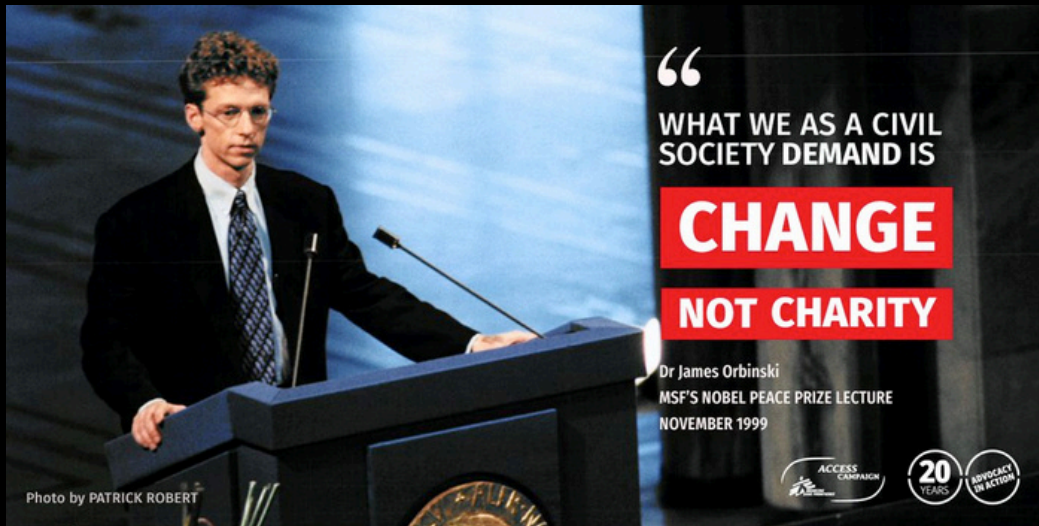


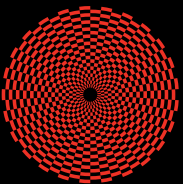
DOCTORS WITHOUT BORDERS

Portfolio



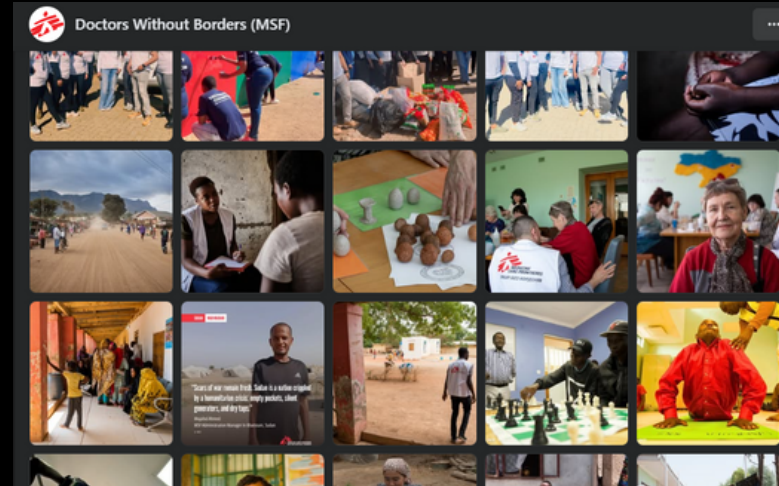
I had the privilege of working for Doctors Without Borders Southern Africa alongside a team of amazing professionals specializing in digital marketing and communications. Their expertise and guidance became the foundation of my career.

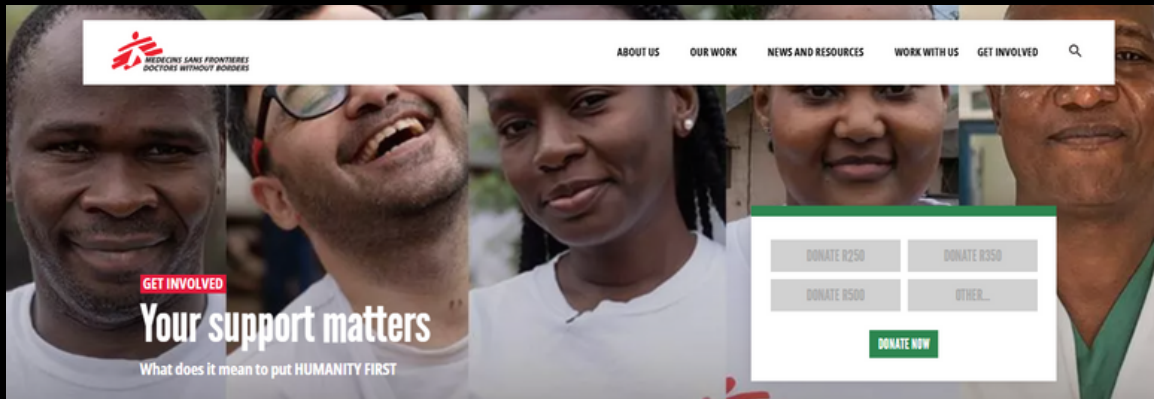
During my two years with the organization, I successfully delivered social media and digital campaigns focused on humanitarian work and driving donations. This experience not only strengthened my skills but also deepened my passion for using digital platforms to create meaningful impact.



SOCIAL MEDIA MANAGEMENT

At Doctors Without Borders, I one of my tasks was creating weekly social media schedules. Working alongside the team, I planned content dates, designed relevant templates aligned with the brand's key issues, and managed the posting of recruitment ads across LinkedIn, Instagram, Facebook, and X. Additionally, I was involved in creating benchmark data reports and presenting them to stakeholders, providing valuable insights on our digital performance. This reporting covered a total audience of approximately +-20 Million followers combined, helping to guide strategic decisions and optimize our social media impact.





Other Ways To Donate

With your contribution, you are joining thousands of South Africans who want to help MSF Southern Africa to provide impartial and independent emergency medical care where it is needed the most.



BANKING DETAILS

Customise your financial contribution by accessing MSF Southern Africa's banking details.



GIVE IN YOUR WILL (LEGACY)

Remembering MSF through a gift in your will is a unique commitment to supporting people affected by epidemics, armed conflict, and exclusion from healthcare.



MEET OUR FUNDRAISERS


You may have seen us fundraising in your local mall, or a recent event. Meet our Southern African fundraising team.




DONATE VIA SMS

Donating via SMS is a convenient way to manage your contribution to MSF. Access all the information you need about SMS donations.

Want to receive the latest MSF news?



 JOIN OUR WHATSAPP CHANNEL!

Bank:	First National Bank
Bank account:	63018158831
Branch code:	210554
Branch name:	Commercial Account Services
Account type:	Enterprise Business Account
Swift Code:	FIRNZAJJ
Reference details:	Please use your name + contact number (i.e. J.Khumalo0861231234)

Creating Donation CTAs and Related content to guide and inform the user, i also embedded a pop-up that leads to Doctors without borders main whatsapp page which has 300k followers at the time of management.

LANDING PAGE OPTIMIZATION

Writing content to guide the user to our donation options, Zethu my manager was pleased to see this and suggested i apply this criteria to all donations option

How to Donate Via SMS

Step 1: Sending an SMS to 42110

Step 2: Receiving your confirmation SMS

Step 3: What's next?

SHARE THIS



Previously SMSed to a different number?

Here are all of the previous SMS numbers that you may have donated to previously. If you would like to change your pre-existing SMS donation, please contact our Donor Care team at 0800 000 331 or at donorservices@joburg.msf.org.

- 41486 for a R15 monthly (regular) donation
- 43845 for a R30 monthly (regular) donation
- 42537 for a R50 monthly (regular) donation

How to Give Through Your Will

Whether you have an existing will, or are setting one up, adding MSF Southern Africa to your will is a simple process. Here is what you will need to know to include us in your legacy donation:

GIVE IN YOUR WILL

[HOW TO GIVE THROUGH YOUR WILL](#)

CONTACT US

SHARE THIS



- Organisation name: Medecins Sans Frontieres Southern Africa (NPC)
- NPO number: NPO (Nonprofit Organisation) Number: 060-840 | PBO (Public Benefit Organisation) Number: 930025677
- Address: 70 Fox Street, 9th Floor, Marshalltown, Johannesburg
- Contact: Tel: +27 (0) 11 403 4440/1/2 or email: office-joburg@joburg.msf.org

Contact Us

If you would like to discuss leaving a gift to MSF through your will, please contact Samantha Mkandhla on 011 403 4440 or email samantha.mkandhla@joburg.msf.org.

Thank you for your support.

GET INVOLVED

Banking Details

MSF Southern Africa's banking details

SHARE THIS



Home • Get involved •

Below you can find Doctors Without Borders (MSF) Southern Africa's banking details for electronic transfers or direct deposits. After making a financial contribution, please ensure that you submit your proof of payment to our Donor Care team via email: donorservices@joburg.msf.org.

Thank you for considering MSF!

DONATION FORM CREATION

I was tasked to work with the digital liason specialist and we created a multi-question donation form. Through A/B testing via our sem campaigns we created a UI friendly form that reflected the changing needs of the customer.

Thank you for supporting our lifesaving work.

When an emergency strikes, MSF is able to immediately mobilize and provide critical humanitarian assistance—sometimes within a matter of hours—because of our community of supporters. We are dependent on private donors like you to provide medical care wherever people's needs are greatest.

Your support matters. Help us continue providing emergency medical assistance in Lebanon, Gaza and beyond with an unrestricted gift now.

Your donation

One Time

Monthly Donation

Increase the impact of your donation. Make it monthly.

***Please select your tax-deductible gift amount below**

R 250

R 400

R 600

R 800

R 1000

R Other

Minimum payment R150

Your Information

Title

*First Name

*Last Name

Mr

*E-mail Address

*Phone Number

 +27 71 123 4567

Enter a valid international phone number, with 10 digits and country code.

Enter a valid international phone number, with 10 digits and country code.

*Country

Organization

South Africa

*Street address

Street address line 2

Street address line 3

Suburb

*City

*Postal code

DONATE

SEM CAMPAIGN MANAGEMENT

We ran various campaigns at MSF from display, search and discover. These centered around conversation value to just vanity goals such as maximising impressions for brand awareness.



HUMANITY FIRST

Sponsored



www.msf.org.za/

Emergency Disaster Relief

MSF is on the frontlines of crisis zones. Your monthly donation helps us save lives.



Every Amount Matters. Help provide medical humanitarian assistance to the people who need it most.

Ad • Doctors Without Borders

Sponsored



<dynamically generated based on landing page content>

<dynamically generated based on landing page content>

Donations over R100 per tax year may qualify to receive a section 18A tax certificate. Help provide medical humanitarian assistance to the people who need it most.



Save lives

South Sudan's high mortality rate needs your support.

Open



Every Amount Matters

Donations over R100 per tax year may qualify to receive a section 18A tax certificate.

Learn More



HUMANITY FIRST CAMPAIGN

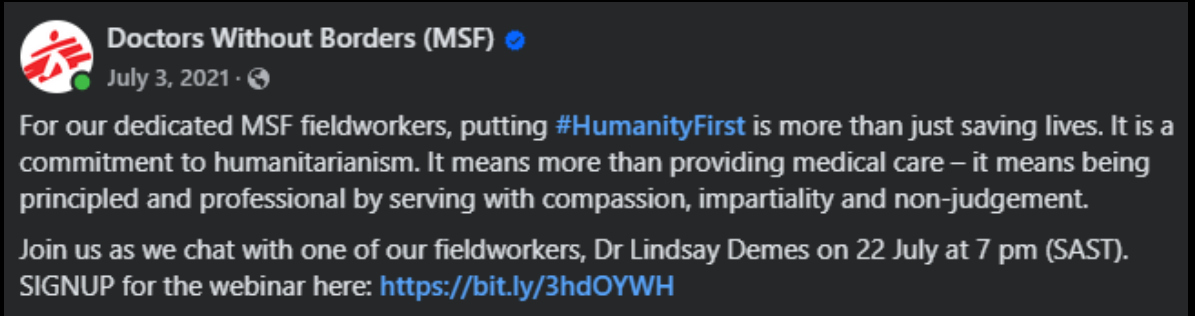
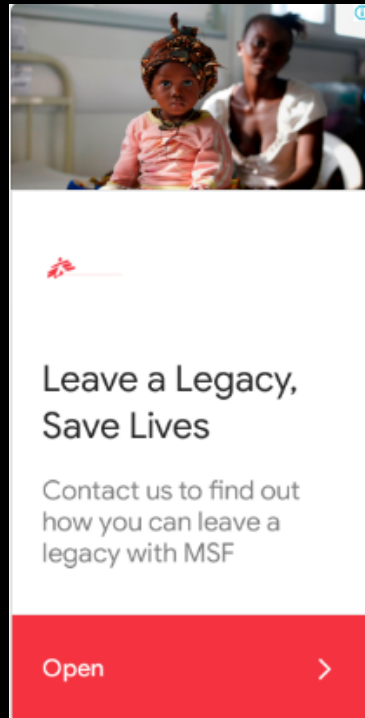
This is the largest campaign i have ever ran in terms of budget and time learnt which took us a span of 8 months. The goal was to simply show how MSF is putting humanity first and through that generate massive brand awareness and donations. The campaign also included Social media campaigns which emphasised the topic.

Sponsored

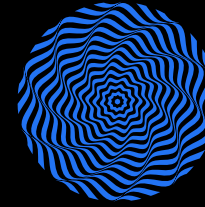


MSF - Médecins Sans Frontières

Your donation matters. Help us continue providing emergency medical assistance.



HUMANITY FIRST



I created CTAs which Reflected the campaign across content that was reflecting the campaign

What does it mean to put HUMANITY FIRST?

Humanity is the ability to recognise, respect and value the dignity and worth of every individual – regardless of their race, gender or cultural background. Humanity means acting with kindness, generosity and care – something that can unite us as a global community.

Putting **#HumanityFirst** means a commitment to living by these principles. Putting **#HumanityFirst** means protecting and saving lives, no matter when or where.

For Doctors Without Borders (MSF), this means providing medical humanitarian care for people who need it most in some of the most challenging times and places around the world. It means being principled and professional – serving patients and their communities with compassion, impartiality and non-judgement.

But what does it mean for you?

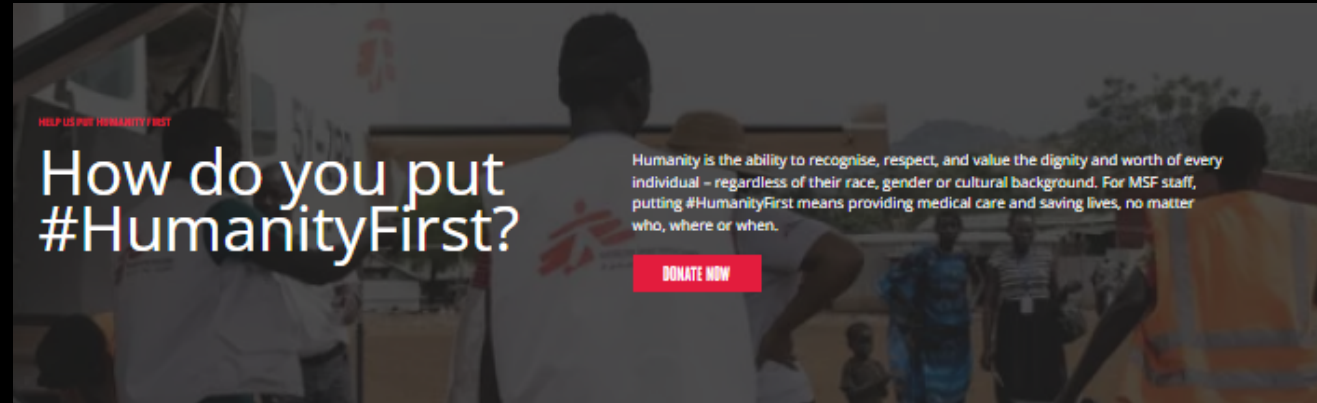
We hope these stories of shared humanity inspire you to put **#HumanityFirst** in your own life. Not sure where to start? Find out more about what we do and how you can support us below!

Welcome to Boma, South Sudan!

What are we doing in Boma, South Sudan?

In the Greater Pibor region in eastern South Sudan lies the remote town of Boma. Here MSF has established a paediatric inpatient department (IPD) for children under the age of 5 years. Prior to this, access to specialised medical care for children was extremely limited.

Meet the team that makes this project possible.



TESTIMONIALS



ZETHU MLOBELI
Communication Director

Thabang Makhele was a fantastic addition to our team at Doctors Without Borders Southern Africa. As a Digital Intern, he handled social media, digital data analysis, and SEM optimization with dedication and skill. His ability to analyze trends and improve engagement made a real impact. Hardworking, proactive, and always eager to learn—he was a pleasure to work with. Any team would be lucky to have him.

Contact details: 082 422 7249



GCOBISA NDZIMANDE
Social Media Officer

Thabang Makhele brought energy and creativity to our digital team at Doctors Without Borders Southern Africa. He managed social media, analyzed digital data, and optimized SEM strategies, helping to strengthen our online presence. His attention to detail and ability to turn insights into action set him apart. Always proactive and a great team player, he made a real difference. He'd be a valuable asset to any organization!

Contact details: 067 718 5196