe esivivaneni”



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MR. S. MSOMI

ISIVIVANE DIRECT MAILER

Cover sheet explaining the concept of isivivane



isivivane fund 

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THE MAIN GOAL OF ISIVIVANE FUND IS TO SECURE SUFFICIENT FUNDING FROM THE COMMUNITY OF RHODES AND BEYOND TO ENSURE NO ACADEMICALLY CAPABLE BUT FINANCIALLY NEEDY STUDENT UNDERGRADUATE AND POSTGRADUATE IS REFUSED ENTRY TO RHODES UNIVERSITY.

Inspired by the Zulu proverb "Ukuphosa itshe esivivaneni" (to throw one's stone on the pile or monument) to make a personal contribution to a great common cause.

This contribution is made in the spirit that everyone buys into and does their bit to create a motivating vision of the future.

The arrangement of stones in an Isivivane is contributed by diverse people over time and so another way of seeing isivivane is as a form of collectively performed memory.

isivivane fund
STUDENT
FINANCIAL
AID
2019-2026
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MR. S. MSOMI
BUSINESS & TITLE

*The reverse of the stone:
The recipients' name and title*

ISIVIVANE DIRECT MAILER

Isivivane brochure and personalised engraved stone

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2016 - 2026

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BE A PART OF THE CHANGE.
THROW YOUR STONE ON THE PILE.

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PHASE BY PHASE COMMUNICATION

Rough outline of possible roll out of communication

- Phase 1 - Isivivane Fund Box Mailer to respected individuals
- Phase 2 - Digital newsletter confirming recipients details
Enquiring interest for further communication
Confirming interest for sponsorship
- Phase 3 - Invitation to Isivivane Fund Event
- Phase 4 - Confirmation of Isivivane Fund Event
- Phase 5 - Communication of success of event and total of sponsorships



CONNECT WITH US
AND LET'S DO
CAN-DO



**We would love to hear
from you...**

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