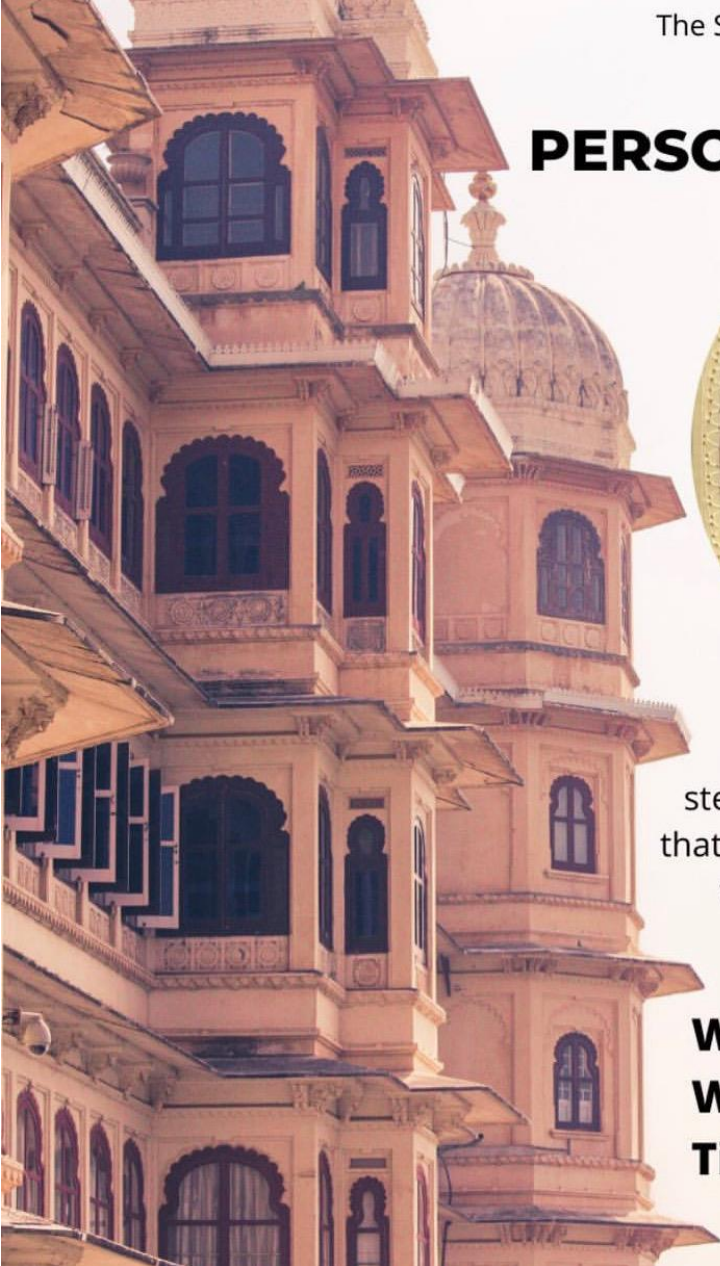



The South Asian Empowerment Coalition: PR Campaign Package




The South Asian Empowerment Coalition
presents:

PERSONAL IS POLITICAL



Join us for a discussion over
stereotypes born out of colonialism
that impact the South Asian identity as
we dig deeper into the roots of
orientalism

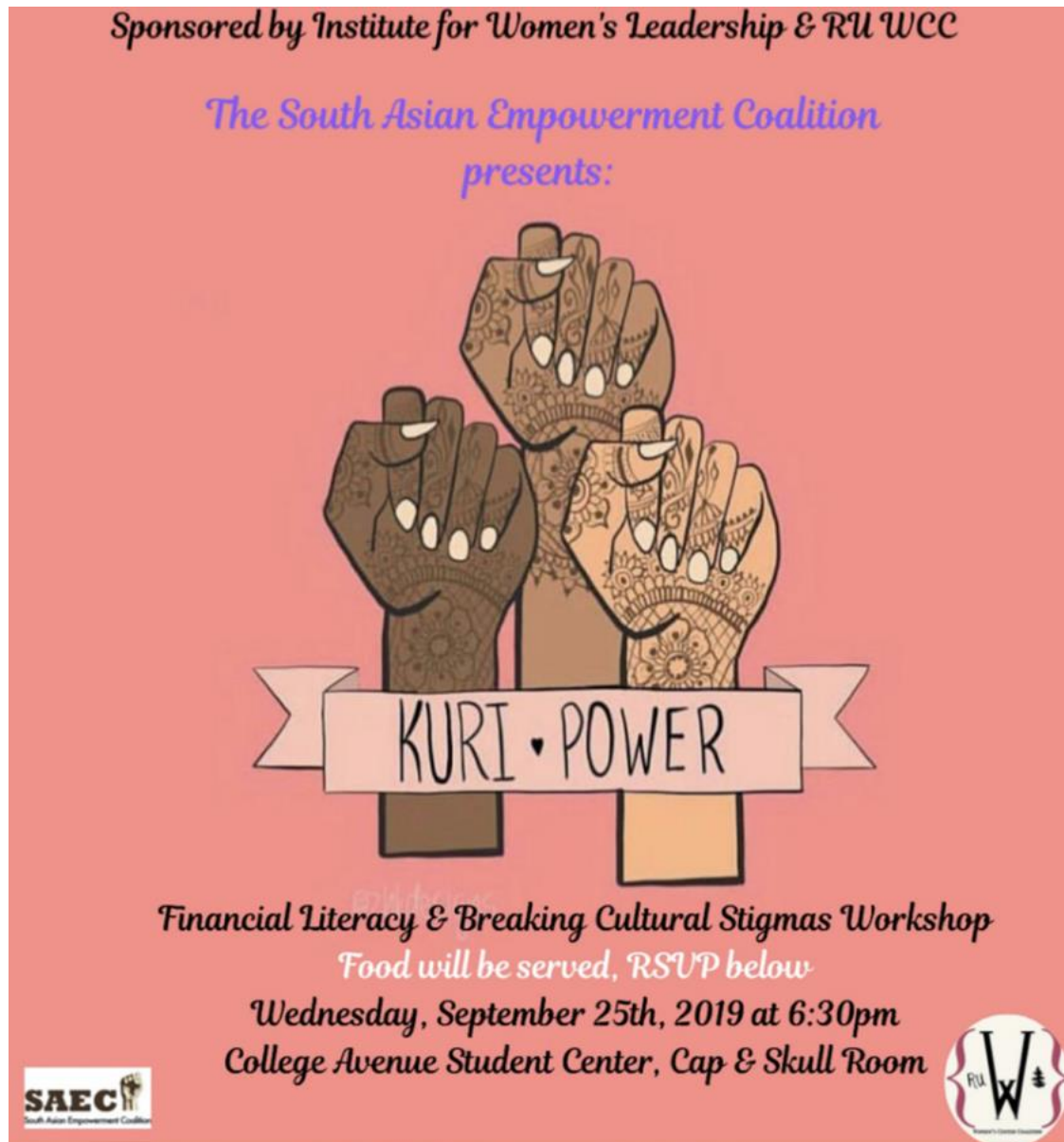
When? Nov. 21st, Thurs
Where? Scott Hall Rm 115
Time? 9:15pm



Circulated on SAEC Facebook, Instagram & IWL events site to garner support in New Brunswick community.

*All materials throughout this package are designed by Mannal Babar

*Sponsored by The Institute of Women's Leadership Program
Rutgers University 2019*



Artwork credited to ZHKdesigns. Flyer circulated on social media platforms such as Instagram & Facebook. Flyers were also circulated in department newsletters, posted on Douglass campus TV and printed to be passed out on various Rutgers Campuses. A strict 2 week schedule was followed where the flyer was posted on multiple sites on a daily and weekly basis.

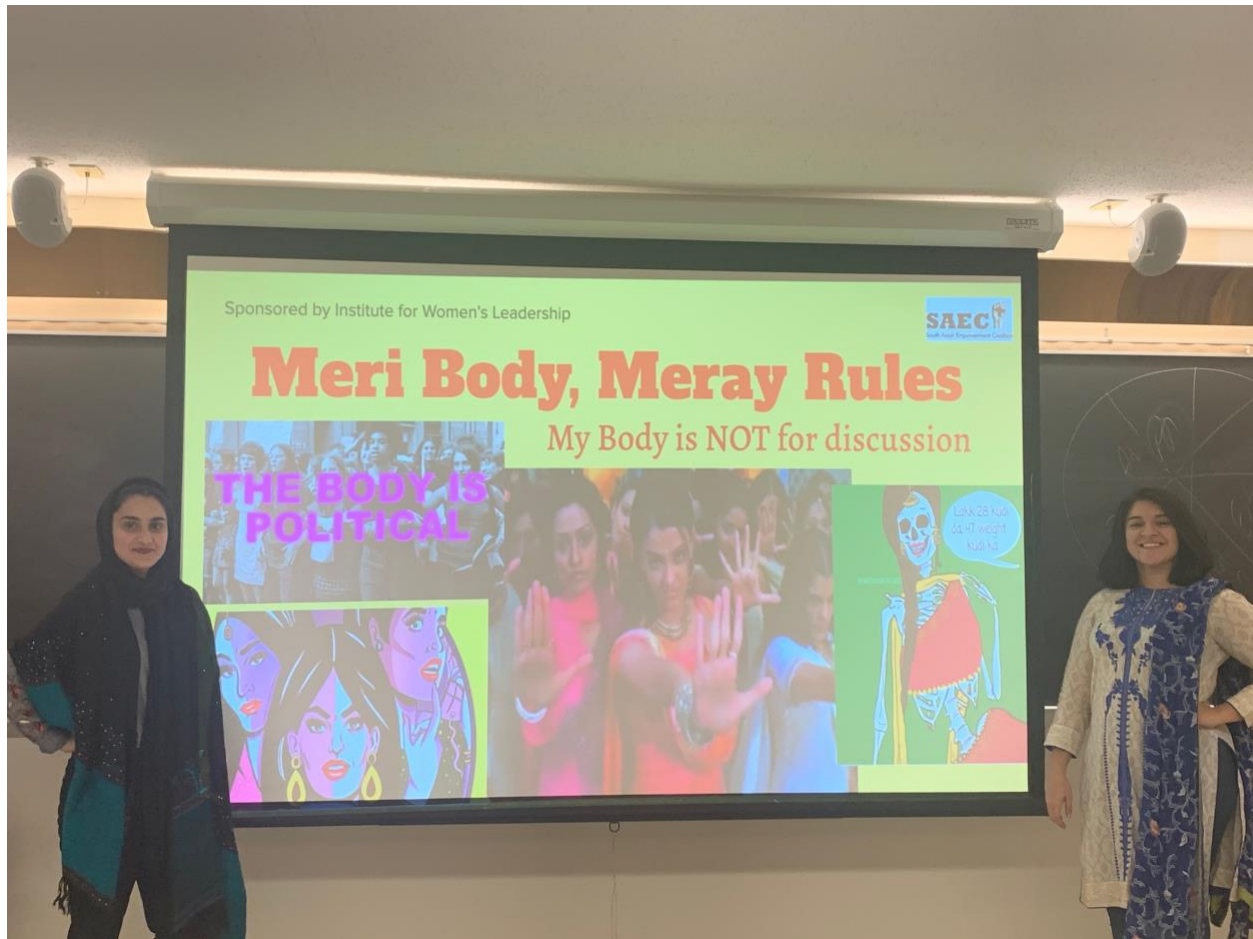
Below are some pictures taken at workshops where the two founders are seen presenting the topics in workshops and with some of the attendees.

Kuri Power: Breaking the cultural stigmas around women's financial wellness



This picture was taken on September 25th, 2019 at The South Asian Empowerment Coalition's first Financial Literacy workshop with early arriving participants.

*Sponsored by The Institute of Women's Leadership Program
Rutgers University 2019*



This picture was taken on November 7th, 2019 at one of SAEC's workshops. One of the workshops with the highest turnout rate of over 15 students. The co-founders, Mannal Babar & Sarah Arshad are pictured here.