



# 2025 Plan of Action

Change does not happen in isolation; it stems from small, courageous acts happening beyond the spotlight that cumulatively transform communities, nations, and the world.

This action plan details how the I Am Cameroon movement will execute its 2022 – 2026 strategic plan in 2025, aligning with essential strategies and actions.

It also outlines expected outcomes and success metrics to guide the board and members throughout the year.

## Mission:

**To educate, inspire and engage Cameroonians to assume and accept responsibility for the future of Cameroon.**

## Vision

**For all Cameroonians to take ownership and action for the country.**

## Our 5-year Goal

**To Mobilize 5 million Cameroonians to become champions of change in Cameroon.**

### KEY STRATEGY

### ACTION STEPS



#### Educate and Empower Citizens

- Drive explosive membership growth from 25 to 250 members (1,000% increase) in 2025
- Launch and execute a targeted Diaspora engagement initiative
- Roll out a comprehensive membership engagement strategy across Cameroon
- Deliver 48 virtual events (24 Facebook Lives, 24 Zoom town halls) focused on education and community building
- Organize a signature year-end celebration spotlighting Cameroon's changemakers
- Create an impactful presence at the National Veteran's Tournament
- Establish dynamic teams across 5 regions, led by a diverse Board of Directors
- Strengthen leadership through bi-annual board retreats and development programs



#### Create Economic Opportunities

- Scale up the "Women's Empowerment Program," building on success with Bamenda Market Fire Victims
- Spearhead a nationwide plastic recycling initiative to create sustainable environmental impact
- Launch Enterprise Cameroon to bridge Diaspora investments with local opportunities
- Secure grant funding to fuel transformative projects across Cameroon
- Design and market branded merchandise to support organizational sustainability
- Lay groundwork for a fully operational National Secretariat by 2026



#### Advocate Social Transformation

- Build strategic alliances with 5 nationally recognized organizations
- Drive social change through an innovative "Vision of Possibility Campaign"
- Develop and champion a compelling blueprint for Cameroon's future
- Recruit passionate influencers as movement ambassadors both locally and in the Diaspora.

**By December 2025, we will emerge as a catalyst for positive change in Cameroon, with this pivotal year establishing the foundation for lasting impact.**