



### **Plan for Online Communication**

There is currently no Web site for Centre International pour L'enfant et La Mere (CIEM).

#### **Wordpress.com**

Objective: To create a Wordpress.com page to act as an existing Web site. This will be an interactive and easily updated page for supporters, donors, and volunteers. It will also advertise updated information regarding the fundraiser. It will include photos, videos, and music streams of Mariam Breant's music.

Web site: <http://ciemkids.wordpress.com/>

Username: CIEMkids

Password: profstack

#### **Twitter.com**

Objective: To create a Twitter.com page to communicate with supporters and potential event attendees with event details. The blog will also update about current fundraising and sponsors.

Web site: <http://twitter.com/home>

Username: Perform4kids

Password: profstack

#### **Facebook.com**

Objective: To create a profile with photos from Côte d'Ivoire and the fundraiser event. There will be links to both the Wordpress and Twitter pages. Viewers can become "friends" with **PerformingFor TheFuture**. Potential sponsors, organizations, and volunteers will be able to contact CIEM through one of the most popular social networking sites. CIEM may also purchase affordable, targeted ads on Facebook to gain interest in the event.

Name: PerformingFor TheFuture

E-mail: [performingforthefuture@gmail.com](mailto:performingforthefuture@gmail.com)

Password: profstack

#### **Gmail.com**

Objective: To create a contact e-mail address for potential sponsors, organizations, participants, and volunteers. It will also serve as the main e-mail address for social networking Web sites and blogs. CIEM and Performing for the Future will be easily contacted through Google and Google chat. A Google group and Google calendar can also be easily administered for organizational purposes.

E-mail: [E-mail: performingforthefuture@gmail.com](mailto:performingforthefuture@gmail.com)

Password: profstack

# Performing for the Future



C.I.E.M.

## Potential blogs

<http://eatwashington.com/> - Julia Watson, [eatwashington@gmail.com](mailto:eatwashington@gmail.com)  
<http://www.dcfoodies.com/> - Jason Storch, [jason@dcfoodies.com](mailto:jason@dcfoodies.com)  
<http://dcist.com/> - Sommer Mathis, [sommer@dcist.com](mailto:sommer@dcist.com)  
<http://www.dccityblog.com/>  
[http://www.svmomblog.typepad.com/dc\\_metro\\_moms/](http://www.svmomblog.typepad.com/dc_metro_moms/) - [info@svmomms.com](mailto:info@svmomms.com)  
<http://www.dcmetromommy.com/blog.html> - [tip@dcmetromommy.com](mailto:tip@dcmetromommy.com)  
<http://www.dcurbanmom.com/> - <http://www.dcurbanmom.com/contact-info>  
<http://www.dc-baby.com/> - Sarah Masterson, [sarah@dc-baby.com](mailto:sarah@dc-baby.com)  
<http://www.washingtonparent.com/calendar.php> - Alicia Brewster, [calendar@washingtonparent.net](mailto:calendar@washingtonparent.net)

## Online sections of media outlets

Washington Examiner  
Washington Post  
Washington Times  
Washington Metro Weekly (magazine)  
Washington City Paper  
Capitol File  
Washingtonian  
El Tiempo Latino  
Washington Afro American (afro.com)

# Performing for the Future



C.I.E.M.

CONTACT  
American University  
4400 Massachusetts Avenue, NW  
Washington, DC 20016

NAME  
MEDIA ORGANIZATION  
ADDRESS  
CITY, STATE, ZIP

To Whom It May Concern:

Mariam Breant of *Centre International pour L'enfant et La Mere*, or *The International Center for Mothers and Children* is partnering with the Capital Area Food Bank to present a fundraising event, "Performing for the Future." The event will be hosted by Breant and will consist of musical performances by local children's groups as well as other young singers and performers in the area. Among the child performers are *name, name, and name*. The event will also consist of a live performance by Breant off *album name*. Breant, a highly recognized singer on the Ivory Coast, has always had a passion for music and children. She created C.I.E.M. to raise awareness and increase aid to Seguela's hospital, which is in extremely poor condition and has a very large number of child patients. She has partnered with the Capital Area Food Bank, another local organization that has a strong interest in keeping all children healthy. The Food Bank not only provides food for those who need it, but also educates the D.C. area about hunger and nutrition. Together, the two organizations strive to help children in need and provide a healthy and safe environment for them to live in.

Through "Performing for the Future," local child performers will be showcased and attendees will have a chance to learn more about one of D.C.'s newest not-for-profit's, C.I.E.M., and become involved. All proceeds from ticket sales and donations will directly benefit C.I.E.M. and the Capital Area Food Bank. All are invited to attend.

Date:  
Time:  
Location:  
Ticket Price:

We are asking for your recognition in your publication and/or calendar of events. If you have any questions contact us via e-mail at [performingforthefuture@gmail.com](mailto:performingforthefuture@gmail.com)

Please visit our blog at [www.com](http://www.com) to stay updated on the event.

Sincerely,