

Digital Dialogue 2.0 @ toolbox INDIA Foundation

Communication for building a sustainable organisation

Date: 19 September 2020

Session Facilitators: Sameer Bhakri, Co-Founder, Mentoria Pro Bono Marketing Consultants and Vijaya Balaji, CEO, toolbox INDIA Foundation & Founder, CEO, Social Lens.

Purpose: Understanding the Role of Communication in fundraising, awareness creation, and internal operations in the “Post-COVID” world.

The third session of the Digital Dialogues 2.0 series was chaired by Sameer Bhakri, Co-Founder, Mentoria Pro Bono Marketing Consultants, and moderated by Vijaya Balaji, CEO, toolbox INDIA Foundation & Founder, CEO, Social Lens. The session revolved around improving the communications function in an organisation to improve its fundraising capabilities and creating a communication strategy in a Post COVID world.

Key takeaways for organisations:

1. Repurpose the structure of your organisation and understand how to populate that structure with the right people. This will lead to sustainability in processes, people, and prosperity.
2. Relationship management is at the core of an organisation's success; building a rapport and maintaining good relations with each and every stakeholder is essential for growth.
3. There are 1.3 billion people in this country and close to 4 million NPOs. The fundamental questions for every non-profit organisation are - Why should anyone support you? What is unique about your organisation?
4. “As you sow, so shall you reap” - Understand the importance of Client Lifetime Value and develop long-term mutually beneficial relations with clients which can lead to a ‘multiplier effect’. Accord priority to those clients who chose to invest in you - look at Acquisition, Retention, and Growth.
5. Your competition is a word called ‘inertia’.
It is the non-profit's responsibility to guide the client/donor and make the journey worthwhile and easy for them; build on a clear and compelling communication function for achieving the same.
6. Individuals suffer from Fear of Risk and Fear of Failure; leaders can lead the way and set examples for their teams. Ownership cannot be transferred among team members; it needs to be built by urging them to make mistakes and encouraging them to take initiative.
7. Communication strategy
 - Identifying the target audience
 - Understanding and appealing to human psychology
 - Giving the audience a compelling reason to support the cause
 - Must answer the following questions: **WHO AM I; FOR WHOM AM I DOING THIS; WHY SHOULD YOU LISTEN TO ME.**

DISCLAIMER: This is only a summary of the principal issues discussed in our conversation with the Session Facilitator on 2020 (the *Dialogue*). This is not and should not be construed as formal advice and all participants must seek such formal advice prior to progressing any matter which is summarised in this Note or which is not so summarized but was discussed during the Dialogue.

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