VOLUNTEERS
LEADING GOVERNANCE
COMMUNITY.SERVICE.IMPACT

SayNoToBribes

#SayNoToBribes #HalalHaiKafi

The **#SayNoToBribes** Campaign was implemented as a large-scale, multi-channel anti-corruption awareness initiative across Punjab, combining in-person outreach, printed materials, social media engagement, online circulation, and volunteer-led community action. The campaign leveraged the collective strength of over **10,000 volunteers** to ensure consistent messaging and high visibility across all districts of Punjab.

GEOGRAPHIC COVERAGE & SCALE

The campaign achieved complete geographic coverage across Punjab, reaching communities in all 36 districts through coordinated volunteer networks.

- 36 districts of Punjab actively engaged
- District-level implementation ensured local relevance and grassroots penetration
- Both urban and semi-urban communities were targeted through decentralized dissemination
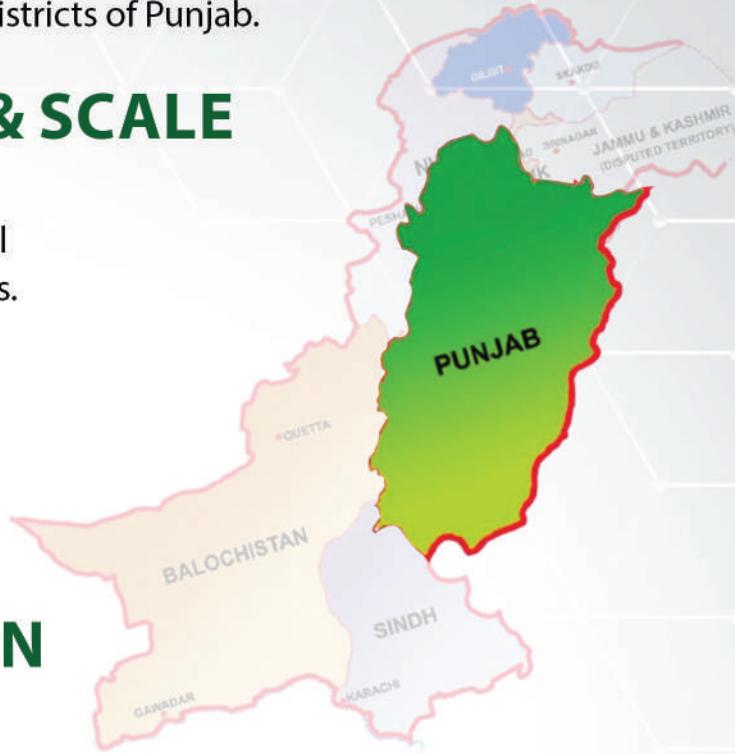
VOLUNTEER MOBILIZATION & HUMAN CAPITAL

A defining strength of the campaign was its massive volunteer mobilization:

- **10,000+** active volunteers engaged across Punjab
- Volunteers participated in:
  - Poster distribution and display
  - Social media sharing and digital advocacy
  - Community-level discussions and awareness efforts
- High volunteer responsiveness enabled rapid and simultaneous campaign rollout

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IN-PERSON & PRINTED POSTER OUTREACH

Printed materials formed the backbone of the campaign's physical presence.

- **4,500+** printed posters distributed and displayed across Punjab
- Posters placed in:
  - Community spaces
  - Educational institutions
  - Offices and public-facing locations
  - Volunteer and professional networks
- Each poster generated **multiple physical impressions** due to repeated daily visibility
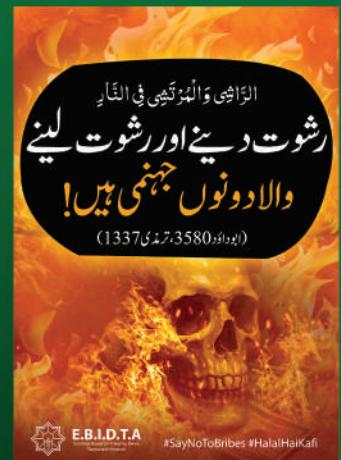
Bhawalnagar	Gujrat	Hafizabad	Khanewal
Kot Addu	Lahore	Lodhran	Multan
Pakpatan	Rajanpur	Sargodha	Sheikhupura
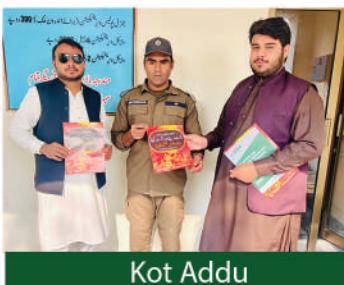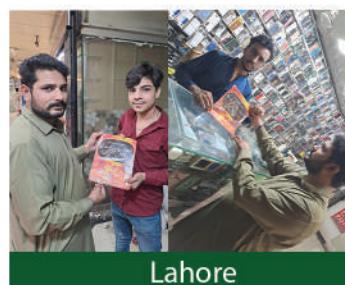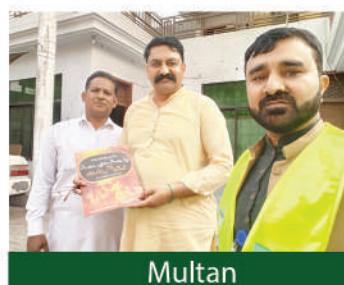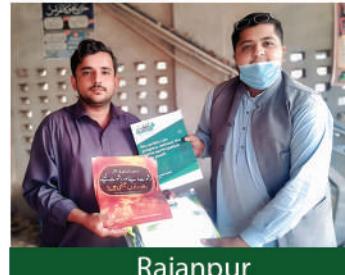
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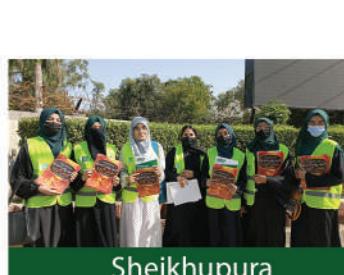
SOCIAL MEDIA & DIGITAL OUTREACH

The campaign maintained a strong and sustained digital presence across five major platforms:

X (Twitter) — Facebook — Instagram — linkedin — Whatsapp
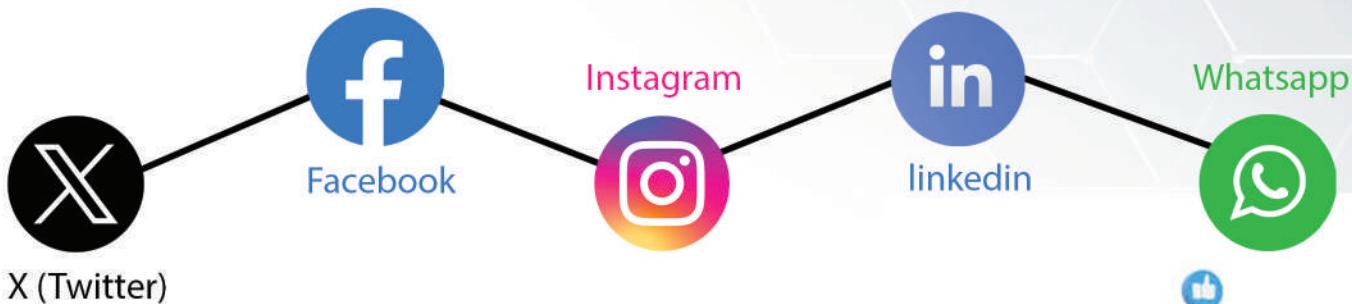
Key Digital Highlights:

- **50+** verified digital content instances *(posts, reposts, reels, stories)*
- Consistent use of the hashtag **#SayNoToBribes**
- **Content shared by:**
  - Individual volunteers
  - District-level pages
  - Organizational accounts

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WHATSAPP & PEER-TO-PEER AMPLIFICATION

WhatsApp served as a critical multiplier, bridging in-person and online outreach:

- Campaign messages circulated through **district-level WhatsApp groups**
- Posters widely shared via **WhatsApp Status**
- Content further amplified through **group forwards and community sharing**

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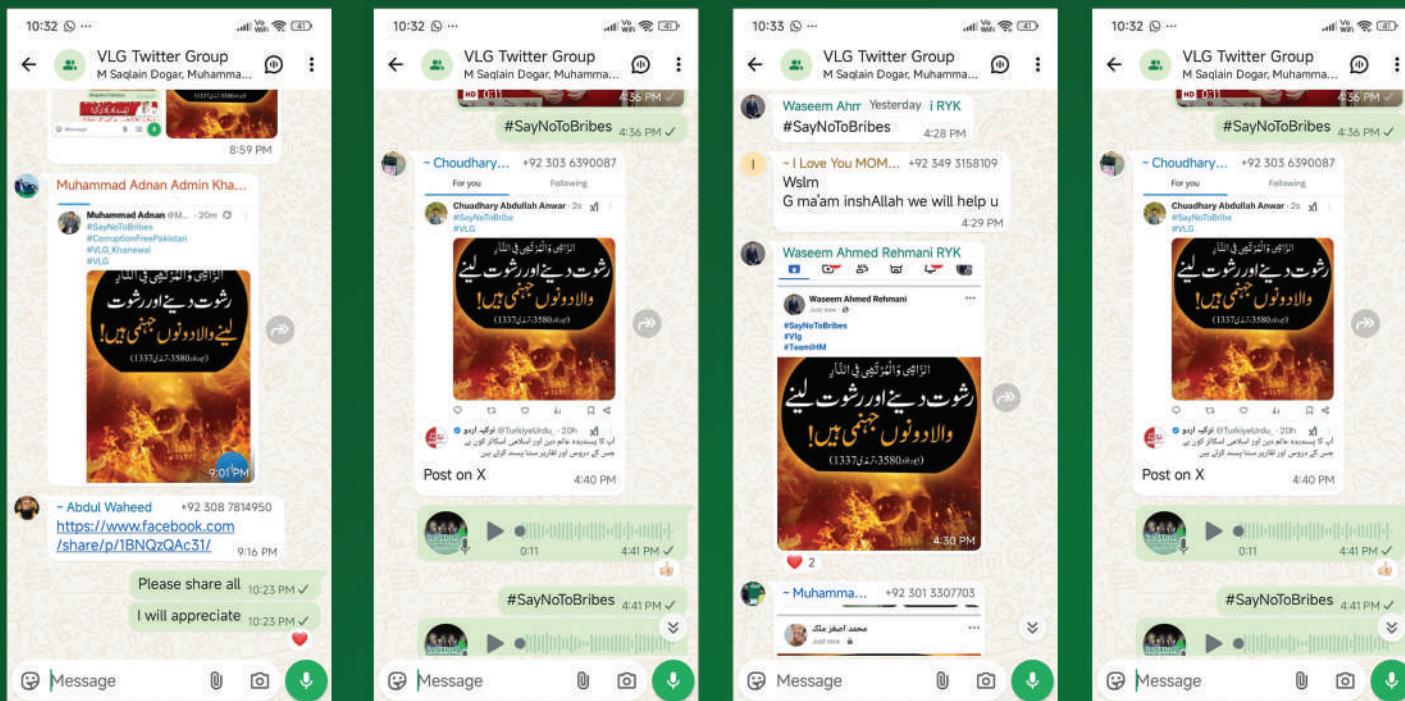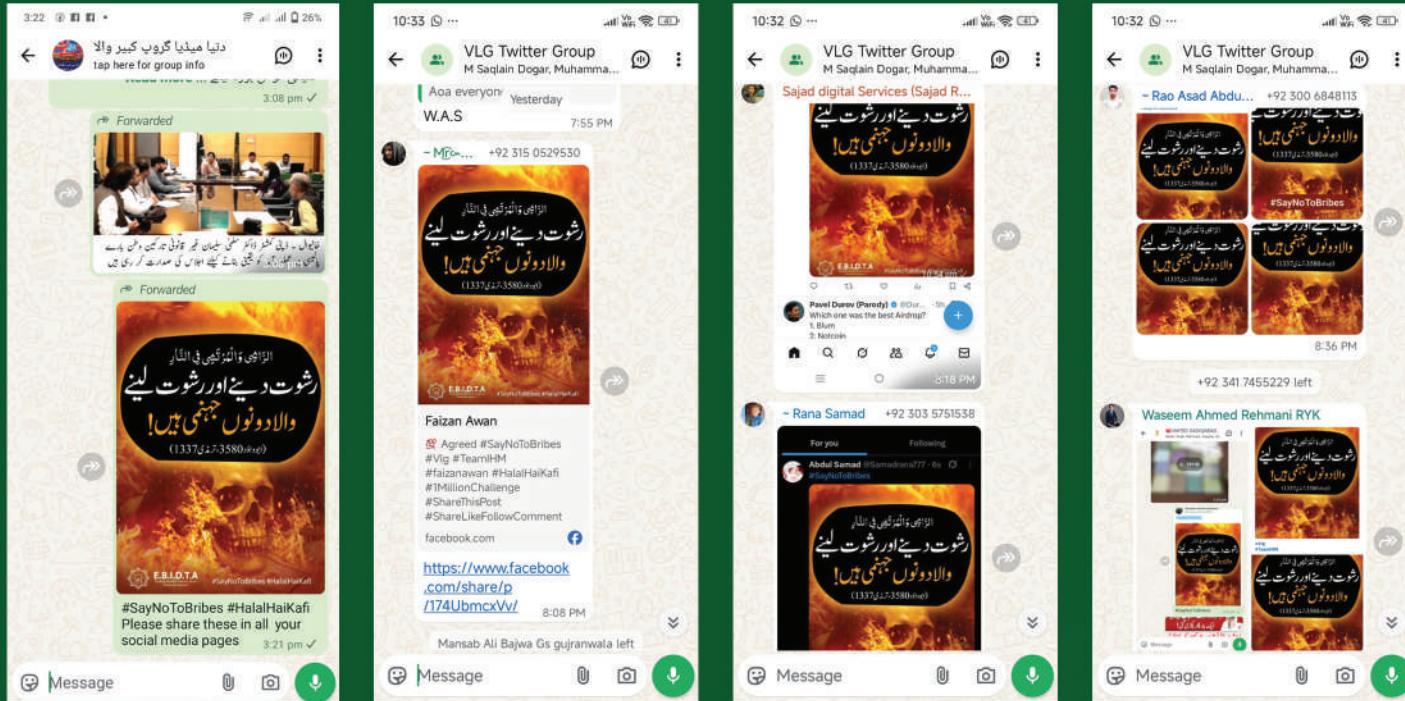
MULTI-CHANNEL INTEGRATION & REPETITION EFFECT

The campaign deliberately combined multiple channels to increase message retention:

## PRINTED POSTERS
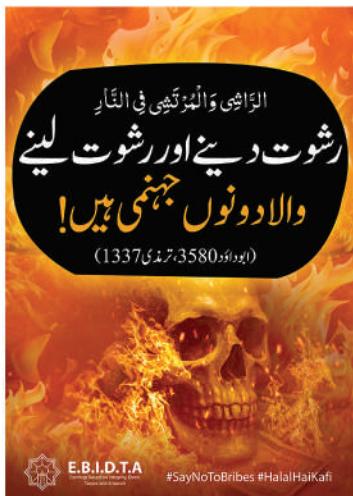
Physical visibility

WHATSAPP STATUS

Daily peer exposure

SOCIAL MEDIA POSTS
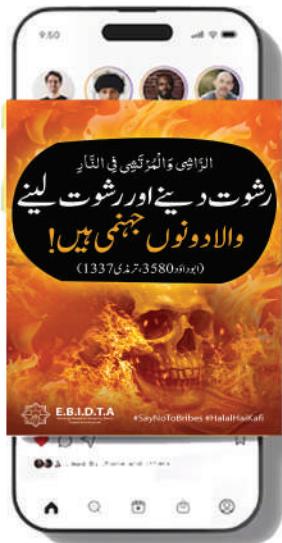
Wider digital reach

ONLINE SHARING
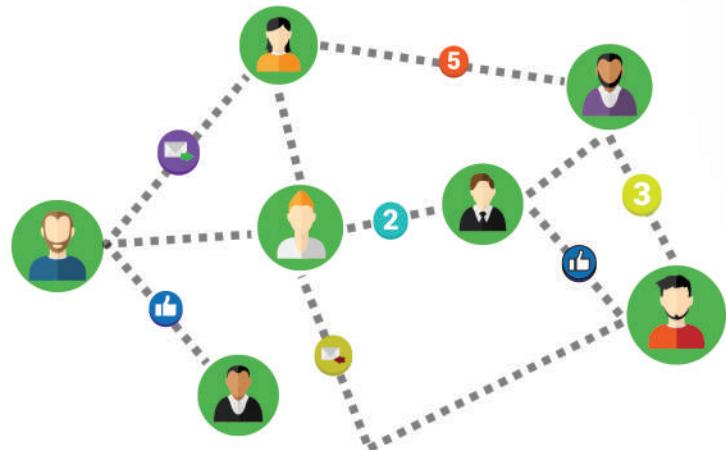
Sustained visibility over time

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REACH & IMPACT SUMMARY (PROJECTED)

Based on documented activity, volunteer scale, poster visibility, and standard engagement benchmarks:

Districts of Punjab Covered	Volunteers Mobilized	Posters Displayed	
36	**10000+**	**4500+**	**ZERO** Paid Media Expenditure

Documented Digital Content Shares	Combined Physical & Digital Impressions (projected)	Major Platforms Activated
50+	**100000+**	**5**

CAMPAIGN EFFECTIVENESS & VALUE

The **#SayNoToBribes** Campaign demonstrates how large-scale volunteer mobilization, when combined with strong physical visibility and digital amplification, can produce high-impact awareness outcomes at the provincial level.

Key Digital Highlights:

- Province-wide district coverage
- High volunteer ownership
- Strong physical presence
- Cost-efficient outreach
- Sustained multi-channel engagement

CLOSING STATEMENT

Through the mobilization of over **10,000 volunteers** across all **36 districts of Punjab**, the **#SayNoToBribes** Campaign successfully created widespread physical and digital visibility, generating over **100,000 impressions** through a fully volunteer-driven, multi-channel awareness strategy.

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