

# Want to mobilize communities to make **policy and program change**?



The **What Women Want Chatbot** makes that easier than ever before!

Use it to collect community demands, analyze results, and provide feedback in real-time.



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# The What Women Want Chatbot

## Support communities to set and advance their own agendas!

Other digital tools can only ask multiple-choice questions. But what if an answer doesn't fit?

### ASK

Our Natural Language Understanding makes it possible for you to **ask any question, get any answer**, and have it **correctly categorized**.

After the first 10,000 responses are analyzed by hand, Artificial Intelligence does the rest – **coding millions of responses in a snap...**



### LISTEN

### & ACT

Once you **hear what a community wants most**, you can use the Chatbot to continue to engage them in **ongoing advocacy to make their demands a reality**.

While you can use the Chatbot to reach people with smartphones directly, **the chatbot is most effective as a mobilizer's digital companion**.

People are more likely to engage and campaigns are more impactful when a mobilizer reaches out and then takes the results forward with the community.



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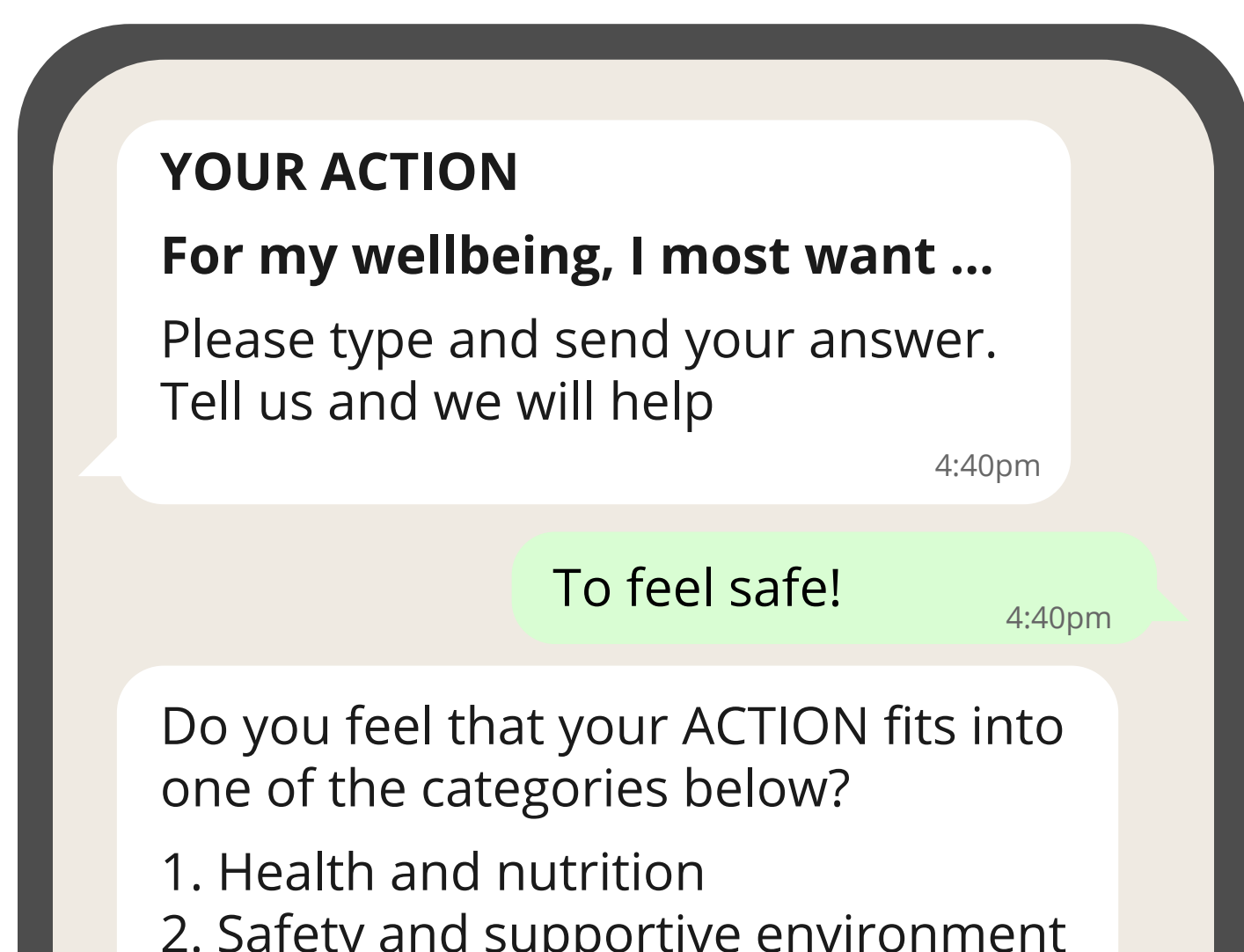
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# The What Women Want Chatbot

## So, how does the chatbot actually work?

People receive a **WhatsApp message** with your open-ended question.

They can respond however they want to.



**People can opt into further WhatsApp communication** to participate in ongoing advocacy opportunities or find out how decision makers responded to their community's demands.

The Chatbot is also operable with Facebook Messenger and SMS platforms.

Then, the **Chatbot follows up with any next steps.**

Demands immediately become available on our interactive dashboard, which is accessible to all. While privacy is paramount, responses can be used by decision makers to make real change in real time.



**With a fine-tuned understanding of what communities want, your advocacy will be more effective, meaningful and enduring.**



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## When communities speak their demands and act together, change follows!

Let WRA and our Chatbot help you reach new levels of impact.

Our network of more than **200 local partners** in **83 countries** are available to:

- **Meaningfully consult communities** in advocacy campaign or program design
- **Mobilize communities** to make demands or train your mobilizers
- **Manage Chatbot technology** or **train your team**
- **Develop 'direct to digital'** advocacy campaign marketing
- **Analyze demands, develop dashboards,** and **provide advocacy insights**
- **Design and implement** advocacy messages, strategies, and tactics that lead to community, policy, and social change
- **Monitor and evaluate** advocacy impact

Visit [www.whiteribbonalliance.org](http://www.whiteribbonalliance.org) to learn more about the customizable services we offer!



The Chatbot is made possible through funding from MSD, through MSD for Mothers, the company's global initiative to help create a world where no woman has to die while giving life. MSD for Mothers is an initiative of Merck & Co., Inc., Kenilworth, NJ, U.S.A.



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# White Ribbon Alliance Principles

## People-Powered Advocacy

- Advance a social cause to improve health and rights
- Support people in all their identities and diversity
- Deploy trusted mobilizers and advocates that are from the community
- Communities drive—they are the experts and set the agenda
- Agendas are supported with data and good practice
- Protect individual privacy, make demands available to all
- Commitment to follow through and feedback with communities



**Connect with us** to reach new levels of impact with your next campaign!



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