

# Introduction to Communications

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Communications



**toolbox INDIA Foundation**

## Communications

Communication is a crucial process ingrained in every area of an organization and stage of a program's life cycle. NGOs must have a clear idea of what, to whom, when, and how they communicate. Otherwise, their message could get lost or ignored among the sea of information everybody receives daily. For this reason, an NGO's communications, both internal and external, requires careful planning and implementation.

This module's purpose is to provide an overview of the different strategies NGO's staff can use to enhance their communication operations. The module was designed as a guideline to cover most of your organization's communication needs; Every section, however, provides further literature to deepen a reader's understanding. In this sense, the steps you will follow to improve the communications of your NGO are:

