



## **Case Study: Pratham Galas**

### **The Challenge**

Pratham was preparing for its annual fundraising gala, which takes place all over America to raise vital funds for charitable educational work in India. The team urgently needed copywriting support to help drum up interest in these very exclusive events, and to spread the word about Pratham's work with children across India.

Deliverables included: an advocacy toolkit; sales scripts; email series; email templates for business leaders and philanthropists to invite event sign-ups for each chapter; website content; social media posts; newsletters; case studies; event promotion, and scripts for the CEO and the Manager Director of Pratham.

### **The Solution**

Working closely with Pratham's digital team, comms team and sales team, I learned everything there was to know about Pratham's mission to fight the inequities in the Indian education system – specifically focusing on the goals of the galas that I was to help promote. As the galas were so exclusive – and expensive to attend – I created different templates for each chapter across America, so that each piece of communication was personalised and carried a compelling message.

I wrote scripts that would allow the sales team to confidently sell the galas for both the experience that guests would enjoy on the night, and the difference they could make through their donations. I also wrote speeches for the CEO and Managing Director of Pratham to deliver at the galas they were attending, with a focus on encouraging high levels of donation, and supported through real-life stories from children whose lives were transformed by Pratham.

### **The Outcome**

All deliverables and deadlines were met, without exception. The galas achieved not only record attendance, but raised record funds to support education across India for all.