

toolbox INDIA Foundation Communications White Paper

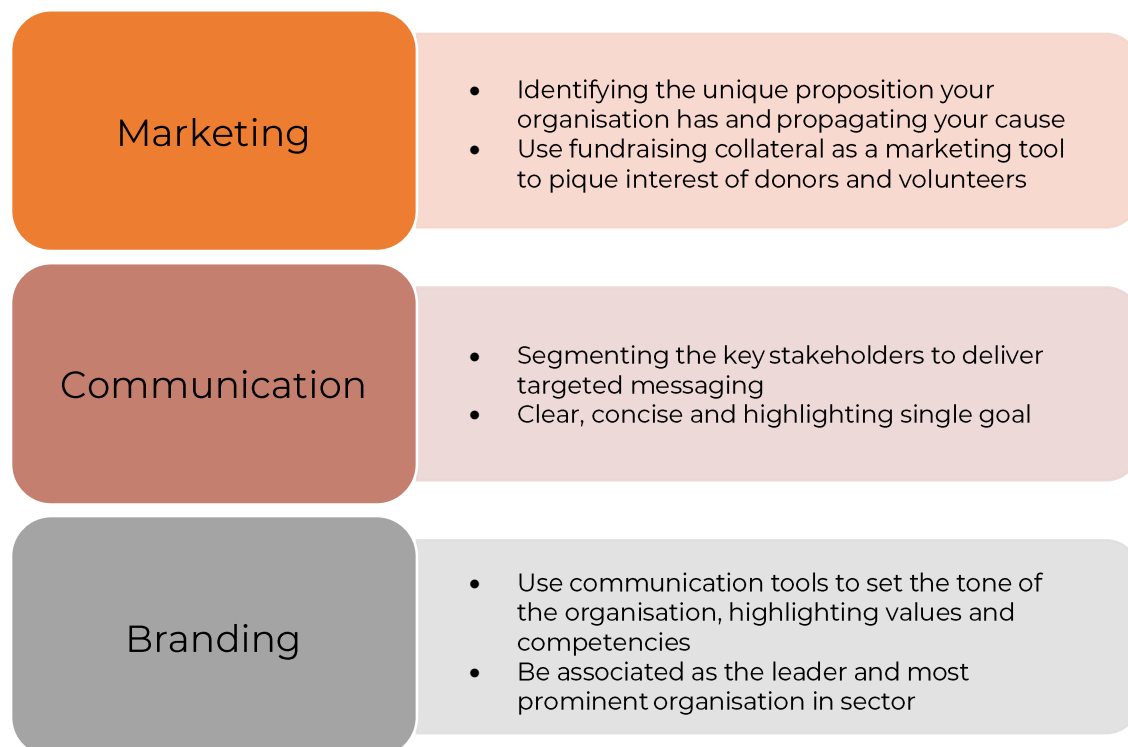
Context of the problem being solved

Very often NGOs work effortlessly towards implementing projects that cater to the needs of other people. However, they do not focus on documenting the efforts of the organisation.

Sharing the overall vision allows the organisation to build relationships with the community and engage with them. Sharing your vision with a balance of passion and reason allows people to get inspired and support your cause.

With an appropriate marketing strategy an organization can ensure they build a brand and help garner support and donations for their organisation. A clear vision to outside stakeholders also builds a sense of clarity within an organisation helping its employees work towards one common goal.

We focus on the three pillars of building a relationship with your target audience:



The key to communication strategies for an NGO is to have a **clear message, remain transparent, define and highlight core values and articulate the impact** that a stakeholder can have on the program. It is also important to provide donors with feedback to keep them engaged and part of the community. This means that messaging has to be designed carefully to ensure correct tonality, language and context. Selecting the appropriate channel for disseminating information is also important and dependent on the target audience. We weigh convenience and speed against accessibility when considering traditional versus digital marketing.

Overall, a sound marketing and communication strategy can help organisations to propel to the next level.

Our Service offerings

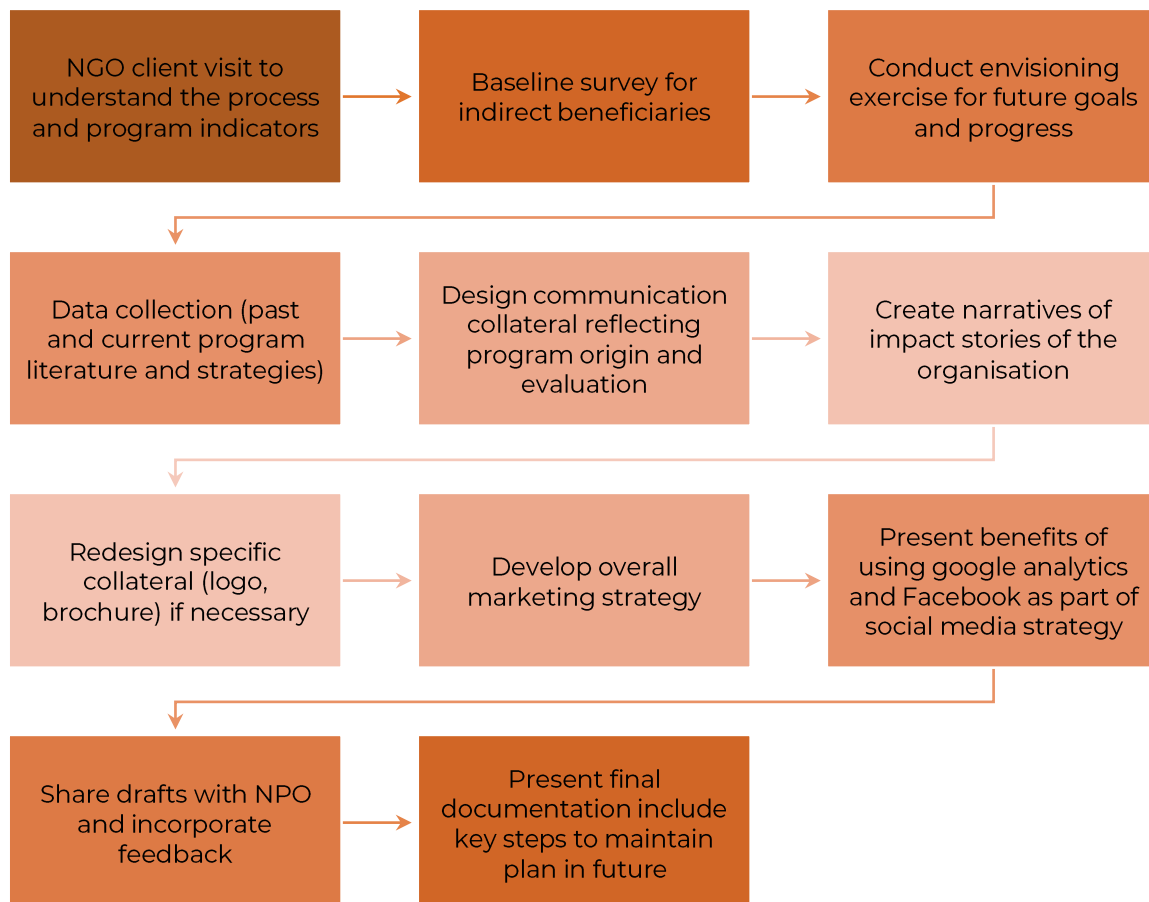
In order to assist organisations with their overall communications function our service offerings fall into the following categories.

1. **Marketing/Branding strategy** which encompasses methods the organisation can use to build awareness of its work and its causes. This ranges from identifying a plan for communication, understanding the target audience and designing the messaging. This process helps organizations identify their core principles and values and the image they want to project externally.
2. **Social media marketing strategy** looks into how to leverage social media to reach a larger audience. This includes social media mechanics, like when and how to time a post, what content is appropriate for social media, and how to present the content so it is visually pleasing and attention grabbing. We also look at an overall social media vision, whether we want to be more cause focussed or story focussed, and the tone of our engagement, whether it's serious or more fun and playful.
3. **Fundraising documentation** is integral to present to potential donors to collect funding for projects. It is essential that the message comes across as sincere and genuine and is able to provoke an emotional response but also lends clarity of vision, resources, requirements and objectives of the organisation's programs.
4. **Stories of change** from beneficiaries and stakeholders highlight the impact of the organisation. They are useful for marketing, communication and branding and are useful for informatory purposes, raising funds and providing the organization means of indirect communication.

Specific issues identified within organisations

1. **Absence of structured documentation** of impact stories make it difficult to track down the milestones achieved since inception or highlight the beneficiary success stories. The organisation is also unable to effectively narrate success stories of the program to the stakeholders.
2. **Lack of clearly defined branding goals or vision** for the organisation leads to a lack of direction when creating external communication. A vision builds a sense of purpose that employees can emulate and transfer when dealing with stakeholders
3. **Unavailability of communication collateral** to distribute to stakeholders. This requires structuring of messaging, designing the collateral and ensure that all the target audiences are covered. This leads to a lack of awareness and visibility for the organisation

toolbox INDIA Methodology



Project Outcomes (Key Deliverables)

1. Created a **pitch deck** capturing program objective, program details, key personnel involved in the program, beneficiary background, process and activity details, quantitative (financial) element and beneficiary success stories to assuage the lack of communication collateral.
2. Scribed **narratives** that capture the story behind the projects that have been recorded only through pictures and text. Assemble the data of the various projects into one story that can be used as marketing material
3. Defined **Branding and Marketing Strategy** to support the organisation to reach its stakeholders with the most effective communication mirrored by the industry best practices
4. Developed a **social media content calendar** will list the dates and times at which the NGO will publish types of content on each channel. It will include both day-to-day posting and content for social media campaigns.
5. Created **marketing and communications collaterals** by designing and preparing appealing communication collaterals like brochures, Marketing Deck, flyers. We also developed an audio visual film to capture the essence and achievements of the program.

Keystone Project

This project was conducted for an NPO that is involved in the health sector. The goal of this NPO is to promote the welfare of people affected with this medical condition, to propagate the cause and educate the general public.

In order to achieve its goals the NPO required a specific communication strategy. This was both to get their message across to people are large but also to reach out for funding. They also required appropriate messaging to reach out to volunteers to part of the program. The crux of their requirement was being able to capture the essence of the program and the impact created. toolbox India diagnosed that the NPO needed not only effective communication collateral (blurbs, posts. writeups etc.) but also an overhaul of their communication strategy.

We developed an audio visual film to enlighten the public about this condition, to highlight the rehabilitation work of the NPO and to spotlight patient and community testimonials. The film focussed on real experiences by all the stakeholders that are involved in the NPO and worked as an effective communication tool to spread awareness. The impact stories of the beneficiaries was also able to demonstrate the success of the program and the effect it has had on the community.

To complement this we created a power point presentation that details the specific work carried about by the NPO and the importance and reach of it in the community. This served as a clear message with which the NPO could approach corporates for funding. We also created specific communication material that catered to volunteers.

Appropriate communication collaterals enhanced disseminating effective and consistent message to the funders partners and other external stakeholders and aid the fund-raising efforts. It also helped build the brand of the NPO and keep people engaged and connected to the organization. Building a sense of community allows for the organization to flourish and reach as many people as possible.

The impact

A marketing and communication strategy works as a road map for an organisation. It details the journey the organisation has taken and guides you in taking better business decisions.

In case of a lack of appropriate communication tool, organisations find it difficult to reach out to funders and corporate CSRs. Each of the pitch decks were well laid out to promote the organisation keeping in line the NPO's objectives and goals. A single point marketing collateral has helped NGOs to be circulated internally and among the NGO Partners, government bodies, corporate partners and peer NGOs. Cost to organization for developing high quality communication collateral has nullified. The documents created have **amplified the impact** of the organization by spreading more goodwill to different stakeholders within their ecosystem. They have marketing tools and templates ready which they can use to **increase their visibility** on the social media. The organisation has its SWOT analysis which they can use to change their weaknesses and threats into strengths while putting it across the social media platforms. The standard corporate presentation will serve as a template for future engagements.

The fundraising proposal aims to serve as a template pitch for future institutional funding. Additionally, it will support the solicitation of grants from CSR funders active in the space of education and community development. It will also help to **strengthen the program content** and implementation process. A well strategized compiled video compilation for the stated program can give the organisations an edge above the others and increase their visibility, which will in turn also support the organisation in tapping into potential funders.

Overall, we have been able to facilitate solutions that aid in engaging corporate partners, volunteers, donors, and the community as organisations have their activities and program achievements documented and presented in a very systematic manner.