



2017（首届）青少年公益创新国际挑战赛  
参赛策划书

《Support for African youths' soccer equipment and venue planning  
book》

队名：A football team

队员：王洛筠（team leader），冷梦菲，田琚瑶，罗伊婷



## 基本信息

### 一、策划书名

《Support for African youths' soccer equipment and venue planning book》

### 二、团队介绍

#### 1.团队展示（照片、Logo 等）







## 2.队名及队员

队名：A football team

Team member	School	Gender	Age
Wang Luoyun	北大附中 (BDFZ)	female	16
Tian Junyao	北京市第四中学(BHFS)	female	16
Leng Mengfei	北京市第四中学(BHFS)	female	17
Luo Yiting	北大附中 (BDFZ)	female	16

## 3.队长联系方式



### 三、项目类别

- A. 目标 2：消除饥饿
- B. 目标 3：良好健康和福祉
- C. 目标 4：优质教育

I choose C (High-quality education).

### 四、项目方案

#### （一）概述

#### 1. 方案提要

African people are known for being huge fans of soccer around the globe. This can be traced back to generations of love and passion for this kind of sport. However, due to the lack of resources and poverty, some African teenagers in certain areas aren't equipped with those professional venues and equipment. We hope that through hosting charity lectures and donations, we can bring these aforementioned items and exercise yards to those in need. We also consider raising funds by hosting Charity Bazaar. We aim to cooperate with local schools, and improve the profession of the field by using local timber. (Eg. MAHOHANY)



## 2.重点支持国家：Ethiopia

### （二）内容

#### 1. 目标人群（要帮助人群和预计能够帮助和影响人数）

We hope that we can provide African young football lovers with more professional football fields and equipment through our efforts. The social influence is predicted to improve the quality of 400 to 1000 African children's sports activities.

#### 2. 方案可行性分析（从方案能否执行和落地角度叙述）

This proposal is based on our research on the conditions and needs of African teenagers and our survey of equipment's market prices. African children adore playing football, but due to the lack of equipment and venues, both their natural physical development and skill improvement are heavily influenced. In our proposal, the field will be made from the planting of local African grass, and the goals will be made with



MOHOHANY, a kind of African timber. Meanwhile, our blue print includes providing audiotape of soccer-education. The aforementioned plans are high in feasibility.

### 3. 项目方案执行（项目具体计划、落实、进度安排等）

7.14 finish proposal

7.15-8.6 host charity lectures, donations, and get in touch with the local school

8.6 finish raising funds

8.6-9.1 follow up

9.1-12 construction (including planting the meadow and the construction of the goals.)

### 4. 社会传播计划（包括是否会通过微博、微信以及其他社交媒体平台进行宣传和影响）

Our main propaganda positions are Wechat moments, Weibo, and our team's own Website. Wechat moments and Weibo have extensive users and high propagation range, which could attract public attention.



## 5. 筹款计划（计划通过何种方式、渠道来进行筹款）

Our first move is to launch the donation via Tencent's "yiqijuan" on WeChat; Secondly, we plan to organize a charity speech on sport event to further enhance publicity and continue on the donation; Our project also includes a charity fair to let the mass learn more about African culture. Last but not least, a charity performance (including Pecking Opera and dances) would be held as the finishing tone of our entire donation process.

## 6. 团队分工（叙述团队成员主要负责领域）

Tian Junyao: responsible for the field of English problems, including translation, writing English propaganda and so on.

Leng Mengfei: responsible for writing Chinese cases as well as the WeChat propaganda tasks.

Wang Luoyun: as the captain, she is responsible for coordinating the team, assigning tasks to the team members; she is also responsible for collecting information about the conditions of African; team's website





editing, management and publicity tasks.

Luo Yiting: responsible for the field of art issues, including publicity video's production, poster production; WeChat propaganda tasks (cooperation with Leng Mengfei.)

### （三）目标列表

方案执行	Provide professional venues and equipment to African football lovers; help them to go further on their football dreams.
社会传播	400~1000 African football lovers
筹款总额	10000 RMB

### 五、补充说明（团队其他优势、特色和想法的补充）



### Team Advantage:

Our team leader, Wang Luoyang, has lived in Uganda, Africa for nearly three years. So she is very familiar with the local conditions of Africa, and has many friends there. Our team wanted to provide professional soccer fields and equipment for children in Africa, partly because she often saw African children who made football from palm leaves or plastic cloth playing football in sands. She saw the African youths' love and passion for the sport of football, but also saw their lack of equipment and venue.

The experience of living in Africa makes her aware of the local natural resources and humanities in Africa, which helps improve the viability of our team project.

### Team Features:

Three of our teammates have their own strengths in art: Peking opera, dancing and singing (of which two students have been art students before). We mentioned in the fundraising column that we plan to hold an public performance, give full play to our artistic potential, and raise funds



for African young people who love football.