

# Disney Princesses campaign

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Our 1 like = 1\$ exchange policy

By following our daily activities on the Facebook page, you can enormously help us by liking every single post. 1 like would result into 1\$ being donated for our cause. It would tremendously help us into reaching our goal.

## Aim:

- encourage people to follow their dreams by using Disney princesses as their role models



## About the Facebook page:

- our Facebook page is going to be structured into multiple parts, those include:
  1. the interaction part where members can participate into various activities
  2. the closed group members who are helping into organizing various events

## Plan:

- open a Facebook page through which we will encourage people to achieve great things

facebook

- our hypothesis is that by changing a person, we must first start with their mentality and present them with individuals to whom they can aspire to

More about our campaign:

Slogan:

DON'T  
LET  
YOUR  
DREAMS  
BE  
DREAMS

