

OPERATION MWANGAZA WA KILIFI
CAMPAIGN GOVERNING COUNCIL
STRUCTURE, MANDATES & ROLES
Hon. Karisa J. Fagio | Chairperson | Kilifi County 2027

17 Defined Positions	35 Ward Managers	7 Constituency Coordinators	5 Standing Committees	County-Wide Operational Scope
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MISSION OF THE CAMPAIGN GOVERNING COUNCIL

The Campaign Governing Council (CGC) is the supreme strategic, operational, and accountability body for all campaign activities of Hon. Karisa J. Fagio's gubernatorial campaign in Kilifi County. The CGC ensures that community-endorsed candidates across all 35 wards and 7 constituencies receive the strategic direction, logistical support, and operational coordination necessary to win — regardless of personal financial capacity. The CGC operates on the foundational principle that clean governance begins within the campaign itself: transparent, accountable, community-owned, and free from the culture of handouts.

PART A: ORGANISATIONAL STRUCTURE OVERVIEW

TIER 1 — SUPREME LEADERSHIP
Chairperson | Deputy Chairperson | Secretary General | Treasurer

TIER 2 — FUNCTIONAL DESKS
Women's Mobilization Desk | Youth Mobilization Desk | Media & Communications Unit | Agricultural & Economic Unit | Donor Relations Liaison

TIER 3 — FIELD OPERATIONS
7 Constituency Coordinators (one per constituency)

TIER 4 — GRASSROOTS DELIVERY
35 Ward Campaign Managers (one per ward, all sub-counties)

PART B: TIER 1 — SUPREME LEADERSHIP POSITIONS

01

CHAIRPERSON

Tier 1 | Supreme Leadership

Hon. Karisa J. Fagio
COUNTY-WIDE

MANDATE: The Chairperson is the supreme strategic authority of the CGC, the public face of the campaign, and the primary accountability figure to donors, communities, and all endorsed candidates across Kilifi County.

KEY RESPONSIBILITIES

- Provide overall strategic vision and direction for the entire campaign — setting priorities, resolving strategic conflicts, and making final decisions on all matters of significance
- Serve as the primary public spokesperson and media representative for Hon. Karisa J. Fagio's Campaign Movement across all platforms and forums
- Chair all CGC full council meetings and ensure decisions are documented, published, and implemented
- Lead all donor engagement, international partner relations, and development organization partnerships — building the funding relationships that sustain the campaign
- Oversee the community candidate selection process (KCSP) to ensure integrity, fairness, and community ownership at every stage
- Maintain personal accountability relationships with all endorsed candidates — monitoring commitment charter compliance and providing direct support where required
- Represent the CGC in all inter-institutional engagements: Kilifi County Government, IEBC, civil society coalitions, media houses, and national political networks
- Personally lead the Bunge La Wananchi County Bunge Kuu sessions — modelling the accountability culture the campaign is built on
- Sign off on all financial commitments above the campaign's defined threshold and review all quarterly financial reports
- Convene emergency CGC meetings within 24 hours in response to any critical campaign threat, candidate defection, or security incident

Accountable to: The CGC Full Council and the Communities of Kilifi County

Accountable for: The strategic integrity, public credibility, and overall electoral success of the campaign

02

DEPUTY CHAIRPERSON

Tier 1 | Supreme Leadership

To be elected by CGC Full Council
COUNTY-WIDE

MANDATE: The Deputy Chairperson provides operational leadership across all constituency and ward-level activities, supports the Chairperson in all strategic functions, and assumes full Chairperson authority in the absence of the Chairperson.

KEY RESPONSIBILITIES

- Deputize fully for the Chairperson in all strategic, operational, and public functions when the Chairperson is unavailable or has delegated authority
- Directly supervise and support the 7 Constituency Coordinators — holding weekly coordination calls and monthly performance reviews with each
- Lead the candidate support program — ensuring all endorsed candidates receive timely training, resources, and mentorship from the CGC
- Coordinate cross-constituency campaign activities: joint rallies, shared digital campaigns, inter-ward baraza scheduling, and resource-sharing between constituencies
- Manage the CGC's internal conflict resolution function — receiving and resolving disputes between candidates, constituency coordinators, and ward managers within 72 hours
- Oversee the candidate vetting and selection process in cooperation with the Secretary General — ensuring all CVCs operate with documented procedures
- Chair the weekly CGC Operations Committee meetings in the Chairperson's presence and all such meetings in the Chairperson's absence
- Maintain the CGC Candidate Register — the master record of all endorsed candidates across all positions in all constituencies
- Lead the campaign's physical ground coordination on election day — managing the 35-ward election observation and voter transport network

Accountable to: The Chairperson and CGC Full Council

Accountable for: Operational delivery of candidate support across all 7 constituencies and 85 wards

03

SECRETARY GENERAL

Tier 1 | Supreme Leadership

To be elected by CGC Full Council
COUNTY-WIDE

MANDATE: The Secretary General is the administrative backbone of the CGC — responsible for all records, communications, meeting management, official correspondence, and the integrity of the campaign's documentation systems.

KEY RESPONSIBILITIES

- Prepare all agendas for CGC meetings and distribute to members a minimum of 48 hours in advance
- Record, certify, and distribute minutes of all CGC meetings within 72 hours of conclusion — maintaining the official CGC minute book
- Manage all official CGC correspondence — incoming and outgoing — maintaining a documented communication register
- Maintain the CGC's official records: Candidate Commitment Charters, Baraza records, candidate registration documents, and all signed agreements
- Coordinate the Bunge La Wananchi documentation system — ensuring every ward Bunge commitment record is collected, digitized, and filed centrally
- Prepare and distribute the CGC's weekly internal bulletin to all coordinators, desk heads, and ward managers
- Manage the CGC calendar — scheduling all barazas, training sessions, public events, and candidate meetings across all sub-counties

- Liaise with the Media & Communications Unit to ensure all public announcements, press releases, and digital content are approved before publication
- Maintain the CGC's digital filing system — ensuring all documents are backed up, accessible to authorized persons, and protected from loss
- Coordinate the onboarding of new CGC members, constituency coordinators, and ward managers — providing orientation materials and ensuring they understand their mandates

Accountable to: The Chairperson and CGC Full Council

Accountable for: Administrative integrity, record accuracy, and communication discipline of the CGC

04

TREASURER

Tier 1 | Supreme Leadership

To be elected by CGC Full Council
COUNTY-WIDE

MANDATE: The Treasurer is the custodian of the campaign's financial integrity — responsible for all resource mobilization, budget management, financial reporting, and ensuring that the campaign's zero-corruption standard is applied first and most rigorously to itself.

KEY RESPONSIBILITIES

- Develop and maintain the campaign's master budget — allocating resources across constituencies, desks, and program areas with documented rationale
- Manage all campaign bank accounts — operating under dual signatory requirements for all transactions above the defined threshold
- Receive, record, and acknowledge all financial contributions — cash, in-kind, and bank transfer — within 24 hours of receipt, with full documentation
- Produce monthly financial reports and distribute to the Chairperson, Deputy Chairperson, and all CGC members — with full income, expenditure, and balance details
- Lead community fund drives in each sub-county — organizing voluntary community contributions and diaspora mobilization in a transparent, publicly accountable manner
- Ensure all campaign expenditure is supported by receipts, invoices, or written agreements — maintaining the campaign's financial records to independent audit standard
- Commission and coordinate the campaign's quarterly independent financial review — sharing results publicly on the campaign's digital platforms
- Explicitly prohibit and document any attempt to use campaign funds for voter inducement or handouts — reporting any such attempt immediately to the Chairperson
- Manage the Party Solidarity Levy — collecting and accounting for the declared contributions of all endorsed candidates to the central CGC support fund
- Coordinate donor financial reporting — preparing the quarterly financial reports required by all funding organizations and submitting them on schedule

Accountable to: The Chairperson, CGC Full Council, and all Donors

Accountable for: Financial transparency, resource integrity, and zero misuse of campaign funds

PART C: TIER 2 — FUNCTIONAL DESK HEADS

05

HEAD — WOMEN'S MOBILISATION DESK

Tier 2 | Functional Desk

*Appointed by CGC Full Council
COUNTY-WIDE*

MANDATE: The Women's Mobilization Desk Head leads the campaign's gender strategy — ensuring that women voters are actively mobilized, women candidates are fully supported, and the campaign's policy commitments to women are credible, specific, and community-owned.

KEY RESPONSIBILITIES

- Design and implement the county-wide women's voter mobilization program — targeting women's groups, chamas, church groups, and market women's associations in every sub-county
- Coordinate the Kilifi Mothers' Peace Movement — linking women's groups across wards and ensuring they have the support and visibility needed to function as community safety and accountability structures
- Support all women candidates endorsed by their communities — providing training, public communication support, and protection from harassment or intimidation
- Liaise with the Blue Economy Unit to ensure that the 50% blue economy enterprise license commitment for women is fully documented as a campaign commitment and communicated widely
- Lead the Kilifi Girls' Education Initiative component of the campaign — engaging schools, parents, and girls directly on the education commitments
- Coordinate the Niache Nikomae campaign revival in all five sub-counties — building on its 2018–2022 legacy and expanding its reach
- Organize women's baraza sessions — dedicated spaces where women can raise issues, make demands, and receive candidate commitments on gender-specific concerns
- Manage relationships with women's civil society organizations operating in Kilifi — FIDA Kenya, Kenya Women's Dignity Project, and others — to strengthen the campaign's women's rights credibility
- Track and report on women's participation metrics across all campaign activities: barazas attended, candidates endorsed, voter registrations completed

Accountable to: The Deputy Chairperson and CGC Full Council

Accountable for: Women's electoral participation, women candidate support, and gender agenda credibility

06

HEAD — YOUTH MOBILISATION DESK

Tier 2 | Functional Desk

Appointed by CGC Full Council
COUNTY-WIDE

MANDATE: The Youth Mobilization Desk Head leads the campaign's single most critical constituency — Kilifi's 400,000 young people between 18 and 35 — transforming them from passive bystanders into active agents of the campaign movement.

KEY RESPONSIBILITIES

- Recruit, train, and deploy the 70 Ward Youth Coordinators — two per ward — who are the grassroots engine of the youth program
- Establish and maintain the Vijana Wanasimama (Youth Standing Firm) movement as a named, structured program within the campaign with its own identity and communications
- Coordinate the Digital Media Squad of 500 youth content creators — providing guidance, content briefs, equipment support, and quality oversight for all youth-produced campaign content
- Organize the 7 Vijana Wanasimama Sub-County Youth Forums — one per constituency — ensuring they are substantive policy dialogues, not rally performances
- Manage the Boda Boda Safety Program — helmet distribution, insurance scheme, rider registration, and road safety training across all affected wards
- Coordinate youth integration into all economic programs: cooperative tractor teams, Blue Economy Corps, tree nursery groups, and craft market logistics
- Lead the MAWOZA Community Safety Response program — identifying former gang members willing to exit, coordinating with elders and mothers, and fast-tracking economic programs in gang-affected wards
- Organize the annual Sherehe ya Vijana wa Kilifi Cultural Festival in all 7 sub-counties — connecting youth to Mijikenda heritage and providing a platform for traditional performers
- Coordinate the Kilifi Youth Parliament — a shadow county assembly that develops youth policy recommendations and engages formally with real MCAs
- Track and report monthly on youth employment numbers generated across all campaign economic programs

Accountable to: The Deputy Chairperson and CGC Full Council

Accountable for: Youth mobilization, youth employment pipeline, and Vijana Wanasimama movement

07

HEAD — MEDIA & COMMUNICATIONS UNIT

Tier 2 | Functional Desk

Appointed by CGC Full Council
COUNTY-WIDE

MANDATE: The Media & Communications Head is responsible for the campaign's complete public presence — ensuring that the message of Hon. Karisa J. Fagio's Campaign Movement is consistent, compelling, and omnipresent across every communication channel in Kilifi County and beyond.

KEY RESPONSIBILITIES

- Develop and maintain the campaign's Master Messaging Framework — the authoritative guide to language, tone, key messages, and communication priorities used by all CGC members, coordinators, and candidates
- Manage the campaign's social media presence across all platforms — Facebook, TikTok, YouTube, Twitter/X — including content calendar, posting schedule, and community management
- Supervise and coordinate the 500-member Digital Media Squad — briefing youth content creators, reviewing content, and amplifying the best community-generated material
- Manage all media partnerships — negotiating community radio program slots on all Kilifi-serving FM stations, coordinating TV appearances, and building press relationships
- Produce and distribute the weekly Sauti ya Kilifi Yetu radio program — coordinating guests, topics, and community voices for broadcast on all partner stations
- Lead the campaign's counter-misinformation function — monitoring false information about the campaign or candidates and responding with documented facts within 24 hours
- Manage the WhatsApp broadcast network — overseeing ward-level group coordinators to ensure consistent, accurate, and timely information reaches all community networks
- Oversee all branded campaign materials — t-shirts, khangas, banners, posters — ensuring policy rather than personality is the primary message
- Produce and distribute the quarterly CGC Impact Report — documenting program activities, community outcomes, and candidate commitments for donors and the public
- Coordinate crisis communications — preparing the campaign's response to any adverse event, candidate controversy, or competitor attack within the hour

Accountable to: The Chairperson and Secretary General

Accountable for: Message consistency, public narrative, and campaign communications across all channels

08

HEAD — AGRICULTURAL & ECONOMIC UNIT

Tier 2 | Functional Desk

Appointed by CGC Full Council
COUNTY-WIDE

MANDATE: The Agricultural & Economic Unit Head coordinates all of the campaign's economic empowerment programs — ensuring that Operation Shamba, the Blue Economy program, the Mijikenda Creative Economy, the Ganze Resilience Program, and the Youth Employment Ecosystem are operationally active before the election and verifiably delivering for communities.

KEY RESPONSIBILITIES

- Coordinate the Community Tractor Pool — managing tractor procurement, deployment scheduling, operator training, and cooperative governance across all 7 sub-counties
- Manage the seed and farm input cooperative — procurement, ward-level distribution logistics, soil testing service, and farmer registration systems
- Develop and launch the Kilifi Homegrown Maize Flour Brand — coordinating maize purchase from cooperatives, milling facility engagement, packaging design, and retail distribution

- Oversee the Ganze Resilience Program — water pan site selection and construction coordination, Napier grass planting schedule, silage bank establishment, and livestock value chain development
- Coordinate the Mikono ya Mzee program — artisan group identification, widow consolidator appointment and training, product quality standards, and market access development
- Manage the Blue Economy enterprise development program — fishing cooperative formation, mariculture pilot coordination, and seaweed farming site selection
- Coordinate the Kilifi County Seedling Market Network — linking tree nursery groups with buyers including county government, schools, hotels, and farmers
- Track and report monthly on economic outputs: hectares ploughed, seedlings produced, income generated by cooperatives, livestock improved, and products sold through cultural economy
- Develop and manage relationships with KALRO, Pwani University, and other agricultural research bodies to bring technical expertise into the cooperative programs
- Prepare the annual economic impact report documenting how the campaign's economic programs are changing livelihoods across Kilifi County

Accountable to: The Deputy Chairperson and CGC Full Council

Accountable for: All economic empowerment programs and measurable livelihood outcomes

09 DONOR RELATIONS LIAISON

Tier 2 | Functional Desk

Appointed by CGC Full Council
COUNTY-WIDE

MANDATE: The Donor Relations Liaison is responsible for building, maintaining, and strengthening all relationships with development partners, civil society funders, diaspora networks, and international organizations — ensuring the campaign secures the financial and technical resources it needs while maintaining the highest standards of transparency and accountability.

KEY RESPONSIBILITIES

- Identify, research, and approach potential donors and development partners whose mandates align with the campaign's programs — democracy and governance, agricultural development, youth employment, women's empowerment, and environmental restoration
- Prepare all funding proposals, concept notes, and funding applications — coordinating content from all functional desks and ensuring proposals are accurate, compelling, and submitted on time
- Manage all active donor relationships — scheduling regular engagement meetings, responding promptly to donor queries, and ensuring donors feel invested in and informed about the campaign's progress
- Coordinate all donor reporting — working with the Treasurer and M&E function to produce accurate, timely quarterly and annual reports for all funding organizations
- Develop and maintain the campaign's Donor Engagement Forum — convening development partners to preview program outcomes and build long-term relationships that extend into the new county government

- Manage the Kilifi Diaspora Engagement Program — building networks of Kilifi citizens in Nairobi, Mombasa, and internationally who can contribute financially, professionally, or through connections
- Prepare the County-Donor Partnership Framework — the template agreements ready for signature post-election to immediately restore development programming in Kilifi
- Ensure the campaign's financial transparency commitments are actively communicated to donors — sharing monthly financial reports, procurement documentation, and program results proactively
- Coordinate technical assistance partnerships — identifying and onboarding professional volunteers: governance advisors, agricultural experts, environmental engineers — who offer expertise rather than money

Accountable to: The Chairperson and Treasurer

Accountable for: Donor funding secured, partner relationships maintained, and financial transparency communicated

PART D: TIER 3 — CONSTITUENCY COORDINATORS (7 POSITIONS)

One Constituency Coordinator per constituency — Kilifi North, Kilifi South, Kaloleni, Rabai, Ganze, Malindi, Magarini

Constituency Coordinators are the **critical bridge between the CGC's county-level strategy and the 5-ward grassroots reality**. They translate strategic decisions into ground-level action, manage the Ward Campaign Managers beneath them, and serve as the CGC's eyes and ears in their constituencies.

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CONSTITUENCY COORDINATOR

Tier 3 | Field Operations | x7 Positions

One per constituency — selected by CGC

SINGLE CONSTITUENCY

MANDATE: The Constituency Coordinator is the operational lead for all CGC activities within their designated constituency — managing Ward Campaign Managers, supporting endorsed candidates, coordinating local barazas, and ensuring the campaign reaches every household in their constituency.

KEY RESPONSIBILITIES

- Directly manage and support all Ward Campaign Managers within the constituency — holding weekly coordination calls, resolving operational challenges, and tracking activity against targets
- Coordinate all constituency-level Bunge La Wananchi sessions — scheduling, logistics, invitation of community leaders, and documentation of proceedings and commitments
- Support all endorsed candidates within the constituency — connecting them with campaign resources, training opportunities, and the CGC's support network
- Monitor the candidate selection process within the constituency — ensuring all CVCs operate with integrity and that community ratification events are conducted fairly

- Manage constituency-level events: Vijana Wanasimama Youth Forum, Women's Baraza, Cultural Festival events, and any constituency-specific activities
- Serve as the first point of contact for any crisis, defection, or security incident within the constituency — activating the CGC rapid response protocol within 24 hours
- Coordinate the deployment of cooperative tractors, seed distribution, and other economic program activities within the constituency
- Maintain the constituency's Candidate Register — a live record of every endorsed candidate's status, activities, and support needs
- Report to the Deputy Chairperson every week on constituency status: ward activity levels, candidate progress, community mood, and emerging issues
- Represent the constituency's interests and emerging community priorities at CGC Full Council meetings — ensuring grassroots intelligence informs strategic decisions

Accountable to: The Deputy Chairperson

Accountable for: All campaign activities within designated constituency; Ward Campaign Manager performance; candidate support

PART E: TIER 4 — WARD CAMPAIGN MANAGERS (35 POSITIONS)

One Ward Campaign Manager per ward — all 35 wards across Kilifi County

Ward Campaign Managers are the **ground-level heartbeat of the campaign**. They are the faces that community members know and trust. They live in the ward, know every household, attend every baraza, and ensure that the campaign's programs reach every person. They are not party agents — they are community servants who happen to be working for the campaign.

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WARD CAMPAIGN MANAGER

Tier 4 | Grassroots Delivery | x85 Positions

Community-selected — approved by Constituency Coordinator
SINGLE WARD

MANDATE: The Ward Campaign Manager is the primary community mobilization and coordination officer at ward level — facilitating all barazas, supporting the ward's endorsed candidates, managing the ward's youth and women's networks, coordinating economic program activities, and serving as the first point of contact for every community member in the ward.

KEY RESPONSIBILITIES

- Facilitate a minimum of three Ward Bunge La Wananchi sessions per year — managing all logistics, invitation of community leaders, documentation of commitments, and follow-up
- Coordinate the ward's Nyumba Kumi community watch network — appointing cluster coordinators, maintaining the WhatsApp safety network, and ensuring the confidential reporting mechanism functions

- Support the ward's endorsed candidates — connecting them with campaign resources, accompanying them to community meetings, and reporting on their community reception to the Constituency Coordinator
- Manage the ward's Youth Coordinators (2 per ward) — providing direction, support, and accountability for youth program activities at ward level
- Coordinate cooperative tractor access for farmers in the ward — managing the booking schedule, ensuring fair access, collecting usage fees, and reporting on ploughing progress
- Manage seed and input distribution at ward level — maintaining farmer records, coordinating collection points, and following up on crop progress
- Register artisan groups and widow consolidators for the Mikono ya Mzee program — connecting them with the county-level market network
- Manage voter registration drives in the ward — operating the voter registration support desk and tracking registration progress against the ward's target
- Coordinate the ward's WhatsApp broadcast network — ensuring every household cluster has at least one connected member receiving campaign communications
- Report weekly to the Constituency Coordinator: baraza attendance, candidate status, economic program progress, community mood, security incidents, and emerging issues

Accountable to: The Constituency Coordinator

Accountable for: All campaign activities within designated ward; community relationships; program delivery at household level

PART F: STANDING COMMITTEES OF THE CGC

The CGC operates five standing committees that provide specialized oversight and decision-making on key campaign functions. Each committee is chaired by a relevant CGC leader and reports to the full council.

COMMITTEE	CHAIR	MEMBERS	MANDATE
Candidate Selection & Integrity Committee	Deputy Chairperson	Secretary General + 3 constituency coordinators + 1 civil society rep	Oversees the KCSP process; ensures CVC integrity; manages candidate disputes; reviews and approves all Commitment Charters
Finance & Audit Committee	Treasurer	Chairperson + Deputy Chairperson + 1 independent financial expert	Reviews all financial reports; approves expenditure above threshold; commissions quarterly reviews; monitors donor fund compliance

COMMITTEE	CHAIR	MEMBERS	MANDATE
Civic Education & Voter Mobilization Committee	Women's Desk Head + Youth Desk Head (joint)	3 Constituency Coordinators on rotation + Media Head	Coordinates voter registration drives; oversees Bunge La Wananchi program; manages civic education materials
Economic Program Committee	Agricultural & Economic Unit Head	2 Constituency Coordinators + Youth Desk Head + Donor Liaison	Monitors all economic program delivery; reviews cooperative performance; coordinates fast-track deployment to priority areas
Security & Crisis Management Committee	Chairperson	Deputy Chairperson + 2 Constituency Coordinators + Youth Desk Head	Monitors campaign security threats; coordinates MAWOZA response; manages candidate protection; activates crisis protocols

PART G: CGC OPERATING PRINCIPLES & ACCOUNTABILITY STANDARDS

THE SIX NON-NEGOTIABLE PRINCIPLES OF THE CGC

1	COMMUNITY FIRST — Every decision made by the CGC must be tested against this question: does this serve the communities of Kilifi County, or does it serve the campaign's convenience? When these conflict, community always wins.
2	ZERO HANDOUTS — No CGC member, constituency coordinator, ward manager, or endorsed candidate may distribute cash, gifts, or goods to voters or community members in exchange for political support. Any violation is an immediate disqualifying offence and the matter is reported publicly.
3	TRANSPARENT FINANCES — Every shilling received and spent by the CGC is documented, reported monthly, and published publicly. No off-the-record transactions. No personal benefits to CGC members from campaign funds.
4	WRITTEN COMMITMENTS ONLY — Any commitment made in the name of the campaign to any community, donor, partner, or candidate must be documented in writing, witnessed, and filed. Verbal promises have no standing in this campaign.
5	RESULTS ACCOUNTABILITY — Every CGC member and coordinator is assessed on measurable outputs, not effort or attendance. If targets are not met, explanations are required and support is provided. If targets are consistently missed, the position is reviewed.

- 6** COMMUNITY CANDIDATE OWNERSHIP — The CGC does not select or impose candidates. It supports candidates selected by their communities. If the CGC's preference differs from the community's choice, the community's choice prevails. Always.

The Campaign Governing Council is not an organization that runs a campaign.

It is a community that has decided to govern itself — starting now, before the election.

KILIFI YETU. KESHO YETU. USHINDI WETU.

Our Kilifi. Our Tomorrow. Our Victory.