



Daring Girls

Memo and findings

Background

- Daring Girls was originally founded as AfricAid in 2001 by Ashley Shuyler.
- Ashley and her parents took a trip to Tanzania where Ashley discovered girls her age did not have access to education.
- AfricAid started out with providing scholarships to young girls in Tanzanian schools.
- The organization eventually developed two different programs called the Binti Shupavu project and the Kisa Project.
- In 2017, AfricAid's sister organization AfricAid Tanzania was born (History, n.d.).



Rebranding



- In 2019, AfricAid Tanzania rebranded as Girls Livelihood and Mentorship Initiative, otherwise known as GLAMI.
- Soon after, feeling that AfricAid no longer represented the organization, AfricAid executives rebranded the non-profit as Daring Girls.
- Daring Girls focuses more on fundraising and communications while GLAMI more on operations and program design (History, n.d.).



Brand Purpose

- When rebranding into Daring Girls, AfricAid needed to ensure to keep its brand identity in order to keep their brand value.
- “Brand managers must maintain brand image consistency and brand relevance, where stakeholder needs and demands are evolving” (Lee & Bourne, 2017, p.795).
- The name Daring Girls was chosen due to the manner in which teachers would ask their students questions (Youtube, n.d.).
- Integration was primarily used in the rebranding of AfricAid especially as the organization partnered with more countries such as Kenya, Zimbabwe, and Zambia (Arnett et al., 2023, p. 195) (The Past 20 Years: A Brief Overview of AfricAid’s History, n.d.).



Daring Girls and The IMC



- Daring Girls practices the Narrative Approach to Communication Ethics through telling stories of young girls succeeding through their organization (Arnett et al., 2023, p.56).
- Daring girls needed to keep the organizations why when rebranding (Love, 2024).
- Implicit assumptions are ones focused on protecting the safety and well-being of the girls in Daring Girls.
- Explicit assumptions are focused on providing education to everyone.
- Daring Girls goods are focused on providing education and real-world experience.

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