

□ Activity 2: Nonprofit Organizations

Both Ishmael Beah and Malala Yousafzai started nonprofit organizations to help youth in situations similar to those they faced. Although the Ishmael Beah Foundation is not currently active, Beah advocates for child victims of war through UNICEF and the Children's Rights Division of Human Rights Watch. In this activity, you will come up with a creative way to market the Malala Fund or Human Rights Watch.

Marketing describes activities such as advertisements, press releases, posters, etc. that get people interested in a particular product, service, or organization. In the case of a nonprofit organization, marketing efforts are designed to raise awareness of the cause the nonprofit advocates for, attract volunteers, and encourage people to donate money. In marketing material for the organization, the focus should be on the good the organization does and the worthiness of the cause. If a well-known person is associated with the organization, highlighting that relationship will help get people's attention.

There are two options for this activity. For the first option, you will make a flyer for either the Malala Fund or Human Rights Watch perhaps to advertise an upcoming event the organization is sponsoring. For the second option, you will design a simple webpage for the organization. For both options, you will need to review information at the websites of the organizations (links provided). Read over both options and choose the one that appeals to you.

Children's Rights – Human Rights Watch
www.movingbeyondthepage.com/link/4956/
Ishmael Beah is on the advisory committee for the Children's Rights Division of Human Rights Watch. This webpage provides information about this division.
Malala Fund
www.movingbeyondthepage.com/link/4957/

Option 1: Flyer

Both Ishmael Beah and Malala Yousafzai became activists after their encounters with violence in their countries. They both spoke passionately about their causes in front of the United Nations, and they both wrote books about their experiences. One more similarity is that they both continued advocating for their causes through nonprofit organizations. Look at the web links provided and read information about each

organization. Create a flyer for one of the organizations. It can contain general information about the organization, or you can imagine that the group is hosting an event. You can create the flyer using art materials, you can print out text and images and cut and paste them onto blank paper, or you can use an online tool (link provided for one possible tool) or an application such as Adobe Illustrator for your design. Consider using images downloaded/printed from the Internet to accurately reflect what the organization does, who started it, etc. Here is some information you may consider including on the flyer:

- Some background information about the organization (who started it and why)
- How the organization helps others
- What it has accomplished

Canva
www.movingbeyondthepage.com/link/5039/
Optionally, this online tool has a free option that you can use to create your flyer.

Option 2: Web Page

Both Ishmael Beah and Malala Yousafzai became activists after their encounters with violence in their countries. They both spoke passionately about their causes in front of the United Nations, and they both wrote books about their experiences. One more similarity is that they both continued advocating for their causes through nonprofit organizations. Look at the web links provided and read information about each organization. For this option, create a web page for one of the organizations. It can be the home page or a specific page that describes the organization's background (who started it and why), how the organization helps others, or what it has accomplished. You can use information and images from the organization's current website as needed, although you should write much of the text yourself.

The following resource list contains links to some free online tools you can use to create the webpage.

Moving Beyond the Page Resource List
www.movingbeyondthepage.com/link/5101/

Activity 2: Nonprofit Organizations

In this activity, students look at a nonprofit organization that Malala Yousafzai started and Ishmael Beah works with to help youth in situations similar to those they faced. Students should consider how they can market one of these organizations to others. There are two options for this activity. For the first option, students will make a flyer for either organization. For the second option, they will create a simple webpage. Students should read over both options and choose the one that appeals to them.

Option 1: Flyer

For this option, students look at the websites for the Children's Rights Division of Human Rights Watch and the Malala Fund and create a flyer for one of them. Students can create the flyer using art materials, print out text and images and cut and paste them onto blank paper, or use an online tool (link provided for one possible tool) or an application such as Adobe Illustrator. The flyer should have an appealing layout, include both text and images, and should communicate some of the following information:

- Some background information about the organization (who started it and why)
- How the organization helps others
- What it has accomplished

Option 2: Web Page

For this option, students create a webpage for one of the organizations. The webpage should have an appealing layout, include both text and images, and should communicate some of the following information:

- Some background information about the organization (who started it and why)
- How the organization helps others
- What it has accomplished

Links to free online webpage creation tools are provided. The page students create can be the organization's home page or a specific page that describes the organization's background (who started it and why), how the organization helps others, or what it has accomplished. They can use information and images from the organization's current website as needed, although they should write much of the text themselves.