



Action Plan to Promote and Sustain Tanzanian Men's Day (Feb 2026 – Feb 2027)

Timeline & Activities

Phase 1: Pre-Conference Mobilization (8 Feb – 21 Apr 2026)

Objective: Build awareness, mobilize participation, and prepare logistics.

- **8–15 Feb 2026**
 - Official **Call for Participation** campaign across media (radio jingles, TV adverts, social media).
 - Launch **Men's Agenda 2026 Drafting Committee** (academics, NGOs, policymakers).
 - Begin **radio programs (vipindi vya redio)** introducing Tanzanian Men's Day history and objectives.
 - Develop **TV talk shows (vipindi vya TV)** featuring scholars and community leaders.
 - Design **posters & flyers** with motto and event details; distribute in universities, churches, mosques, and public spaces.
 - Commission **t-shirt designs** with motto and logo for volunteers, participants, and sponsors.
- **16–29 Feb 2026**
 - Secure **sponsorship commitments** (Gold, Silver, Bronze packages).
 - Begin **weekly radio panel discussions** on men's role in family, dignity, and national development.
 - Launch **social media countdown** to the conference.
- **March 2026**
 - Intensify **TV coverage** with interviews of organizing committee members.
 - Release **short video clips** on social media highlighting side events (Youth Bonanza, Simba & Yanga Night, Heritage Safari).
 - Distribute **t-shirts and posters** to universities and youth groups.
 - Confirm **VIP guest list** (ministers, business leaders, dignitaries).
 - Publish **Men's Agenda 2026 draft** for public feedback.
- **April 2026 (Conference Month)**

- **Week 1–2:** Finalize logistics, confirm sponsors, print conference kits.
- **21 Apr:** Press conference announcing Tanzanian Men's Day.
- **22–23 Apr:** Host **Conference & Celebrations** (Cate Hotels, Morogoro).
 - Youth Bonanza (22 Apr).
 - Simba & Yanga Men's Night (23 Apr).
- **24 Apr:** Morogoro Heritage & Safari Experience.
- **Post-event:** Media coverage, publication of **TAJOCODE Special Issue**.

Phase 2: Post-Conference Consolidation (May – Aug 2026)

Objective: Sustain momentum and institutionalize Men's Day.

- **May 2026**
 - Publish **TAJOCODE Special Issue** with conference papers.
 - Release **Men's Agenda 2026 Final Document** (policy recommendations).
 - Sponsor recognition ceremony (media coverage).
- **June – July 2026**
 - Monthly **radio programs** on men's health, education, and leadership.
 - **TV documentaries** showcasing highlights of Men's Day events.
 - Launch **community dialogues** in Morogoro, Dar es Salaam, Dodoma.
 - Begin **planning for Men's Day 2027** (early sponsorship drive).
- **August 2026**
 - Mid-year **review meeting** with organizing committee.
 - Publish **progress report** on Men's Agenda 2026 implementation.
 - Continue **poster campaigns** in schools and colleges.

Phase 3: Expansion & Sustainability (Sept 2026 – Feb 2027)

Objective: Institutionalize Men's Day as a national tradition.

- **Sept – Oct 2026**
 - Launch **Men's Day Clubs** in universities and secondary schools.
 - Organize **radio debates** on men's role in gender equality.
 - Develop **TV mini-series** on Tanzanian men's contributions in history.
- **Nov – Dec 2026**
 - Host **regional Men's Day forums** (Dodoma, Mwanza, Arusha).
 - Release **annual sponsorship report** to attract new partners.
 - Produce **new t-shirt designs** for 2027 campaign.
- **Jan – Feb 2027**
 - Begin **countdown campaign** for Tanzanian Men's Day 2027.
 - Launch **radio & TV adverts** highlighting achievements of Men's Agenda 2026.
 - Organize **sponsorship gala dinner** in Dar es Salaam.
 - Publish **Men's Agenda 2027 draft** for consultation.

Key Deliverables

- **Men's Agenda 2026** (draft Feb, final May).
- **TAJOCODE Special Issue** (May 2026).
- **Radio & TV Programs** (weekly/monthly).
- **Posters & T-shirts** (Feb–Apr 2026, refreshed Dec 2026).
- **Sponsorship Packages** (Feb–Apr 2026, renewed Dec 2026).
- **Community Dialogues & Regional Forums** (June–Dec 2026).
- **Annual Sponsorship Gala** (Jan 2027).
- **Men's Agenda 2027 Draft** (Feb 2027).

Sustainability Strategy

- Institutionalize Men's Day through **policy adoption** (Men's Agenda).
- Strengthen partnerships with **universities, NGOs, and government**.
- Maintain **media presence year-round** (radio, TV, social media).
- Diversify funding via **corporate sponsorships and donor support**.
- Build **community ownership** through youth clubs and regional forums.

The Organizing and Advisory Committee for Tanzanian Men's Day

Non-Governmental Organizations (NGOs)

- NaCoNGO (Morogoro Office)
 - Otanamusu Nicholas
- SHIWACHANDO (Organization for Men Facing Challenges in Marriage)
- Affirmative Action on Gender Equality Network (AGEN)
- Rujewa Integrated Efforts to Fight Poverty (RIEFP – Remigius Mdetele)

Professional and Academic Entities

- Tanzania Journal of Community Development (TAJOCODE)
 - Prof. Rasel Madaha (raselmpuya@gmail.com)
- CODEPATA – Community Development Professional Association of Tanzania, Eastern Zone
 - Matilda Mwita (matildamwita8@gmail.com)

Advisors

- Ministry of Community Development, Gender, Women and Special Groups, Department of Male Engagement
 - Mr. Isaya Mihinzo (ps@jamii.go.tz clearly state in the subject line or opening that the message is intended for Mr. Isaya Mihinzo (Department of Male Engagement) regarding the Organizing and Advisory Committee for Tanzanian Men's Day)
- The United Republic of Tanzania President's Office Regional Administration and Local Government Morogoro Region, Department of Community Development

- Delphina Pacho (dellypacho2012@gmail.com)
- Elizabeth Magagula elizabeth.magagula@morogoro.go.tz

If you would like to join us, please send an email to following contacts below

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Conference Website: <https://www.agentz.org/index.php/conferences/>