

Creating a Pamphlet to Promote Micro-enterprises

Picture yourself working for an organization that educates women in developing countries in Africa about micro-entrepreneurs. Your task is to design a pamphlet for these women. It should be engaging and easy to understand. It should also answer the Essential Question: *How are women micro-entrepreneurs in developing countries changing their communities?*

Your organization has a limited budget for this project. So, you must create your pamphlet using just one standard-size sheet of paper. How you fold the paper is up to you.

Your pamphlet must have

- an attractive cover page with a title. The cover page should be eye-catching. It should make the reader want to see what is inside.
- a section about challenges faced by people in developing countries in Africa, especially women who are trying to get out of poverty. (See your Reading Notes for Section 2 for ideas.)
- a section that describes one kind of micro-enterprise that African women have developed.
- a section that explains how these women and their micro-enterprise have changed their communities. It should tell how they have affected the women, their families, and the people in and around the community.
- a map that corresponds to some part of the pamphlet.

Also, make sure each section of your pamphlet

- has an appropriate title.
- includes at least one photograph or drawing that helps tell the story of that section.
- has clear, simple text. Remember, your readers might have little or no formal education.

Make your pamphlet as interesting and engaging as possible. For example, you might use a format similar to a comic book. Or you might write it in the voice of an African micro-entrepreneur, telling her personal story.