

2010

African Diaspora Coalition – “Charting a way home”



The African Diaspora: Definition and Relevance

The African Diaspora as defined by the African Union is “peoples of African origin whose ancestors within historical memory came from Africa, but who are currently domiciled in other countries outside the continent and claim citizenship of those countries.” These Diaspora have critical skills and knowledge that Africa indeed could benefit from and should leverage. As not to dwell on the issue of the “brain drain,” it is critical to take a new perspective and seek ways in which Africa can engage its Diaspora and facilitate the systematic diffusion of knowledge and experience that they hold for the benefit of their home countries.

The Diaspora African Forum: Brief History

For the past decade, the Diaspora African Forum (DAF) has played a pivotal role in engaging and educating the African Diaspora about the conditions and needs of their home countries. By championing the need for African nations to have direct dialogue with their Diaspora, DAF has enabled the Continent of Africa to have a singular voice. To date, the Diaspora African Forum (DAF) has worked tirelessly to position itself as a vital link between African Diaspora and their home countries. DAF’s most notable accomplishments include the attainment of a seat on the African Union, recognition by the Obama Administration and the formation of African delegations who are committed to reaching out to their Diaspora.

Program Mission

The mission of the African Diaspora Coalition (ADC) is to actively engage members of the African Diaspora to communicate and promote opportunities throughout the Continent while encouraging participation in African affairs.

Objectives

The main objective of the ADC is to encourage travel to the Continent of Africa, facilitate economic partnerships amongst Africans and its Diaspora, and to promote the rebranding of Africa. ADC also seeks to give members of the African Diaspora a voice so that they may address key policies that will bring true change to Africa.

Other objectives include:

1. The establishment of an efficient means of communication amongst the African Diaspora across the world.
2. The raising awareness and insight of the challenges, needs and concerns of young Diasporas in relation to their home communities.

3. The facilitation of community development and capacity building between the African Diaspora and their countrymen at home.
4. The establishment of an “action flow” where key stake holders can be educated, recruited and integrated into the ADC movement
5. Recruitment of young professionals with a willingness and capacity to facilitate and support the development, capacity building, and cross-cultural exchange needs of the Continent

Strategy

ADC’s strategy is to use preexisting relations of the Diaspora African Forum to promote an exchange between the African Diaspora and Africa. The ADC will seek to form partnerships with organizations and individuals who have an interest in participating in African affairs such as small businesses, corporations, NGO’s and universities. With a focus on economic development, ADC will explore a model where people can travel to Africa, meet key stakeholders, and seek opportunities for partnerships.

Key Functional Groups

Sponsorship Acquisition

This group will be responsible for selling the ADC story, relevance and importance to our “Target Sponsors.” This group will need to develop a target and layered sponsorship list and be able to effectively communicate the needs of the ADC. This group will need to understand and communicate to this group the benefits of supporting the movement and the return on investment for their support. Most importantly, based on the activities, required to meet the ADC primary and secondary objectives, this group will need to develop a budget to fulfill the resource needs. Preferred background and interest in marketing with experience in fundraising and sponsorship acquisition.

Partnership Development

This group will be responsible for developing strategic partnerships with the “Target Partners.” These target partners are described as people, groups, and organizations who have: (remember that these can be NGO’s, corporations, trade groups, government organizations, etc...)

- Historical affiliation with the African Diaspora
- Little or no branded presence in Africa
- Products or services that would theoretically do well in Africa
- A vested interest in supporting African Americans
- Interest in the opportunities to invest, trade, partner in/with African groups

Coordination and Communication

This group is responsible for the development; establishment and management of the communication of all ADC related activities (both internal and external). This includes:

- The management and updating of the ADC website
- Leveraging social networks such as Twitter and Facebook
- Ensuring effective communication between ADC members
- Development and distribution of PR materials

Activities

Many young Diaspora organizations lack the access needed to address pertinent issues faced by their home countries. By focusing on economic development, education, technology transfer, and capacity building, ADC will be an instrument to help young members of the African Diaspora facilitate change at home. The main activity of the program is the engagement of pre-existing African Diaspora organizations and the recruitment of members who can help lead key DAF initiatives.

Other activities include the coordination and hosting of several youth conferences related to the Diaspora. By hosting and sponsoring Diaspora related conferences throughout the African continent and in Western countries, ADC will create a model to show young Diasporas African a way home and a means forward. ADC hopes to be successful enough in its mission that other African nations will request the incorporation ADC organizations in their own countries.

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