

**HOPE CHERUIYOT ROTICH – ASPIRING KUPPET TREASURER**  
**NAKURU COUNTY.**

**1. Introduction**

I am Hope Cheruiyot Rotich, a teacher at Utumishi Boys Academy Gilgil, a dedicated and visionary educator seeking to serve as the next Treasurer of the Kenya Union of Post Primary Education Teachers (KUPPET) in Nakuru County in the upcoming election. With a proven track record in leadership, integrity, and financial accountability, I am committed to driving transparent and transformative financial practices within the union.

**2. Purpose of the Proposal**

This proposal seeks sponsorship or support in kind (**branded pens, diaries, and other campaign materials**) to aid in the success of my campaign. These items will be used to raise awareness, create meaningful engagement with fellow educators, and reinforce my vision of trustworthy stewardship.

**3. Campaign Theme**

"Financial Transparency & Accountability"  
Leadership that makes every penny count.

**4. Target Audience**

- Fellow secondary school educators and junior secondary school teachers.
- School heads and senior education stakeholders

**5. Sponsorship Opportunities**

I invite your organization to support this campaign by providing:

- **Branded Pens** - distributed during meetings and school visits
- **Custom Diaries/Notebooks** - to enhance visibility and create lasting impressions
- **Printed Banners, Flyers, and Posters**
- **Branded T-shirts or Caps**

All branded materials may prominently feature your logo alongside the campaign branding, offering significant exposure within the educator community.

**6. Benefits to Sponsors**

- Direct access to a professional, influential audience of educators
- Brand exposure through campaign events and school engagements
- Demonstration of corporate social responsibility and support for education sector leadership

## 7. Call to Action

I would greatly appreciate a meeting or call at your convenience to further discuss how we can Collaborate. Your support will contribute directly to a campaign grounded in transparency, vision, and service.

## CAMPAIGN WORK PLAN AND BUDGET

### PHASE 1: PREPARATION (May-July 2025)

- Develop campaign materials (flyers, posters, )
- Form campaign team and assign roles (mobilizers, digital, logistics)
- Map schools and teacher representatives
- Create WhatsApp groups and Facebook page
- Have campaign materials to help for visibility (branded shirts and cap for aspirant and print pens (atleast 1500) for teachers.
- Visit schools within gilgil.
- Attend sport activities for the term.

Estimated Budget: KES 25,000

### PHASE 2: OUTREACH & ENGAGEMENT (Aug-oct 2025)

- Conduct school visits across Nakuru County
- Master a clear and brief presentation.
- Distribute flyers, posters, and digital content
- Distribute printed pens to teachers.

Estimated Budget: KES 60,000

### PHASE 3: CONSOLIDATION & INFLUENCER SUPPORT (Nov-DEC 2025)

- Make calls and send texts to teachers
- Secure endorsements from teacher leaders
- Boost Facebook posts, WhatsApp campaigns and all other social media platforms.

Estimated Budget: KES 30,000

### PHASE 4: FINAL PUSH & ELECTION (Jan-Feb 2025)

- Visits to schools, sports activities and any teacher forums
- Donate printed branded pens enhance lunch for staffrooms.
- Election-day transport, volunteer coordination

Estimated Budget: KES 100,000

**TOTAL ESTIMATED BUDGET: KES 315,000**

**COST BREAKDOWN:**

- Nomination fee KES 100,000
- Campaign Materials: KES 85 ,000
- Travel & Logistics: KES 100,000
- Digital Promotion: KES 30,000
- Volunteer Facilitation: KES 20,000

**CAMPEIGN STRATEGIES TO BE EMPLOYED**

- Personal branding; have a branded shirt and cap for clear visibility,
- Grassroots mobilizations; school visits, cluster meetings
- Digital campaigning
- Strategic partnerships;collaborating with fellow aspirants.
- Stay present and consistent.

**Contact Information**

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