



Partnership Brief

On 25 May Africa Day 2017, we launched our first collection – capturing the inspirational stories of 30 everyday African leaders who are doing extraordinary things. We now have two [We Will Lead Africa: Volumes](#) available on amazon.com.

Our Vision: Africans owning and leading our narratives

Our mission: Creating platforms for sharing and inspiring everyday African leadership through storytelling

We will continue to work towards our mission in two ways:

1. *Curating and sharing the stories of everyday African leaders* who are making real impact on the progress of the continent.
2. *Convening networks of everyday African leaders* who gather in their communities to share, learn and inspire each other to continue taking actions for a prosperous Africa.

We see the primary identity of all who join the We Will Lead Africa movement as Griots - capturing and preserving our leadership stories to inspire continued action toward building a more prosperous Africa. We take seriously the great proverb popularized by Chinua Achebe — *that until the lions have their own historians, the history of the hunt will always glorify the hunter.*

We Will Lead Africa is organized as a global network and public benefit organization, founded by the co-editors of the first collection, Yabome Gilpin-Jackson, Sarah Owusu and Judith Okonkwo.

It is our dream that, as Africans, we tell and share our stories wherever and whenever we gather. It is our desire to activate the natural will and skill of Africans as storytellers. It is our goal to shine a light on the many ways that we are taking purposeful action for a prosperous continent. We Will Lead Africa ensures our stories are told and valued, and that our voices are heard and shared.

Together, We Will Lead Africa will form a community that shares a vision of leadership with integrity and in service of the collective on and off the continent. This leadership and action is already happening throughout the countries and communities we call home; everyday African leaders are bringing to life the full potential of continent.

Why stories? Stories are a core part of any change and transformation – they expand our spirits, awaken possibilities and encourage new ways of being. It is our hope that through our work, the stories we tell will inspire, galvanise and connect the groundswell of leaders we need for the future.

The main ways that you can get involved include:

1. Convene We Will Lead Africa networks in your local communities
2. Curate a We Will Lead Africa collection or contribute to one
3. Connect us to press or partnership opportunities to further our mission

For more information, see below and contact us at:

www.wewillleadafrika.com

submissions@wewillleadafrika.com

Twitter: @WillLeadAfrica

Facebook: @WeWillLeadAfrica

We hope that you will join us.

Curating a We Will Lead Africa Collection

We are looking for dedicated everyday African leaders who want to join the movement to ensure extraordinary African leadership stories are told and heard all over the world by curating future collections of We Will Lead Africa.

The collections capture stories that demonstrate everyday African leadership as defined by:

- We** Collective accountable leaders, taking unified action
- Will** The leadership WILL, grit and courage to do something, anything, now and for the future i.e. action-oriented and aspirational leadership
- Lead** Everyday leaders, motivated by collective service, in every sector, including emerging leaders from marginalized groups
- Africa** A focus on a prosperous continent, where divides are bridged and leaders work across boundaries and borders to achieve a broader success.

The process of curating a collection is both fun and demanding. What follows is a guide that describes the journey and gives you an idea of what to expect at each stage.

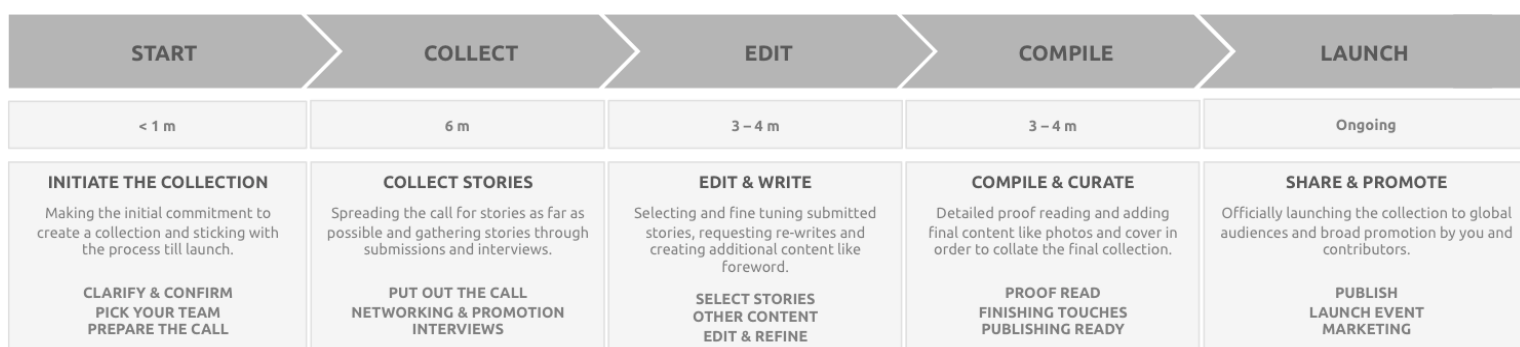
Your commitment and agreement:

1. Select a country-specific, industry-specific or topic-oriented volume of interest - choose an area where the everyday African leadership stories to be told excite and inspire you. Naming convention for collection will follow our brand guidelines as follows: **Title** - We Will Lead Africa: place and/or industry and/or topic. **Subtitle** - A Griot Volume. WWLA brand guidelines for volumes will be available to editorial teams.
2. Enrol an editorial team with the passion and expertise to serve as co-editors.
3. Launch the process of curating a volume, by contacting us and signing a We Will Lead Africa Convener and Curator Agreement.
4. Commit to the journey: Your commitment and agreement to become a We Will Lead Africa Lead Editor or Editorial Team will include full adherence to all the terms in the agreement as well as your commitment to completing the process. Other than for extraneous circumstances, we are committed to every WWLA volume that we promise. If you are unable to put in the time and effort required to curate a volume we strongly recommend you do not start the process.
5. Shared success: The WWLA organization is a public benefit organization and operates in the spirit of the everyday African leader. We work with you and the editorial team giving you the autonomy, but also the support you need to bring to life your collection. To this end, the following guidelines have been established:
 - **Pricing:** in order to be inclusive and accessible to our audience, the everyday African, the price point of the collection should be reasonable. As such, collections should be priced at the recommended price suggested upon upload to Amazon CreateSpace with the option to add up to USD5 per copy.
 - **Covering expenses:** The cost of curating a collection should not be a constraint, and those who feel called to be part of the movement by contributing their time and energy should be able to do so without financial burden. As such expenses such as transcribing, proofreading, launch activities, etc. may be covered from any income generated by book sales. We encourage networks to secure funding or sponsorship where possible, and to operate in a lean and transparent manner. Time contributed to curated may be compensated from funded sources where possible.
 - **Profits:** In order to expand and grow the movement and to provide the necessary tools and support to editorial teams, profits from all We Will Lead Africa volume sales

(after expenses) go back to the We Will Lead Africa organization to fund its operating activities.

- **Maintaining consistency and connection across the movement:** to ensure collective impact of our combined efforts, simple WWLA brand guidelines are available to editorial teams curating a collection under the WWLA banner. All official WWLA intellectual property, materials and brand assets must be used as-is and not altered in any way and must only be used in conjunction with WWLA-related activity. The editorial team should agree a name by adding to the We Will Lead Africa title. For example, the We Will Lead Africa: Place / Topic / Theme. These collections will all be subtitled 'A Griot Volume'.

The journey at a glance:



Stage	What happens?	What do I need? What is available?
START: Initiate the collection		
Clarify & confirm	Contact WWLA organization Set a theme and objective for your collection Select a name for your volume	Sign Convener and Curator agreement Agree objectives with WWLA organization Naming guidelines available
Pick your team	Confirm your editorial team	Sign Editorial Team Agreement
Prepare the call	Write call script	Sample of past WWLA calls Review and approval by a WWLA co-founder
COLLECT: Collect stories		
Put out the call	Post on your social and other media Share with your networks	WWLA organization will post/repost for you as well WWLA branding for the call available.
Networking & promotion	Reposts, word-of-mouth, promoting	Need to widen your circle to find great stories
Interviews	Interview those who are willing but cannot make time to write	You may need a transcriptionist

EDIT: Edit & write		
Select stories	Review ALL submissions	Scoring criteria and process - storytelling criteria provided by WWLA organization.
Other content	Research and write as needed - foreword,introduction, conclusions, etc.	Need to source guest writers for foreword/introduction/conclusions as needed
Edit & refine	Edit for flow, compile/organize sections to best tell the story	-
COMPILE: Compile & curate		
Proof read	WWLA Team, external reviewers and formal proofreader reviews	Need to acquire a formal proofreader, including a WWLA co-founder
Finishing touches	Final edits and changes, cover design	Decide on final date to freeze changes Cover design available
Publishing ready	Submit to WWLA team for publication	Work with WWLA team throughout publication and be available to write book summaries and descriptions needed for Amazon
LAUNCH: Share & promote		
Pre-publishing promotion	Create social media and other promotion materials	WWLA team will support or give you access to WWLA media for pre-promotion and immediate post-promotion period
Launch event	Plan event - location, sponsors etc	Contact us for possible partner opportunities
Marketing	Book reviews and press	Source media partners