



SHIFT NIGERIA



Nigerian Physicians Advocacy Group (NPAG)

National Voters Drive Coalition (NVDC)

in collaboration with DEAN Initiative

Implemented by SHIFT Nigeria

PVC Collection Roadshow Impact Report Lagos State

PROJECT TIMELINE - JANUARY 14, 16 and 17, 2023

Scope of Project

The National Voters Drive Coalition (NVDC) is a group of non-partisan non-governmental organizations formed to improve voter engagement in Nigeria. Organizations within this coalition are African Primary Healthcare Foundation (APHF); Nigerian Physicians Advocacy Group (NPAG); ReadytoLeadAfrica (RTLTA); Progressive Abia Youths (PAY); SHIFT Nigeria and The Compatriots (TC).

This roadshow's objective is to encourage at least **6000 eligible voters** in Lagos State's **3 Local Government Areas**, which are noted for having low voting turnout, to obtain their Permanent Voters Cards (PVC).



Impact in Numbers

The indirect average reach in each of the three LGAs where we were active was 3000 persons, for an estimated total indirect reach of 9,000 people.



SENSITIZATION REACH

+9,000



DIRECT REACH (WORD OF MOUTH)

1,618



VOLUNTEERS ENGAGED

13



Our Role

SHIFT is a nonpartisan organization that inspires and enables community transformation across the nation. We carried out the initiative based on our extensive expertise in community engagement and volunteer management

Our Strategy



GRASSROOT ENGAGEMENT AND SENSITIZATION

- Recruit **13** SHIFT volunteers across the **3** LGAs in Lagos to act as ambassadors and to engage with Lagosians.
- Door to door sensitization



ROAD SHOW/MUSIC

Engage the services of dancers and DJs to raise awareness and capture people's attention.



SOCIAL MEDIA ENGAGEMENT

- Volunteers to share their experiences while volunteering and sensitizing people on social media.



How?

- Recruited, mobilized and managed 13 volunteers who acted as Ambassadors in the 3 LGAs to execute the project
- Used social media as a tool to sensitize Lagosians
- Used entertainment and music to keep the people engaged
- Massive sensitization achieved through door to door, market, parks and garages

○ Locations Covered

Apapa

- Ijora 7Up Bus stop (Ijora/Oloye ward)
- Agbo Malu (Malu Road)
- Water Side market
- Orile Bus stop
- Afolabi Alasia Street

Mushin

- Idiro Bus stop
- Idi araba/LUTH
- Ilasamaja
- Ojuwoye
- Itire
- Alakara

Ajeromi Ifelodun

- Awodi-Ora
- Wilmer bus stop/Market
- Ago Hausa
- Olodi
- Alakoto Market
- Layeni



Volunteers at a market in Apapa



A volunteer educating someone on the streets



A volunteer speaking to traders in Mushin

Thank You

See pictures [here](#)

