

# DEAR FRANCHISEE

Dance4Life would be happy to receive your input on the following questions around communication and branding. Our goal is to better collaborate with you to create a win-win situation in terms of reaching out to (potential) donors and new franchisees. These are the two target audiences of Dance4Life International. Thank you very much for filling in!

## QUESTION 1

Do you do PR or communication activities now or in the past? Who are/were your target audiences?

- No, because
- Yes, we did

(Describe the activities, campaign, press release, social media, website)

## QUESTION 2

A If yes, what are the topics that you communicate/have communicated about externally?

B. If not, what topics would you like to communicate about, if you had the capacity/support to do this?

C. Which topics are (too) sensitive in your country to communicate about?

D. Which of these topics should Dance4Life be careful to communicate about in your country?

## QUESTION 3

A. What kind of communication could help your organisation in positioning, attracting new donors?

(Describe if your organisation focuses on international or domestic donors)

B. How could Dance4Life support in this?

## QUESTION 4

Do you think that (more) targeted communication and publicity could help your organisation in terms of attracting potential donors?

- No, because
- Yes, because

## QUESTION 5

a. Do you use Dance4Life Creative Guide & branding elements (logo, letters type, visuals, photos etc.) when communicating about Dance4Life or the Journey4Life?

- No, because
- Yes, because

b. If yes, share a sample of your Dance4Life branded communication materials such as:

1. Dance4Life branded posters, folders, flyers, banners or other printed materials.
2. Dance4Life merchandise (sweaters, t-shirts etc.)
3. Dance4Life video material (video file or link of the video)
4. Dance4Life photo's you use externally
5. Dance4Life social media (send the link of your channel)

How to collect the Dance4Life files:

1. Collect pdf, jpeg files of the printed materials or make a screenshot
2. Save all the links of social media video material & other online material in a Word document
3. Collect everything in one folder and zip the folder.
4. Send the zipped folder, together with this questionnaire to [annelon@dance4life.com](mailto:annelon@dance4life.com)

## QUESTION 6

Would you like to receive (more) guidance on how to make use of the Dance4Life branding?

- No, because
- Yes, because

## QUESTION 7

Do you have 'warm' media contacts such as journalists, TV or radio reporters, social media influencers?

- No
- Yes

## ANY OTHER COMMENTS?



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Dance4Life empowers and educates young people. We provide them with the knowledge, skills and confidence they need to protect their health and promote safe sexual choices