



180Degrees
CONSULTING
Jamia Millia Islamia



RC DEAF MISSIONS

PHASE — I

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ABOUT 180 DEGREES CONSULTING
JAMIA MILLIA ISLAMIA

ABOUT US

WHAT IS 180 DEGREES CONSULTING AT JAMIA MILLIA ISLAMIA?

180 Degrees Consulting is the world's largest student-driven university-based consultancy providing very affordable and high-quality consulting services to non-profits, social enterprises, and socially-minded corporations. While most consulting firms charge tens or hundreds of thousands of sums of money, we offer high-quality yet uniquely affordable consulting services.

At Jamia Millia Islamia branch of 180 Degrees Consulting, our mission is to strengthen the social impact of socially conscious organizations through innovative, practical, and sustainable solutions. We bring top university talent to the professional arena in order to cater to the well-being of non-profit sector, helping great organizations to achieve their full potential and have an even greater social impact and expand their services.

WHERE WE WORK



180DC — JMI Website



@180DCJMI



@180DCJMI



180DC JMI — LinkedIn



Operating in
40+ countries



Successfully completed
7000+ projects



Working from
150+ branches

AT A GLANCE

RC DEAF MISSIONS, MALAYSIA

CLIENT OVERVIEW

ABOUT RC DEAF MISSIONS, MALAYSIA

The client, RC Deaf Missions, Malaysia, is a non-profit organization co-founded in 2006 by two siblings, Agnes and Mario Peter, who share a passion for the Deaf community. It started with a Deaf ministry within church settings. They have branched out to provide more opportunities to Bridge the gap between the Hearing and the Deaf. They have the vision to Enhance the Deaf Livelihood and be a successful service industry to help out the Deaf community while creating an impact on them. It works on the grounds of providing equality, jobs, and fair wages to the community.

Our client provides Workshops and acts as a centre for learning Malaysian Sign Language (BIM). The workings include the operations of a booth, merchandise, Accessories, and food products. It also helps its deaf staff reap career opportunities by providing them with co-management training, knowledge, and skills and helping them build a leadership personality. It has been appreciated by a fair set of people in the community.

AT A GLANCE

EXECUTIVE SUMMARY



PROBLEM STATEMENTS

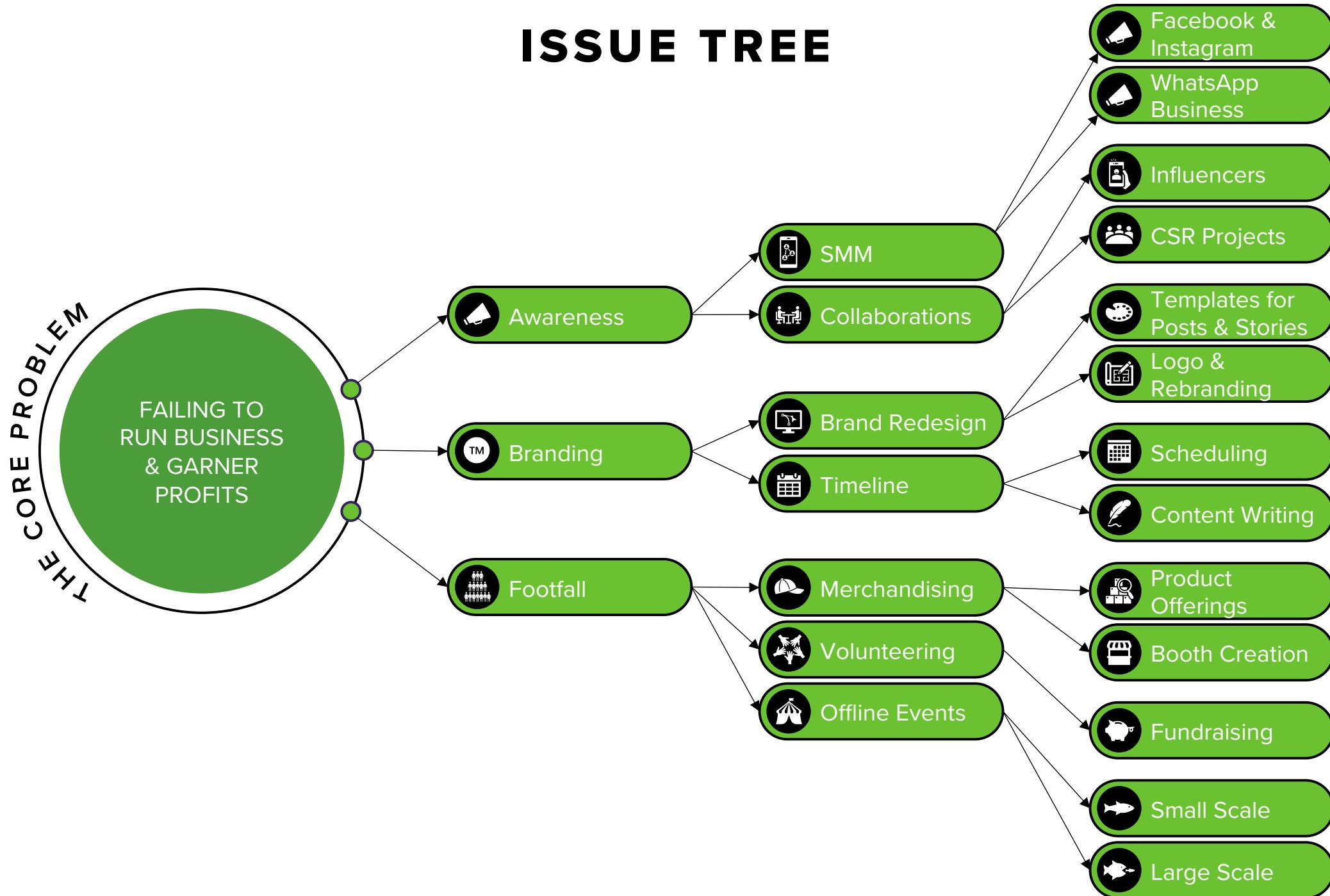
Our client, RC Deaf Missions in Malaysia, seeks to sustain their social impact organization for deaf individuals. To expand offline presence, we suggest attending relevant events and enhancing booth appeal. They offer food, merchandise, and sign language workshops but face challenges after losing their cafe space.

Proposed digital marketing strategy: Content marketing, Instagram, Facebook, WhatsApp, and local listings for online presence. Collaborate with influencers, redesign brand, and create social media templates.

Suggested a list of products that can be added to expand product range, also mentioned the sources through which they can be procured.

A volunteer acquisition and fundraising platform.

AT A GLANCE



BUILDING PERSONAL BRAND

PERSONAL BRANDING



- ※ WHO You Are
- ※ WHAT You Do
- ※ WHY You Do

Networking



- ※ Community pages like:
 - Humans of Malaysia
 - Humans of Kuala Lumpur

Getting featured



- ※ Would build curiosity in people to know more about your mission.
- ※ Example: Podcasts for the inclusivity of the Deaf community

To reach the niche targeted audience



- ※ Organized in schools and Universities
- ※ Example: Malaysian deaf women's poetry in BIM conducted with the British Council

Building connections



- ※ Through powerful messages, engaging storytelling you can captivate audience to know about your mission.

Reaching the Youth, across universities

LINKEDIN

SOCIAL MEDIA

PODCASTS

EVENTS

TED TALKS

IMPORTANCE



- ↗ Invoke Credibility
- ↗ Be discoverable in action
- ↗ Create self-marketing mixes for yourself and the brand
- ↗ Stand Out and let people know about your core values and story

BUILDING ONLINE PRESENCE

CONTENT MARKETING



BTS CONTENT

Show behind-the-scenes photos and videos of the team and the process of preparing the food, setting up the booth, language workshop.



INSPIRING CONTENT

Post inspirational content that celebrates the achievements and resilience of the deaf community.



HIGH-QUALITY

Post high-quality photos of food, merchandise and mission along with detailed description.



EMPATHY MARKETING

Showcase the difficulties the deaf group faces, demonstrate their abilities and talents, share stories of deaf individuals who have benefited from their mission.



HAVING A CTA

Once a customer sees the post, he needs to know what next, hence having a clear CTA in each post is essential.



GIVEAWAYS

To increase engagement across social media giveaways and exclusive offers should be run.



CUSTOMER TESTIMONIALS

Share stories and testimonials from customers who have enjoyed the food and support the organization's mission.



SHORT FORM CONTENT

Focus on creating short form video content, videos between 15- 45 sec, as short form content gets maximum reach.



INFLUENCER COLLABORATIONS

Collaborate with nano Influencers as they are easily approachable and would promote the page for free as a sign of social responsibility.



ENTERTAIN



INSPIRE



EDUCATE



CONVINCE

SOCIAL MEDIA AT A GLANCE

facebook

Cross Post Content from Instagram to Facebook.

/ Collaborate with other social impact organizations.

Update the profile.

/ Use Facebook groups.

/ Encourage customers to follow and share the page.

Google My Business

Correct & updated information will give the mission more credibility.

/ Update photos, address and contact details keeping in mind the current scenario.

/ Encourage customers to leave 5-star ratings for better reach on google search.

CUSTOMER FRAMEWORK



SEE



THINK



DO



CARE

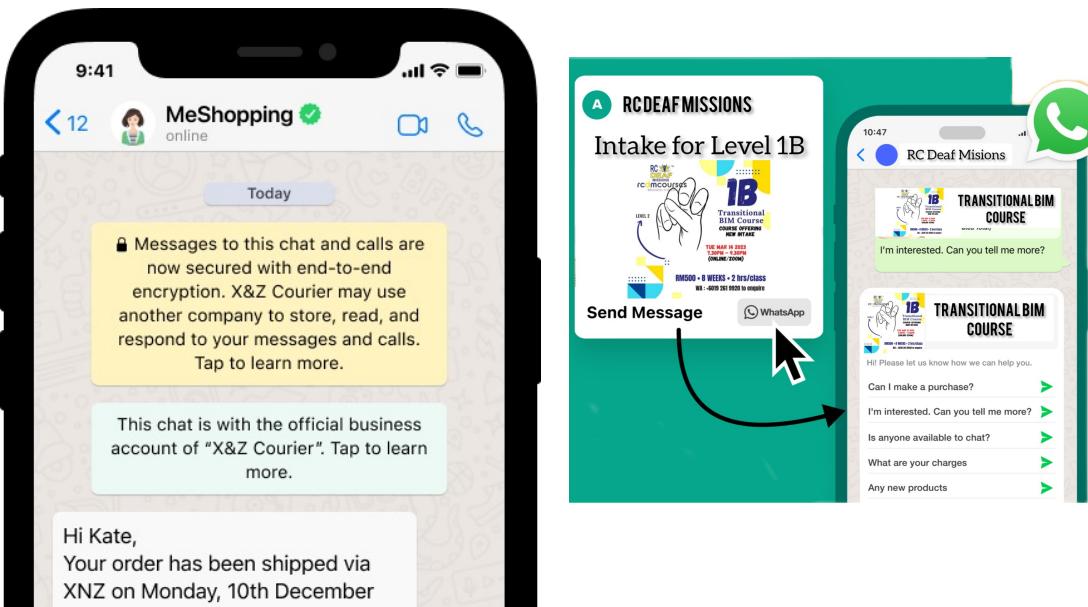
Register on other Local Listing platforms for better SEO & reach

/ Local Listings → Social Media → Website

WHATSAPP STRATEGIES

GET CONNECTED ON WHATSAPP

- WhatsApp button on website and all other social media platforms.
- Run WhatsApp ads through Facebook.
- Use WhatsApp as a channel for event or workshop registration.
- Collaborate to cross promote each other WhatsApp communities.



BROADCAST STRATEGY

- Divide the customer database into two parts: Existing Customers and Future Customers.
- Existing customers: Obtain consent indirectly via transactional messages or marketing flows. Welcome, Add Value, Feedback and Recommend.
- Future customers: Share engaging content.
- Tool: <https://www.rocketsend.io/>

CONTENT STRATEGY

- Utilize WhatsApp status to tell compelling stories about your brand.
- Use WhatsApp as a channel to share exclusive offers, discounts, or promotions with your audience.
- Develop a consistent content sharing schedule.
- Analyze the engagement to identify trends, preferences, and areas for improvement.

CURRENT INSTAGRAM ANALYSIS

For the month of April' 23

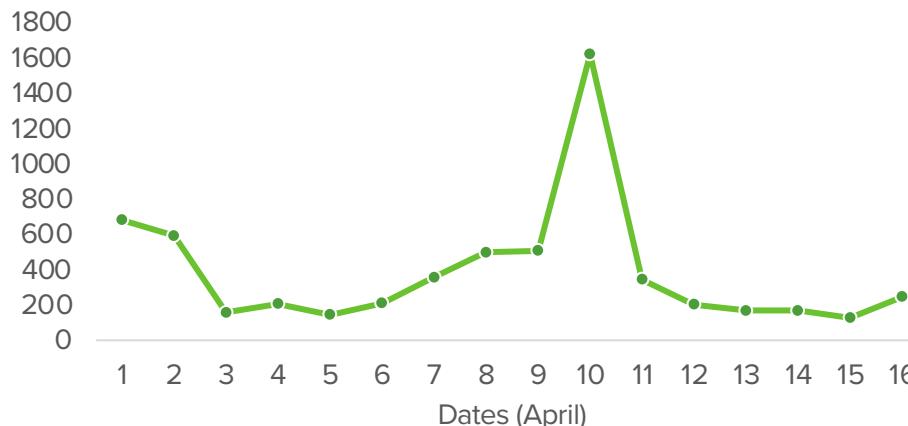
❤️ | **73** MOST LIKES

👁️ | **1620** MOST VIEWS

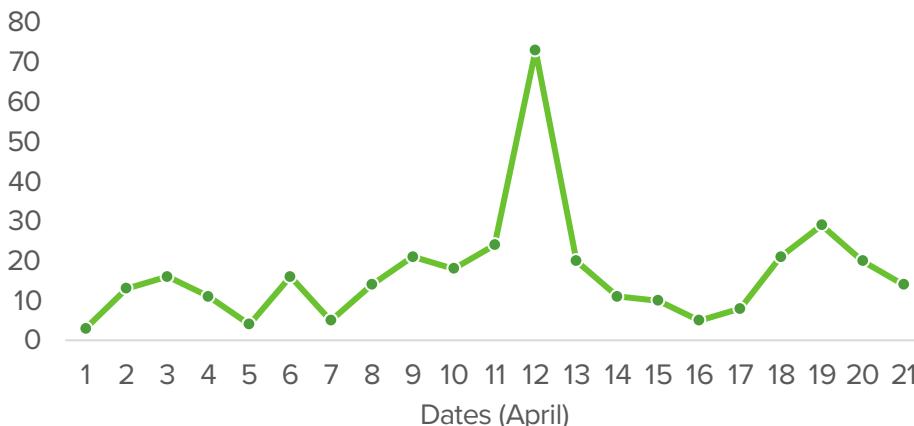
❗ | **Diminutive**

INTERACTION
IN THE LAST
100 POSTS

Reels Views



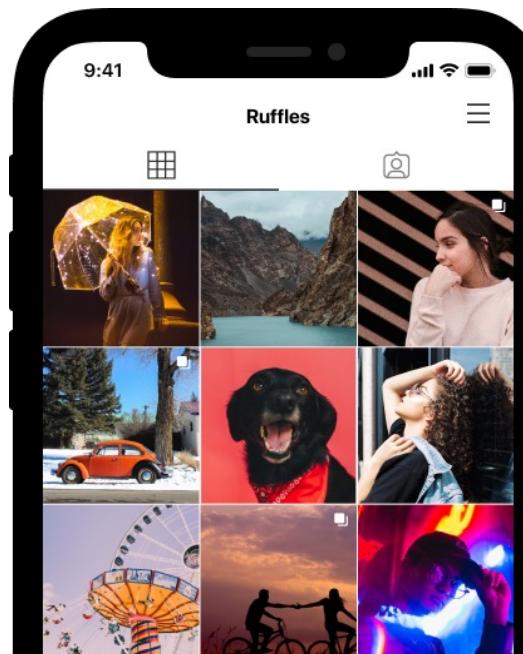
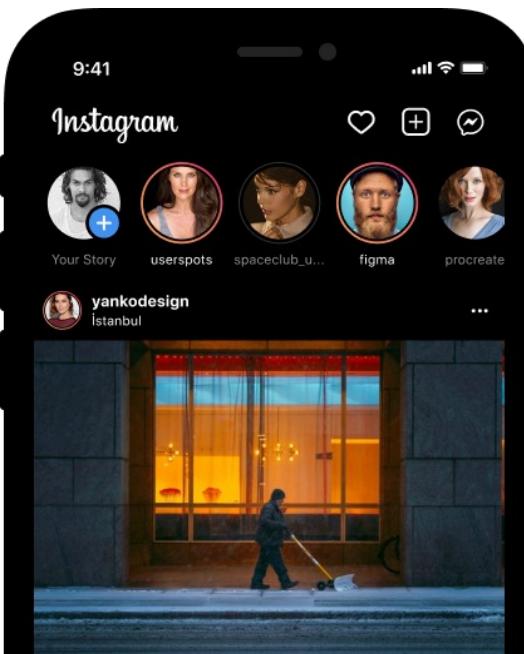
Post Likes



INSTAGRAM STRATEGIES

PERIODIC ACTIONS

- Group the highlights separately.
- Make Instagram guide for booth, courses and merchandise.
- Monitor and respond to comments and messages
- Conduct give away campaigns through posts for merchandise.



STORIES

- Conduct quizzes on issues related to deaf community/ sign language, etc.
- Conduct 'Challenges / Polls' in & about sign language, 'Ask Sessions', 'Throwback Thursdays'
- Reshare customer stories
- Use theme-based templates; & post more frequently

POSTS & REELS

- Create issue specific-shareable posts
- Post when you can get the maximum viewers & engagement
- Write relevant captions & use TA-allied hashtags
- Prioritize reels over normal photo-post
- Use trending music along with your content

TIMELINE FOR POSTS



SIMULTANEOUS POSTING
ACROSS PLATFORMS

POST 1

- Share the same as stories in all social media platforms
- Wait for a day to analyze views and other data.

DAY 1

DAY 5

POST 3
DAY 9

DAY 7

DAY 14

POST 4

REEL 1

- Include the mission, old campaigns, latest sessions, etc.
- Use a trending music, reshare the reels as stories.
- Analyze the responses and collect data

POST 2

- Share the same as stories in all social media platforms
- Understand the audience engagement.

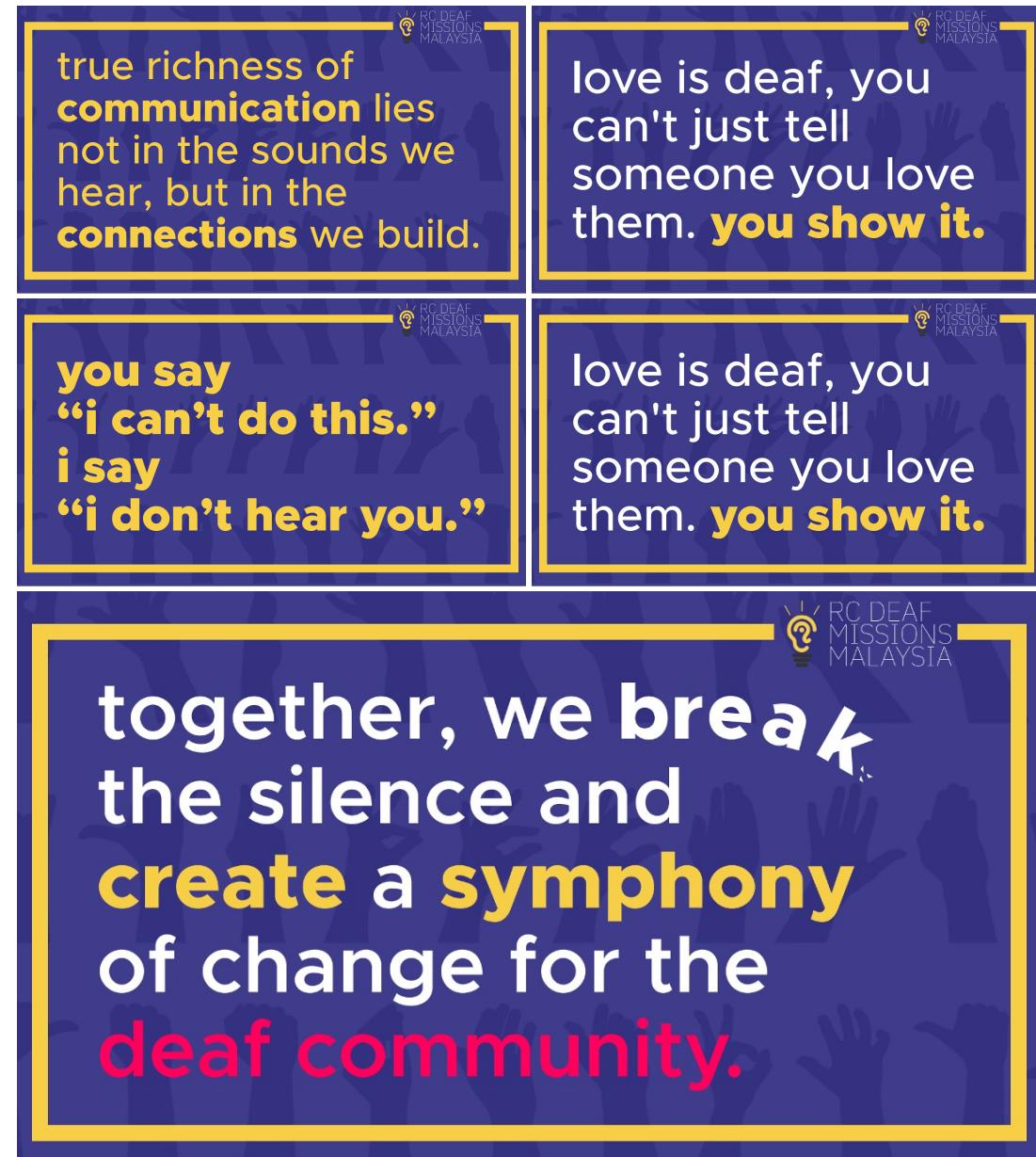
STORY 1 — QUIZ

- Conduct a Quiz with 4-5 questions the next day

- Topic can be anything regarding the deaf community in Malaysia/globally

TIMELINE – IN DEPTH ANALYSIS

DAY	POST	CONTENT
1	Poster 1	You say “I can’t do this”, I say “I don’t hear you”
3	Poster 2	Love is deaf, you can't just tell someone you love them. You show it
5	Story-quiz	180 DC provides template, questions by client about deaf community
7	Reel	Video collage of various activities by RC deaf missions. 180DC JMI – creates the reel Client – provides video content
9	Poster 3	Together, we break the silence and create a symphony of change for the deaf community
11	#Throwback	Post/story – any previous events/sessions/activity
14	Poster 4	True richness of communication lies not in the sounds we hear, but in the connections we build
16	Story-ask Session	Audience ask about the organization, answer them in templates, later highlight them. Templates by 180 DC JMI
18	Reels	Generic infographic reel about deaf community
20	Poster 5 / Picture	Through resilience and determination, the deaf community paves the way for a more inclusive society
22	#Throwback	Post/story – any previous events/sessions/activity
24	Story – Sign Language Challenge	Post videos of easy sign language sentences, let audience decode them. Give options
26	Poster 6 / Picture	Post a quote / picture
28	Reel	Reel about RC deaf mission & activities.
30	Picture	Post a group photo of members in the mission.

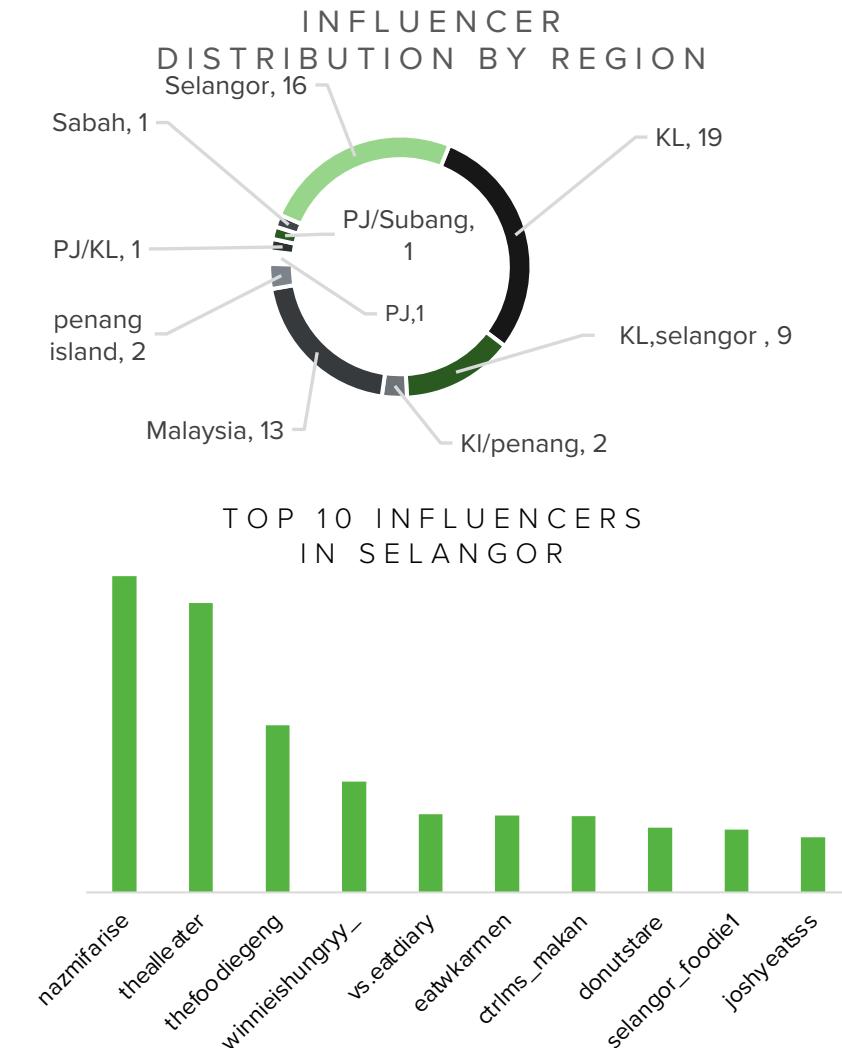


COLLABORATION WITH INFLUENCERS: MAXIMIZING REACH AND ENGAGEMENT

By partnering with influencers who have a large following on social media platforms, we can reach a wider audience and amplify our message

NANO (1-10K)			MICRO (10K - 100K)		
Name	Places	Following	Name	Places	Following
Winneishungryy	KL/Selangor	4090	Nazmifarise	Selangor	12.3k
TheFoodiegeng	Selangor	6187	Thealleater	Selangor	10.7k
Vs.eatdiary	Selangor	2893	Foodie feeder	Penang	24k
Eatkarmen	Selangor	2855	foodie.my	Malaysia	30k

 [LINK TO THE DATABASE ↗](#)



BRAND REDESIGN & TEMPLATES FOR SOCIAL MEDIA



UPDATED BRAND COLOURS

Purple symbolizes deafness' creativity, passion, and individuality.
Yellow aligns with the organization's colour, and blue is retained in the current logo.



POST & STORY TEMPLATES

Maintaining consistency in adhering to our brand guidelines is of utmost importance for RC Deaf Missions to establish a robust visual identity and differentiate ourselves from our peers in the field.

This approach will help us reinforce our core messaging and values effectively.



LOGO REVAMP & GUIDE

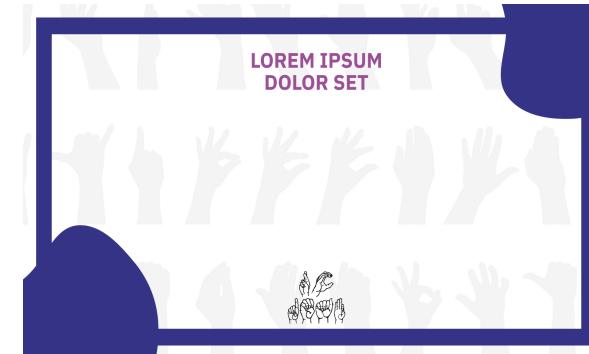
A rebrand or a particular revamp of the logos (making it more visually appealing, straightening out the alignment or scale, putting in the creative edge) can help do wonders.

Additionally, below is the suggestion for a new logo. In a nutshell, we've the ear and an idea which is currently 'on'.



RC DEAF
MISSIONS
MALAYSIA

POSTER EXAMPLES AND TEMPLATES



SOCIAL MEDIA TEMPLATES



POSTER & POST TEMPLATES SMM DESIGN & MARKETING



POSTER & POST TEMPLATES SMM DESIGN & MARKETING

INSTAGRAM STORY TEMPLATES



NEW, REVAMPED LOGO



RC DEAF
MISSIONS
MALAYSIA

PRODUCT REVAMP & AESTHETICS

MERCHANDISE CATALOGUE PRODUCTION V/S PROCUREMENT

► **HANDMADE CANDLES**

Make the candles from natural ingredients like beeswax or soy wax.

► **HANDMADE TOTE BAGS**

Feature Creative Designs such as Screen-printed graphics or Embroidered Patterns.

► **GREETING CARDS**

Creation of cards for different occasions.

► **STICKERS**

Attractive collection of custom made high quality stickers

► **GIFT HAMPERS**

Delightful gift hampers, perfect for every occasion



Diversifying your merchandise line.



Introducing new & unique products.

SOURCES



Hashadi





CREATING AN EYE-CATCHING BOOTH

AESTHETICS

04

SELLING AN EXPERIENCE

Warm and inviting atmosphere that makes customers feel at home like playing a soothing music.

/

Interactive elements such as board games, puzzles, or books that encourage customers to linger and enjoy the space

/

Opportunities for customers to share feedback through suggestion boxes or social media channels.

03

UNIFORMS FOR EMPLOYEES

Focus on common attire of The employees like having uniforms for employees with the RC Deaf Logo and employee name.

02

CONVEYING ASSOCIATION FIRST

Colors that represent deaf community
Sign language - based pamphlets distribution

01

ENHANCING VISUAL APPEAL

Choose unique plating, unique shapes like Heart- Shaped Cookies & providing combo packs to customers.

CASE STUDY

SILENT TEDDIES – CASE STUDY

Founded :- 2004, No: 41, Lorong Ampang, 50450 Kuala Lumpur

Aims to provide opportunity to run their own enterprises and for its members to be young self-reliant entrepreneurs.

/ A social enterprise started by The Community Service Center for the Deaf (CSCD).

/ Services:- Bakery, Malaysian sign language , sign language interpretation & counselling.



MAJOR HIGHLIGHTS

- ↗ Collaborated with Starbucks
- ↗ Collaborated with AirAsia
- ↗ Highest fund raised RM 250,000

COLLABORATIONS



EVENTS



EVENTS TO ATTEND IN 2023

EVENTS TO ATTEND IN 2023

TIMELINE

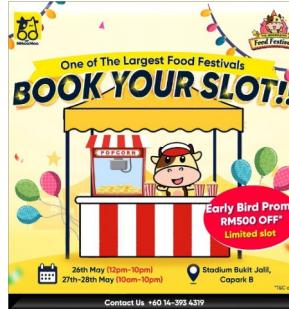
POP-UP MARKET **JANUARY**

Citta Mall, Selangor:
Cloths, Perfumes,
Accessories & More



ABSOLUT FOOD FESTIVAL **MARCH**

Carpark B, Stadium Nasional Bukit Jalil
Contact: +60 14-393 4319



HOORAY BAZAAR **MAY**

Central Plaza Kuala Lumpur
Food, Art, and Artisan Goods
Host:- Premium Events Management



Organised by
BNM Collaborators
seed Lab, CSED

SOCIAL ENTERPRISE EXHIBITION **FEBRUARY**



MGF is ASEAN's largest
gifts, premium &
stationery fair.

GIFTS FAIR **APRIL**

Ethnic food, arts and music
Date: June - Oct
Venue: Multiple Venue



TASTEFULLY EXPO **JUNE — OCT**

VOLUNTEER ACQUITION AND FUNDRAISING

VOLUNTEER ACQUISITION & FUNDRAISING PLATFORM

Sedunia — Impact Made Easy

3.8 Mn
MYR Raised

33,587
Changemakers

1,372
Campaigns & Missions

- Gather Volunteers by creating a Mission
- Start a Fundraiser to spread awareness about the goal

Track your impact

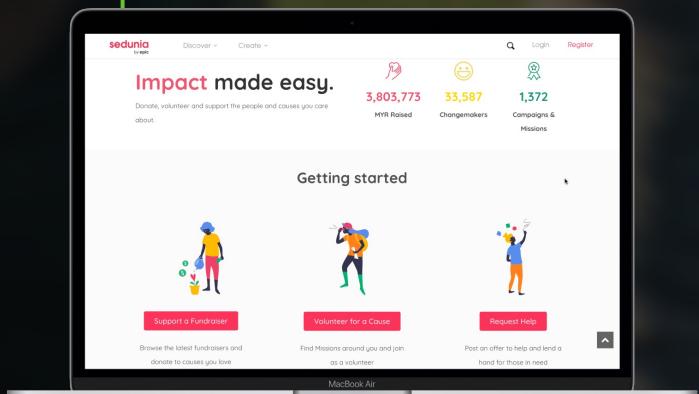
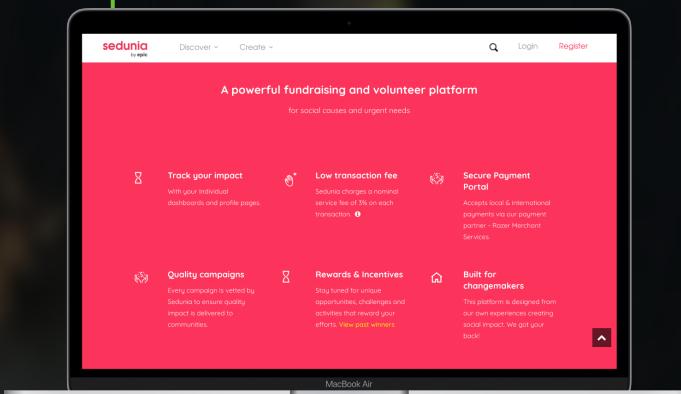
Networking & Creating Presence

Promoting the Mission

Easy Volunteer Acquisition Practise

Can be used as a fundraising platform

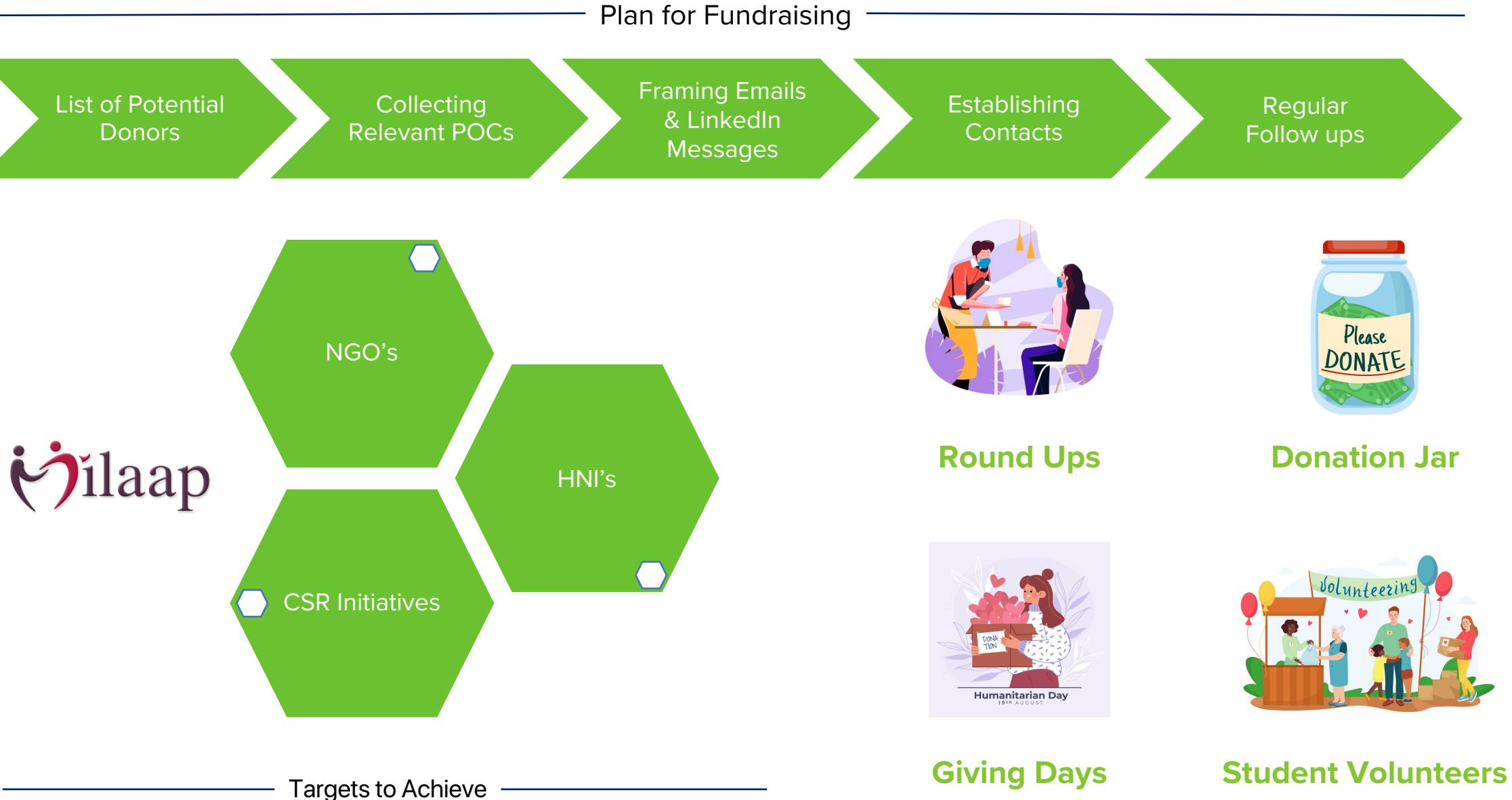
- Register by entering 'Mission Title', 'About the Mission', 'Start & End date', etc.
- Process Timing: 5 Mins



02

FUNDRAISING

RAISING FUNDS



WHAT NEXT?

PLANNING AHEAD – THE UPCOMING PHASES

WHAT NEXT?



We are working on a fundraising plan to reach out to potential supporters, showcasing the mission's impact, we aim to raise funds through tailored outreach and impactful storytelling.

We are working on a 6-week Instagram calendar to provide a predefined timeline of engaging post, reel, and story ideas. These ideas are crafted to enhance your social media presence and drive audience engagement. Based on the results of Phase 1, we will tailor future social media strategies to optimize your online reach.

We'll consider factors like fast delivery, user-friendly experience, and cost-effectiveness. Our goal is to provide insights for a smooth and successful food delivery system.

To diversify income sources, we are exploring different business models, we aim to tap into different customer segments and maximize revenue potential.

THANK YOU!

Contact us if there are any questions.

jamiami@180dc.org



180DC — JMI Website



@180DCJMI



@180DCJMI



180DC JMI — LinkedIn