

MRM MONTH [JULY]

1 RATIONALE FOR JULY MONTH

Moral regeneration or renewal is multifaceted and cuts across all of our interactions, be it in the home, at the workplace, at school etc. It is therefore fitting that a month be dedicated to Moral Regeneration during which we refocus, recommit and rededicate ourselves to continue with the effort to build moral communities and foster and engender the spirit of Ubuntu / Botho.

The decision to have July as MRM Month is based on the fact that it is the month in which the Charter of Positive Values was adopted in 2008. It is also the birthday month of former President Nelson Rholihlahla Mandela who is considered the father of Moral Regeneration.

2 OBJECTIVES

- To generate greater awareness and create interest in moral regeneration, facilitate the roll out and popularizing of the **Charter of Positive Values** as well as conscientising society about positive values that form the basis of an African society as enshrined in our Constitution.
- To encourage communities to initiate activities that promote positive values in the drive towards creating a just and caring society.
- To encourage and build networks among sectors of society.
- To create a platform for dialogue on moral renewal at all levels, and to infuse positive values into other programmes and projects.

3 ACTIVITIES

- Planning meetings
- Opening Ceremony of the MRM Month
- Provincial Activities during the Month of July
- Articles in the print media,
- Participation on TV and radio talk shows
- Social Dialogues
- Breakfasts
- Workshops
- Presentations and literature distribution at other peoples' events

MORAL REGENERATION MOVEMENT

- Parades
- Closing Ceremony of the MRM Month

4 COMMUNICATION

4.1 Key Messengers (Communicators)

- The MRM Board Chairperson and / or mandated/designated Board member(s)
- MRM CEO
- MRM Provincial Coordinators and Provincial Communicators
- Deputy President (as patron of MRM)
- Minister of Arts and Culture (as Political head of the Lead Department on MRM)
- Traditional Leadership structures
- Charter of Positive Values personnel at different levels [Panel of Experts]
- Faith based structures - Places of worship
- Ministers and Department Heads to infuse Moral Regeneration in their speeches and other communiqués

4.2 Communication tools

- Electronic media
 - Website
 - Email
 - TV and radio (national, regional and community)
 - SMS
- Print Media
 - Newspapers
 - Banners
 - Flyers

4.3 Key Messages

4.3.1 South Africans have high moral values and standards

- South Africans have inherently high moral standards; however certain experiences have necessitated the drive for the regeneration of positive values.

4.3.2 Moral renewal is the responsibility of every South African

MORAL REGENERATION MOVEMENT

- The Constitution of the Republic of South Africa provides a framework for the realisation of the country's moral values and it is therefore the responsibility of all South Africans to play a role in the promotion of positive values.

4.3.3 Moral communities are important for the sustenance and consolidation of democracy, peace and prosperity in South Africa

- Moral communities are a requirement for the fight against immorality in our communities and public institutions. It is therefore necessary to build vigilant communities who are able to identify acts of immorality and alert the relevant legitimate institutions mandated to deal with such issues.

4.4 Task Teams [Planning Task Team {PTT} and Communications Task Team {CTT}]

Task team meetings will be convened and will meet regularly and on time to discuss and work on progress towards the Opening and Closing Ceremonies of the MRM Month 20 and give relevant reports.

5 ACTION PLAN

The theme for the 201.. MRM Month is: “

Week One:

Week Two:

Week Three:

Week Four:

Week Five:

MORAL REGENERATION MOVEMENT

6 BRANDING

Branding should be consistent and should always reflect that the event is an MRM event primarily and however taking into cognisance the protocol requirements of sponsors. Branding materials to be used will be:

1. MRM Drop Banners
2. Pop-up banners (MRM, sponsors and stakeholders where applicable)
3. Posters
4. Flyers