

Staff participation in campaign events: Businesses often look for ways to involve their staff in community causes. Consider inviting staff to community awareness-raising events or asking for volunteers to design campaign materials. Rewarding volunteers with t-shirts or hats with the campaign logo can make the campaign popular at the company.

Malaria roundtable: Once you have developed partnerships, a roundtable with representatives from several organizations can be an opportunity to share results, tips, and ways to improve coordination.

Innovative financing models: After meeting and developing a relationship with private sector stakeholders to determine their interest, you will need to develop a clear request. It is best to tie a certain amount of financing to a particular result, allowing the business to have metrics for success.

Zero Malaria Starts with Me awards ceremony: Recognize your private sector partners with a Zero Malaria Starts with Me award. By presenting them with a trophy or certificate, you can show them how much their efforts are appreciated, create an incentive for others to get involved, and possibly attract media attention.

Zero Malaria Starts with Me photo booth: At a convention or event, set up a small “photo booth” where people can have their picture taken. Make it fun by including a Zero Malaria Starts with Me backdrop, a large version of the pledge, and props, like long-lasting insecticidal nets (LLINs), IRS gear, or a large cardboard mosquito.

Private sector engagement workshop

This guide can help you organize a simple workshop with members of the private sector who may be interested in the programme. A short workshop is a chance to formally introduce stakeholders to your campaign, allowing them to learn about your objectives, how they can participate, and ask questions. For some of the stakeholders, it will also be a chance to meet other workshop attendees, helping lay the foundation for a coalition against malaria.

When organizing a workshop, think through the following questions:

Workshop goals

- Which of your campaign objectives will the workshop support?

- What do you hope to achieve through the workshop? Ensure your goals are realistic and feasible.

Attendees

- Who should be invited to the workshop? Which companies and which individuals within those companies are critical to its success?
- What are the characteristics of the attendees? Be sure to tailor the workshop to suit those in attendance, with regards to: position, level of influence within their company, available resources, and interest in malaria. For instance, a workshop with companies already investing in malaria can focus on differentiating your campaign from other approaches, while a workshop with those new to malaria will need to convince participants that the issue is relevant to them.

Preparation

- How long should the workshop be? Remember that business leaders do not have very much time. A workshop longer than a few hours could make some reluctant to participate.
- What is your budget for the workshop? Will coffee, tea, a snack, or lunch be provided?
- What needs to be prepared for the workshop in terms of presentations, factsheets, and briefing documents? Who will prepare them?
- What logistics need to be prepared (booking a space, food and drink, etc.)? Who will be responsible for their preparation?

Your presentations are a form of messaging. Ensure that you use your key evidence points to build a narrative showing how the campaign offers value to your targets. See the [Message development](#) guide in Module 2 for more information.

The format you use for your workshop should vary based on who is there, how much time you have, and how engaged the attendees are. Below are sample formats for different types of workshops. You can use these as a rough model when thinking about what should be included in your workshop.

Sample Workshop #1: Introducing the campaign

When introducing the campaign to new audiences, be considerate of the participants time and give them an opportunity to ask questions. Your presentations should give context to the campaign and make them interested to learn more.



Goals	<ul style="list-style-type: none"> ○ Introduce business leaders to the campaign ○ Obtain contact information from attendees ○ Identify opportunities for further engagement and discussions. 	
Attendees	<ul style="list-style-type: none"> ○ Ten executives from telecommunications and financial services firms 	
Agenda	09:00	Arrival of attendees at hotel conference room
	09:15–09:30	Welcome speech by workshop organizer, explain objectives and agenda of the workshop
	09:30–09:45	Introductions of attendees: Say name, position, and how malaria affects their business.
	09:45–10:30	Presentation of Zero Malaria Starts with Me campaign: <ul style="list-style-type: none"> ○ The malaria burden in our country ○ Effect on business ○ How business participation can make a lasting difference ○ How less malaria will improve business returns
	10:30–11:00	Participant questions, comments, and concerns
	11:00–11:30	Family photo and snack
Logistics and Materials	<ul style="list-style-type: none"> ○ Book hotel conference room for the date of the event ○ 10 notebooks, water bottles, and pens ○ Large photos and banners ○ Bring projector, screen, and laptop. ○ Print 10 copies of the Zero Malaria Starts with Me private sector factsheet ○ Prepare presentation 	

Sample Workshop #2: Founding a malaria coalition

The efforts of individual companies working alone can be made much more efficient, cost-effective and impactful through working together. After introducing the concept and engaging private sector stakeholders in individual meetings, you may have the opportunity to form a "Zero malaria coalition" in your country.

This type of workshop will take more time to establish the details of the collaboration, but as your audience is already significantly invested in the concept, they should be able to make time to participate.

Goals	<ul style="list-style-type: none"> ○ Establish a Zero Malaria Business Coalition, uniting private sector organizations to support community awareness activities. 	
Attendees	<ul style="list-style-type: none"> ○ Executives from one telecommunications firm, one money transfer firm, three mining companies, and three major hotels. 	
Agenda	09:00	Arrival of attendees at hotel conference room
	09:15–09:30	Welcome speech by workshop organizer, explain objectives and agenda of the workshop
	09:30–09:45	Introductions of attendees: Say name, position, and why malaria elimination is an important goal for their business.
	09:45–10:30	Recap of Zero Malaria Starts with Me campaign progress <ul style="list-style-type: none"> ○ Major accomplishments since launch ○ Status of national malaria burden and economic effects ○ Potential increases in cost-effectiveness and impact through united coalition approach
	10:30–12:00	Work session: developing the Zero Malaria Coalition <ul style="list-style-type: none"> ○ Define objectives, available resources, and roles.
	12:00–13:00	Lunch
	13:00–15:00	Work session: developing the Zero Malaria Coalition <ul style="list-style-type: none"> ○ Build an action plan and timeline ○ Identify risks ○ Define next steps
Logistics and Materials	<ul style="list-style-type: none"> ○ Book hotel conference room for the date of the event ○ 10 notebooks, water bottles, and pens ○ Bring projector, screen, and laptop. ○ Print 10 copies of the Zero Malaria Coalition concept note and briefing booklet ○ Prepare presentation with research on malaria impact on each firm and potential actions. 	

Building financing models for malaria elimination

Business leaders are highly results-oriented. When you have developed a relationship and an understanding about their business interests and capacities, great care should be taken into developing an appropriate request for support.

Your request should clearly explain the programme you are proposing, remind leaders about the benefits of investing, include a costed description of exactly what is included, and include options for financing the programme at various levels.

Following workshops with members of the private sector to share their approach and campaign goals, the Senegal Zero Malaria Starts with Me campaign developed financing models to support a community engagement project. Below is a model of the briefing document they provided to interested parties explaining how their contributions could support malaria elimination. Empty templates to create your own financing model document can be found in the online Zero Malaria Starts with Me toolkit [will be developed in June with graphic designer]