



2023 Fellowship Recruitment Toolkit: U.S. Government

OVERVIEW

As we prepare to recruit the ninth cohort of Mandela Washington Fellows for the 2023 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 2023 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 2023 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 8 and 15 – Build Interest in the Fellowship

Sample Text: The #YALI2023 application will go live on Wednesday, Aug. 16! 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 16 – Announce the Application Launch

Sample Text: The #YALI2023 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 13!

3. From August 16 to September 13 – Share Tips and Reminders

Option 1

Have a question about your 2023 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 13! #YALI2023

Option 2

Thinking about the 2023 Mandela Washington Fellowship? Time to start your application!

#YALI2023 applications are due **[INSERT DAYS/WEEKS]** from now on Sep. 13! Visit

mwfellows.info/apply to read frequently asked questions and tips for your application!

Option 3

Are you ready to apply for the 2023 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. 13: mwfellows.info/apply #YALI2023

EMAIL TEMPLATES

Before August 16 – Application Coming Soon Template

Subject: Coming Soon: 2023 Mandela Washington Fellowship Application!

Greetings from the Mandela Washington Fellowship!

We are pleased to announce that the application period for the 2023 Mandela Washington Fellowship, the flagship program of the Young African Leaders Initiative (YALI), will launch at **4 PM GMT on Tuesday, August 16, 2022.**

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.
- Participate in a Summit with young African leaders
- 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 2023 cohort!

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On August 16 – Application Now Open Template

Subject: Now Open: 2023 Mandela Washington Fellowship Application!

Greetings from the Mandela Washington Fellowship!

Are you ready? The application period for the 2023 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 13, 2022, 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 2023 Mandela Washington Fellowship application, follow the Mandela Washington Fellowship [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) accounts!

RESOURCES

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