

Strategic Communication for Non-Profit Organisations

(3 days + 3 hours of coaching)

How to manage your organisation's communication effectively from A to Z

Rational

Resources allocated to communication often focus on the implementation phase and more specifically on the production of tools such as flyers, a new Website or a video. The planning and evaluation phases of strategic communications, as well as the proper dissemination and promotion of tools are too often neglected. Consequences? The different communication activities carried out by the organisation may lack relevance and results are not what they could be. Taking a more strategic approach, dedicating more thinking to the overall communication of the organisation and its activities, and evaluating more properly the actions undertaken, will optimise the available resources and lead to better results.

Course overview

This course follows a 3-step process in order to build your capacity in managing the communication activities of your organisation, from planning to evaluation, in the best possible way.

Day 1: Getting started – Analysing the overall communication paradigm and its challenges

Day 2: Planning for success – Developing a sound strategy and framework of action for impactful communication activities

Day 3: Bringing sound communication alive – How to use the most relevant tools and messages for maximal outreach to identified targets

The course features presentations, experiential learning and sharing experiences, facilitated discussions, individual and group activities.

Who should attend

This 3-day course is intended for practitioners with different profiles who want to strengthen their capacity in strategic communications, including - but not limited - to:

Practitioners already working in communication for a non-profit organisation such as an NGO, a foundation or an UN agency

- who are specialised in one area of communications, such as media relations or reporting and would like to have a more holistic approach to communication
- who are planning to take more responsibilities in communication
- who have little experience and want to strengthen their overall skills in communication management
- who have learned on the spot without any specific training in communication;

Practitioners working in the non-profit sector but not in communication such as project or programme staff who want to work in communication;

Heads of non-profit organisations, offices and departments with decision-making power in communication who want a better understanding of critical communication issues and challenges;

Practitioners working in communication for the private sector who want to move into the non-profit sector and understand how different it is from what they have been practicing so far.

Learning objectives: How you and your organisation will benefit

Following this course, participants will be able to more efficiently manage their time. More specifically, participants will be able to:

- identify strengths, weaknesses and areas of improvement of an organisation's overall communication's strategy
- undertake an internal audit of their organisation's communication
- develop a communication strategy and plan of action
- assess and review communication tools, target audiences and messages; make recommendations and propose measures for improvement
- take concrete measures to close the gaps in the current communication strategy or its implementation, in accordance with priorities and resources
- reach out effectively and get messages across to different target audiences using the most relevant tools and messages
- build the overall capacity for managing the communication of an organisation; continued learning.

Post-course coaching

At NMS we believe that all training requires post-course coaching to ensure that new skills and knowledge acquired during the training are fully embedded in professional practice and bring new competencies to your organisation.

In order to achieve this, we offer three hours of post-course sessions of tailored coaching to each participant in the months after the course and guide participants in the translation of understanding theory and new knowledge into the development of professional competencies and practices.

Course programme

Day 1	<p>Getting started – Analysing the overall communication paradigm and its challenges.</p> <ul style="list-style-type: none"> • How does communication contribute to the realisation of the organisation's vision, mission and strategic objectives • The necessary alchemy of the main modalities of communication: target audiences/messages/channels • Differences between an internal audit of communications, a policy, a strategy and a plan of action • Assessment of your organisation's communication status: Where does it stand, are there any gaps to close?
Day 2	<p>Planning for success – Developing a sound strategy and framework of action for impactful communication activities.</p> <ul style="list-style-type: none"> • Analysis of past actions and current aspirations: internal audit; what does it cover? • What does a successful strategy look like? What does it include? Why should each organisation have a strategy? • Indicators of success for communication activities and means of verification

Day 3	<p>Bringing sound communication alive – How to use the most relevant tools and messages for maximal outreach to identified target audiences.</p> <ul style="list-style-type: none">• Review of possible communication tools: their characteristics, differences, pros and cons, relevance of their choice• Message design: do's and don'ts• Outreach: much more than a distribution list
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*Trainer's profile
summary*

Caroline Tosti is a certified trainer and consultant based in Switzerland with more than 15 years of experience in communication, working for the United Nations, NGOs and training institutions in Africa, Asia, Eastern Europe and the USA. Her main areas of skills include communication strategy development, the production of information tools, media relations and special events.

Her full profile is available on our website:

<http://ngomanager.org/ngoms/trainers/>