



MK PARTY

UMKHONTO WESIZWE

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Johannesburg, 11 March 2024

Dear Party Members, Stakeholders and Partners,

LAUNCH OF OUR MK PARTY “KE YARONA CROWDFUNDING” CAMPAIGN FOR 2024

I am writing to you as the Treasurer General (acting) of our MK Party, a new beacon of hope and progress in South Africa and the region, to officially announce the commencement of our pioneering “Ke Yarona Crowdfunding” campaign.

This initiative is not just a fundraiser; it is a call to action for every South African who dreams of a brighter, more inclusive future for our nation.

Legitimacy and Endorsement

This campaign has undergone rigorous planning and received the endorsement of our party's highest leadership, guaranteeing strict adherence to South African legal standards and the principles of ethical fundraising.

Our commitment to transparency and accountability is unwavering, and to uphold the campaign's integrity, we've put in place strong oversight mechanisms at every phase. Detailed instructions on how to contribute will be shared in the near future.

We strongly encourage you to remain alert and follow only the officially sanctioned procedures we endorse, ensuring your support is directed through legitimate channels.

Purpose and Objective

The primary aim of the “Ke Yarona Crowdfunding” campaign is to mobilise resources for our upcoming general elections and projects and initiatives that are crucial for the socio-economic development of our communities.

These include but are not limited to education, healthcare, job creation, and infrastructure development. Our objective is to empower every South African, ensuring equal opportunities and fostering a sense of unity and pride in our collective achievements.

uMkhonthe weSizwe Party
80 Market Street, Johannesburg, 2000.



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Duration

The campaign is set to run for a period of 3 Months, starting from March 2024 to May 2024. This timeframe has been strategically chosen to maximize engagement and participation, allowing us to meet our fundraising goals while keeping our supporters informed and involved in our progress.

Inclusion of Crowdfunding Agents

A unique aspect of our campaign is the inclusion of dedicated MK Crowdfunding Agents. These community-based facilitators are the backbone of our fundraising efforts, tasked with spreading our message far and wide.

Crowdfunding agents are selected based on their commitment to our cause, their understanding of our party's values, and their ability to engage with potential donors effectively.

Roles of the MK Crowdfunding Agents

- Awareness and Advocacy:* Our agents will play a pivotal role in amplifying awareness of our campaign's goals and objectives, passionately advocating for the significance of every contribution. To support this crucial task, we will ensure that all necessary communication materials are readily accessible and shared, equipping our agents with the tools they need to effectively convey our message and inspire action.
- Donor Engagement:* Our agents will actively engage with potential donors, clearly articulating how their contributions will result in meaningful changes within our communities. Additionally, they will assume a critical role in explaining the secure, technology-driven process for submitting contributions, ensuring donors are fully informed about the safe and efficient ways their support can be provided.
- Transparency and Reporting:* Our agents will also play a crucial role in maintaining transparency, providing regular updates and reports to both the party and our donors.

In conclusion, this crowdfunding campaign represents a significant step forward in our journey towards a more equitable South Africa. We invite you to be a part of this historic movement, whether as a donor, a crowdfunding agent, or a vocal supporter of our cause.

Together, we can achieve the extraordinary.

Yours sincerely,

Cde Lebogang Moepeng
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