



2022 Fellowship Recruitment Toolkit: U.S. Government

OVERVIEW

As we prepare to recruit the eighth cohort of Mandela Washington Fellows for the 2022 Fellowship, we are reaching out to provide text and tools that will be helpful as you spread the word within your network. With your help, we hope to ensure that our 2022 Fellows represent the diversity of Africa – coming from both rural and urban areas, including individuals with disabilities, and representing people of all genders.

This toolkit features **recruitment graphics, PowerPoints, email templates, and social media sample posts** for you to use over the course of the application period. Please also check the Mandela Washington Fellowship [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) accounts for daily posts you can reshare. Additionally, you can find application advice and tips at mwfellows.info/apply.

RECRUITMENT GRAPHICS & POWERPOINTS

Supplemental recruitment resources are available for download at mwfellows.info/PartnerToolkit, including:

- Instructions for the 2022 Fellowship application
- Answers to frequently asked questions (FAQs)
- Recruitment graphics to share on social media and by email
- A general recruitment PowerPoint to facilitate group recruitment presentations
- Information for prospective Fellows with disabilities, including a disability accommodations-focused recruitment PowerPoint for targeted presentations
- Information for prospective Fellows who are or may become pregnant



SAMPLE SOCIAL MEDIA POSTS

Use this timeline to guide your social media posts. Supplemental graphics can be downloaded from mwfellows.info/PartnerToolkit.

1. Between August 9 and 17 – Build Interest in the Fellowship

Sample Text: The #YALI2022 application will go live on Wednesday, Aug. 18! Young leaders may apply to one of three Fellowship leadership tracks: Business, Civic Engagement, or Public Management. View eligibility requirements and the application timeline here:

mwfellows.info/apply.

2. On August 18 – Announce the Application Launch

Sample Text: The #YALI2022 application is now live! This is your chance for access to a six-week training course at a top U.S. educational institution in 1 of 3 different leadership tracks: Business, Civic Engagement, or Public Management. Learn more at: mwfellows.info/apply. Applications due September 15!

3. From August 19 to September 15 – Share Tips and Reminders

Option 1

Have a question about your 2022 Mandela Washington Fellowship for Young African Leaders application? Find an answer in the Frequently Asked Questions section on this page: mwfellows.info/apply. Applications are due Wednesday, September 15! #YALI2022

Option 2

Thinking about the 2022 Mandela Washington Fellowship? Time to start your application! #YALI2022 applications are due **[INSERT DAYS/WEEKS]** from now on Sep. 15! Visit mwfellows.info/apply to read frequently asked questions and tips for your application!

Option 3

Are you ready to apply for the 2022 Mandela Washington Fellowship?
The Fellowship is an opportunity for you to:

- Participate in a six-week academic and leadership program at a U.S. educational institution;
- Meet with U.S. Government, civic, and business leaders; and
- Be a part of a dynamic network with opportunities for continued leadership and career enhancement.

Applications due Sep. 15: mwfellows.info/apply #YALI2022

EMAIL TEMPLATES

Before August 18 – Application Coming Soon Template

Subject: Coming Soon: 2022 Mandela Washington Fellowship Application!

Greetings from the Mandela Washington Fellowship!

We are pleased to announce that the application period for the 2022 Mandela Washington Fellowship, the flagship program of the Young African Leaders Initiative (YALI), will launch at **4 PM GMT on Wednesday, August 18, 2021.**

The Mandela Washington Fellowship offers an unparalleled opportunity to:

- Participate in a six-week Leadership Institute at a U.S. college or university to share your experiences with and to learn from U.S. citizens and other Fellows.
- Explore industries beyond your daily work and expand your expertise.
- Attend a Summit with young African leaders in Washington, D.C.
- Meet with U.S. Government, civic, and business leaders.
- Strengthen your work through new connections, skills, and ideas.
- Join a continental and global Alumni Network to help you seek innovative solutions to common challenges.

[LEARN MORE](#)

Join us in spreading the word to recruit 700 leaders for our 2022 cohort!

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On August 18 – Application Now Open Template

Subject: Now Open: 2022 Mandela Washington Fellowship Application!

Greetings from the Mandela Washington Fellowship!

Are you ready? The application period for the 2022 Mandela Washington Fellowship, the flagship program of the Young African Leaders Initiative (YALI), is now open!

[Start your application here](#)

Visit the link above for helpful tips to complete your application and enhance your presentation. On this site, you'll find:

- Program eligibility criteria and application instructions;
- Application overview and timeline; and
- Advice from Mandela Washington Fellows and the U.S. Department of State about the application process.

Don't rush to complete your application - you have until September 15, 2021, to thoughtfully compose and review your answers. Please note that only one application is permitted, and all submitted applications are final. Good luck!

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P.S. If you are looking for more information about the 2022 Mandela Washington Fellowship application, follow the Mandela Washington Fellowship [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) accounts!

RESOURCES

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| Twitter | twitter.com/washfellowship |
| Facebook | facebook.com/MandelaWashingtonFellowship/ |
| Instagram | instagram.com/mandelawashfellowship/ |
| LinkedIn | linkedin.com/company/mandela-washington-fellowship |
| Fellowship Application and Eligibility Information | mwfellows.info/apply |
| Application Resources | mwfellows.info/resources |