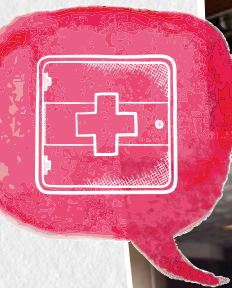


# CREATE AWARENESS, INSPIRE ACTION

## AWARENESS CAMPAIGN ON MSF SUPPORTERS INITIATED FUNDRAISING EVENT



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### PROJECT LOCATION



HKU campus & various locations, Hong Kong

### COMMUNITY PARTNER



Médecins Sans Frontières (MSF)

### KEY AREAS



Marketing Campaign, Social Media, Public Awareness, Global Humanitarian Issues, Medical Relief Works

### Our Social Mission:

To encourage the public to organize innovative activities to raise fund for MSF to provide assistance to the populations in distress, victims of armed conflict and natural or man-made disasters, irrespective of race, religion, creed and political convictions.

### Student Learning:

Students will learn about the global humanitarian issues, medical relief works of MSF and the method to roll out a successful marketing campaign.

### Project Opportunities:

- Be responsible for various relevant tasks including idea generation, innovative proposal making, presentation, production of creative videos, digital marketing, organizing and launching a campaign (fundraising or non-fundraising).

Interested faculty members are welcome to contact Dr. Dennis Cheung, Lecturer of GHELC  
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