

Key Takeaways

Communications



toolbox INDIA Foundation

Key Takeaways

Following will be the key outcomes of this module-



DESIGN

- Understand the different components of NGOs' strategic communications.
- Implement strategies for the external, internal, and crisis communications.



IMPACT

- Prioritize branding
- Craft effective messages.
- Create relevant and ethical content.
- Identify appropriate communications channels.
- Prepare for communicating on crisis.
- Draft key documents.



KNOWLEDGE

- Recognize the impact of internal communication on the organization's culture.
- Recognize the importance and benefits of creating strategies for NGOs' communications.
- Acknowledge the difference between the different communication channels.