



COMMUNICATE YOUR ACTIONS, PR YOUR IMPACT

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“ Next to doing the right thing, the most important thing is to let people know you are doing the right thing. ”

John D. Rockefeller

INTRODUCTION

Doing the right thing is not enough anymore. There are millions of non-governmental organizations worldwide, many of them trying to save the world, each of it doing it in its own specific way: some are implementing educational programs for illiterate people, others fighting poverty or persons traffic, others offering support to disabled people or persons suffering of some rare diseases. All of them are doing the right thing and their results are amazing. The big problem is that NGO's are not devoting enough attention to communicate what they are doing. When a private company invests in a community project, we see press releases and all sorts of media promotion through all channels, while NGO's prefer just to do their job, once in a while publish news on their website or posts messages on their Facebook page. But this is not enough anymore.

NGOs depend on funding from companies, governments, foundations and individuals in order to carry out their mission. Communicating aimlessly, without a strategy and a very well defined plan is not an option. If they want to raise their impact in the community and to receive more grants and funding they need to learn how to tell their story. They need to touch people hearts, to engage them to become their partners and supporters of their projects.

In order to properly present their story, NGO's need to have a PR strategy with focused actions for specific target groups.

"Communicate your actions, PR your impact" is your perfect tool for understanding how to design and implement a successful PR strategy without a huge budget, but with creativity and non-formal methods.

This tool is designed to offer those working in non-governmental organizations practical knowledge and tools to help them develop an efficient PR strategy. It was written for both those with little training or background in organizational communication and those who are in charge with building awareness of the work of their organization among many different audiences.

“Communicate your actions, PR your impact” will enable readers to: set their organization’s communication goals and objectives based on a research they did, develop a strategy and choose methods and tactics to meet those objectives, define their target audiences, their key messages and the communication channels to reach those audiences, but also establish evaluation and feedback instruments.

Following the introductory chapter, the brochure consists of four main sections: chapter two provides clear information on the basic steps of creating a PR strategy. The next chapter “PR techniques for telling your story” offers specific tools, instruments and PR techniques for NGO’s which want to present themselves better to their stakeholders and target groups. Chapter four looks at how to use social networks to communicate for your NGO’s and the last chapter will capture some fundraising tools.

HOW TO CREATE A SOLID **PR STRATEGY** IN **7** SIMPLE **STEPS**



First of all, before starting to write your strategy you should decide why you think you need a PR strategy, what you hope to achieve with it. For example it can help you engage effectively with stakeholders, change behavior and perceptions where necessary or ensure people/possible sponsors understand what you do.

STEP 1

Make sure you clearly understand what strategy means

You cannot create and implement an efficient strategy if it is not very clear to you what a strategy means. Specialists define strategy as a tool to fulfill a purpose, as the direction which the organization chooses to follow to fulfill its mission. Basically, the strategy is the most efficient method of transmitting the message to the target audiences. Not everyone responds in the same way to the same words, especially when the message is forwarded to people of different generations or different demographic targets. In this case, research is essential. Strategy is often confused with tactics, but there is an essential difference between the two: the strategy presents the approach and focus on the effort; tactics describe how the strategy will be enforced and practically they are tools used to put the strategy into action.

STEP 2

Do your homework! Do a very serious research!

Every good strategy is based on a solid research. It's very important to analyze and to understand your organization's strengths, weaknesses, opportunities and threats (you can do that by using a SWOT analysis) Then, after you clearly understand what your assets are, try to analyze the environment, to understand the context of your strategy plan (what are others NGOs on the market doing, how they are promoting their projects and campaigns, what is the social, economical and political context, what important changes will happen in the next period (for ex. Elections, changes in the laws that regulate the NGOs activities or the taxes system). You can use for that a PEST analysis

(this involves listing the **Political, Economic, Social** and **Technological** factors that could affect your organization's work. These could be positive or negative factors and should include issues that are likely to have an impact on how your organization operates. You should indicate why each factor will have an effect. For example, under 'political' you might include: change of government that will lead to needs to build contacts with new civil servants/MPs, need to understand new policy agenda).

It's very important to know and to understand all the data and information to be able to create a useful and sustainable PR strategy for your NGO. Although it may sound complicated, it is not difficult at all. You can do this research by collecting both quantitative (number of NGO's, number of projects implemented, number of participants in your events, number of interactions on your social media accounts and so on) and qualitative data (how are you perceived on the market, how are NGOs similar to you perceived, what kind of projects do you do, what projects do others do). You can use online or phone interviews, face to face discussions, online surveys (a useful platform for that is <https://www.surveymonkey.com/>), media materials and other NGO's websites and social accounts analysis. No matter the instrument you use it is important to stay focused and to understand clearly what are you doing right now, what are other NGO's from your field doing and what is the economic, social and political context that can influence your activity.

STEP 3

Do you know who is your target group?

It's very important to establish who your target group is and to classify it according to its importance for your organization. The first step is to realize a general classification: sympathizers, supporters, employees, sponsors. The second step is to segment by behavior: for example, supporters can be very active, can participate to your events, promote your actions, donate money, or can be less active, just follow your online activity without getting involved. In analyzing the public, it is important to identify which are the most important (urgent) needs of each target audience which your organization can solve. The third step is to find a way of prioritizing your audiences or stakeholders. You should use criteria which are important to your organization and then ranking your different audiences against those criteria. This helps you finding out which are the most important and therefore to whom you should communicate more and be more focused on. For example, some criteria can be interest in your organization (supporters, stakeholders, media) or key players (sponsors, staff, local and national authorities).

STEP 4

Set clear goals and realistic objectives

It is important to establish clear goals and realistic objectives. But before establishing your strategy's goals and objectives you should make sure your strategy objectives closely reflect your overall organizational plan. You should look at your organization's vision and core aims and then see how your communication strategy can help deliver these goals. It is important that your communications objectives should be seen to contribute to the achievement of the overall objectives of the organization. In this way they will be recognized not as an "add-on", but something as fundamental as operational or policy objectives to achieving the organization's overall mission.

Exemple of organizational objectives:

- > To provide the best standards of educational support for children involved in our projects;
- > To be perceived as an innovator in the field;
- > To play a key role in the community as a valued provider of services for vulnerable people.

Exemple of communication objectives:

- > Raise brand awareness score by 20% in 2015;
- > Add 500 Twitter followers to brand account in 2015;
- > Reduce bounce rate on website to less than 60% by close of 2015.

A goal is an overarching principle that guides decision making. Objectives are specific, measurable steps that can be taken to meet the goal.

Do not forget to keep your objectives clear, measurable and realistic. It is essential to have realistic objectives otherwise your whole work will be in vain.

Many people use a SMART acronym to help them keep their PR objectives manageable:

- Specific** – *be specific when articulating your goals and objectives;*
- Measurable** – *choose relevant and suitable metrics to measure progress or results;*
- Agreed** – *it is important for all relevant stakeholders to agree on proposed objectives;*
- Realistic** – *keep objectives realistic by breaking larger or more complex objectives into smaller ones. Make the objectives challenging but achievable;*
- Timed** – *employ timelines to ensure objectives have clear deliverables.*

CHECKLIST FOR EFFECTIVE OBJECTIVES

- Use an infinite verb or noun
(to inform... or raising.../informing...)
- Make it factual and observable
- The action expressed is quantifiable and measurable
- Use a target date or timeframe for achieving the outcome

STEP 5

Key messages: what do I want to say?

If you don't know where you are going, you are never going to get there. This old saying is just as true for PR as it is for any journey. After writing your objectives, you should break them down into relevant messages for each of your audiences. When you elaborate your messages you should take into consideration the following recommendations:

- > Create visionary messages that people will identify with and they will find captivating;
- > Communicate your messages through a clever story;
- > Get to the point quickly and clearly, using words we all understand;
- > Be consistent, timely, truthful and relevant in your messages;
- > Avoid talking about your organization, instead of talking about the value of what your organization does;
- > Your messaging needs always to link back to your key organizational objectives and values.

It is very important to assure continuity across the messages in order to be efficient and to manage to have a higher impact and great results.

STEP 6

Action plan: what are the channels and actions used to get to the goal?

For each identified target group, you should now indicate the most appropriate channels for communicating with them. These might include newsletters, press releases, conferences, workshops, leaflets, brochures, blogs or broader methods such as media and your website. Try to realize a simple internal analysis of the channels you have at your disposal to see which are the best to use for getting specific messages to particular audiences. Once you have looked at the channels you have, you can begin to construct your communications plan, linking audiences, messages and channels. Your plan should be flexible, simple and very realistic in terms of resources both human and financial. You might be very creative and plan a lot of actions, but if you do not have the staff or the money to implement them there is no point of thinking about them.

So you should elaborate a realistic plan for the next six months or one year where you will put specific actions for each target group.

For example, maybe you want to send a monthly newsletter to the local authorities with news about your projects' results. Or perhaps you saw that the general public is interested in your actions and you decide to share news on your social media accounts and website about the volunteering opportunities in your NGO. All these actions should be put here, in the action plan of your PR strategy.

STEP

7

How to evaluate your strategy?

“ *Not everything that counts can be counted. And not everything that can be counted, counts.* ”

Albert Einstein

Your communications strategy is useless unless you have very clear instrument of measuring its impact and evaluating it. The best way is to establish qualitative and quantitative instruments of evaluation in order to have a clear and objective imagine on the way your strategy was implemented and what results you managed to achieve.

You could also include measures of media coverage or online traffic (website, social media) as evaluation instruments you have specific online actions in your plan.

**PR INSTRUMENTS
FOR TELLING
YOUR STORY**



”

A good PR story is infinitely more effective than a front page ad.

“

Richard Branson

A. PRESS RELEASE

A press release is a written statement to the media. It can announce a range of news items, including scheduled events, projects launchings, and awards. They are used to inform the media about an important issue regarding your organization. Try to send press releases just when you have something important to say otherwise they will consider you are a spammer and they will not read your future press releases.



When you write a press release you should take into consideration some rules:

- **Ask yourself if the information you want to transmit is valuable,** is newsworthy otherwise you will not get media coverage;
- **Write awesome headlines.** It should be brief, clear and to the point: an ultra-compact version of the press release's key point. Many PR professionals recommend writing your headline at the end, after the rest of the release is written. The headline is known as the eye-catcher and is very important to the whole release;
- **Start with the date and city** in which the press release originates;
- **Use the rule of the inverted pyramid** to structure your text: the most substantial, interesting, and important information the writer means to convey should head the article. So your first paragraph should be a summary of the story (in no more than around 15-20 words);
- **Communicate the „5 W's" (and the H) clearly.** Who, what, when, where, why – and how – should tell the reader everything they need to know;
- **Be concise, respect the grammar rules.** The ideal length of a press release is about an A4 side or about 300 to 400 words (the length of a short news item). That's just three or four short paragraphs and a couple of quotes so try to keep this in mind when you write your press release;

- **Include quotes from people in your organization** to provide insight and opinion and sound like a real person said them. Try to avoid jargon or technical language;
- **The press release body copy should be compact.** Avoid using very long sentences and paragraphs. Avoid repetition and overuse of fancy language and jargon. Strive for simplicity, and no wasted words;
- **Try to provide maximum use of concrete facts** as they are news. Don't try to transform your press release in a story, but be as clear and simple as possible;
- **Tie it together.** Provide some extra information links that support your press release. Offer additional online resources;
- **Write a boilerplate** underneath the body of your release. Include here information about your company;
- **Add your contact information:** The company's official name, media department's official name and contact person, office address, telephone and fax numbers with proper country/city codes and extension numbers, mobile phone number (optional), email addresses, website address.

In order to raise your chances for your press release to be published by the media you should be aware of some important facts:

- **Title of the email:** Don't write just press release because usually journalists receive many emails having this subject and most of them go to the recycle bin. Try to write a clear and catchy subject of the email to capture the journalist's attention and to make him open the email and read your press release;
- **When you send the press release:** It's important to send the press release before 3-4 pm because most important news are usually being broadcasted between 18-20. Don't send press releases Friday in the afternoon or during weekends because the chances to be ignored are very high;
- **How you send it:** Try not to send your press release in bulk to all journalists from your data base. The best way is to send personalized emails to each journalist otherwise be considered spam.

B. NEWSLETTER

It is a way of maintaining public interest about your organization. It must have a relatively constant frequency, a fixed period and a certain format. However, periodicity should not be your main concern if in a month you do not have the necessary materials for publication, it is preferable not to remove the card that month than to run a number with no informative value that will bring more disadvantages.

Tips for writing compelling newsletters:

- Put a catchy title in order to convince people to open your newsletter and read your articles;
- Classify information into certain categories with constant character;
- Use graphic materials such as photos, graphics, schemes;
- Make it easy to read by writing short sentences, adding subheadings, bullet points and highlighting (bold or italicize) important information;
- Do not exclude from the newsletter information that have already been transmitted through other channels (for example press releases);
- Always proofread and edit your email newsletter articles;
- Include a table of contents to give readers a sense of what the issue is about. Provide links to the articles from this section, which should be at the top of the newsletter;
- Submit case studies: practical examples of successful projects always attract a reader's attention;
- Provide a place for feedback: Allow readers to send feedback on articles, as well as suggestions for future articles.

C. PUBLICATIONS

Publications used in public relations activity are small printouts that an organization publishes and disseminates for transmitting defined messages to a specific target audience (posters, brochures, flyers, banners, flyers etc.). The target audience of these materials can be the media, the organization's internal audience, the audience of an event or action or the local community.

The subject of such publication may be presenting the organization, presentation of facts and figures as representative for the organization, product presentation, causes, project presentation, announcement of an activity etc.

These materials have a relatively long lifetime, the impediment being relatively high costs of production and dissemination of such material. Many of these publications are printed on a single sheet, which can then be folded in several ways. For easing editing processes, A4 and A5 formats are used, but there is no rule in this regard.

When planning to make such a publication, you have to think about three important aspects:

- The target audience targeted by the publication;
- Message or messages to be transmitted;
- The design best suited to produce desired results (message, photos graphics, etc.).

For greater reliability, the publication must be informative, mainly disseminate information without arguments and with as little advertising or slogans. It is also recommended to avoid superlatives.

Some suggestions for those who want to create publications:

- Text should be short and necessarily connected with photos;
- Using suggestive titles to attract attention;
- Use inverted pyramid, important information should appear in the first sentence;
- To highlight an important idea you must remove it from a block of text and make a distinct mark in the body of the leaflet quotes (e.g. bold, italics, different color);
- It is not appropriate to use too many fonts, two are sufficient, as they tired eyes;
- Do not abuse the use of capitalization, they can be used only for titles;
- Do not use decorative characters as they are hard to read, for ample material serif characters (with the feet) are used;
- You should use justify for the text;
- Photos must be sufficiently clear and in a good resolution for printing;
- Try to make the reader keep your brochure by entering useful information on it such addresses or phone numbers or other important information for your target group.

D. INTERVIEW

A very powerful PR instrument is the interview. It can be a written or a spoken interview, it depends on the media channel used. In order to get the best out of this tool it is important to prepare for the interview .

INTERVIEWS FOR WRITTEN AND ONLINE MEDIA

Steps for preparing the interview:

- Obtaining information about the journalist, his professional experience, the subject you want to address it, the angle of approach to the subject;
- Establishing the place where the interview will take place (room should be well lit, ventilated, optimum temperature, it should not contain harmful elements, it should be suitable with the theme of the interview);
- Making a list with possible questions that you might be asked and possible answers;
- Preparing the messages that you want to transmit during the interview. Your objective is to use the questions you receive to transmit your own messages. Messages should be short, concise, no more than 24 words;
- Final preparation: establishing and exercising the techniques of formulating the answer.

Recommendations for good interviews

- A be confident** – you should show confidence in yourself, in your expertise and remember that you have more information on the subject than the journalist who is interviewing you or the public who will read the material;
- B use examples and analogies** – try to illustrate with examples the information less accessible to ordinary receivers;
- C avoid negative words** – try to avoid words with negative connotation (negligence, ignorance), avoid using them in your answers even if you are trying to dismantle accusations;
- D take your time in formulating answers** – do not hurry to answer a question, have a short break of few seconds to formulate your ideas, vary the rhythm of speech to keep the listener's interest, use voice inflections to emphasize on important messages or keywords, use pauses to emphasize important issues, use measured speech, relaxed, friendly, avoid abbreviations and professional jargon, avoiding awkward pauses and expressions like uh, well, yeah, deh;
- E avoid defensive attitude** – even if the journalist might be aggressive, do not be defensive, keep your calm, answer to his/hers questions using an appropriate tone and body language, show him that you are right through arguments not by raising your voice or using aggressive gestures.



Before any interview is essential to know the following:

- Date, time and place of interview;
- Way of giving the information - on the record, off the record;
- Topics of the interview, its limits, kinds of questions, duration;
- The possible participation of other persons to the interview and their identity.

Also it is essential to be aware of the way you are formulating your answer. Let's look at some examples of tricky questions and how you should answer them:

Q: *"How big is the damage produced in the project?"*

A: **I am sorry, but I do not agree with you. Actually, the real situation is like that...**

Q: *Don't you believe that your organization did a huge mistake?*

A: **I would not say that. Allow me to explain how things really took place.**
(We avoid to use the word mistake)

Q: *What is your personal opinion ?*

A: **I do not think it is the case to talk about my personal opinion, facts are these..**

Q: *Why do you think the President decided to do that ?*

A: **I am afraid you should ask the manager.**

Q: *What is the amount of money used for..?*

A: **I am afraid I do not know the right sum, but I will do a research and inform you as soon as possible.**

Q: *It is said that...*

A: **It is inappropriate to refer to rumors, I will refer to this issue if and when this problem will appear.**

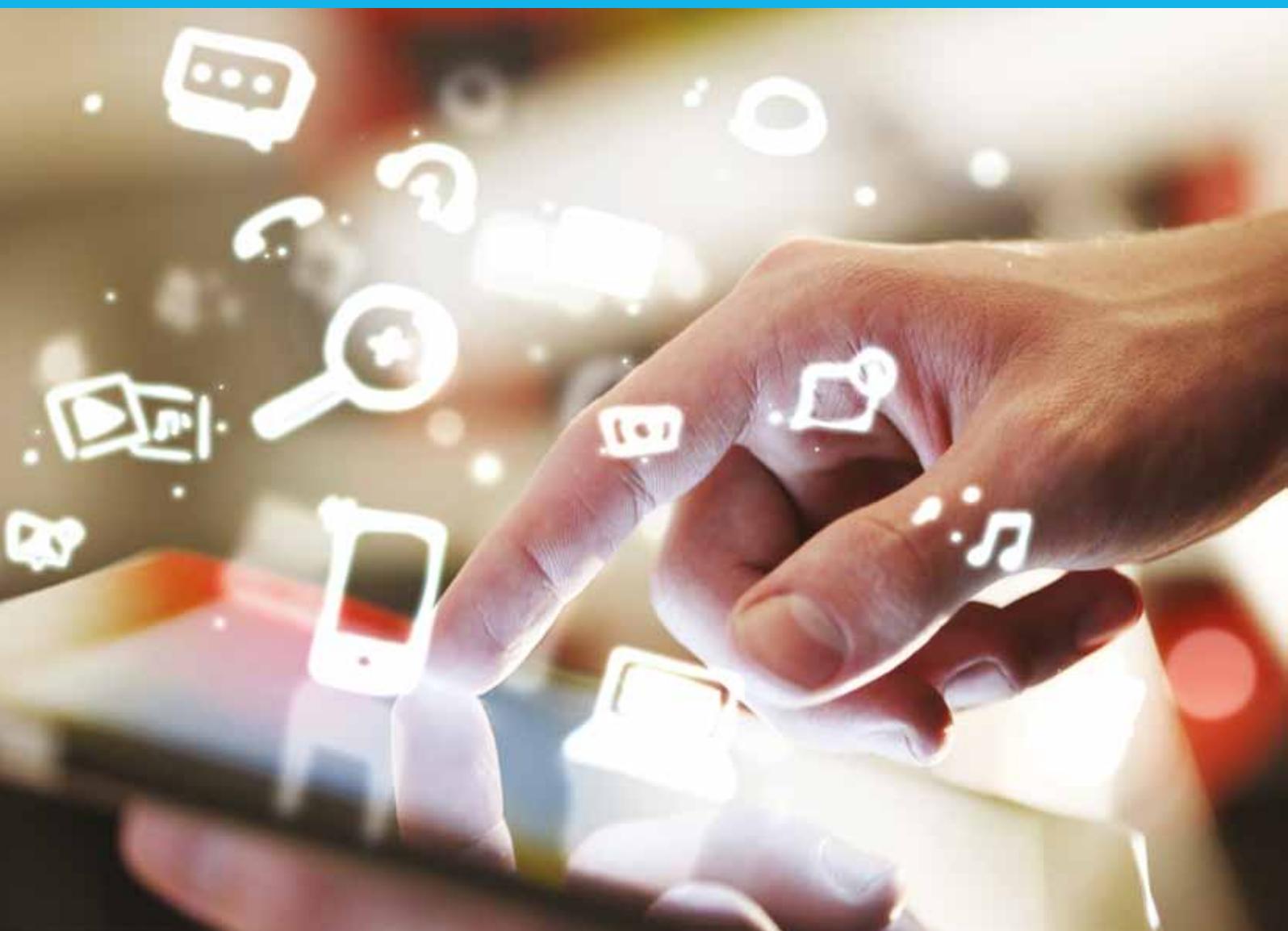
Besides the elements written above, there are a few specific things to TV interviews that you should take into consideration.

Here are a few things you need to consider when participating in talk-shows in TV studio:

- Before accepting the invitation, find out which is the theme of the show, which is the format, why they need a representative of your organization in the studio, the show will be live or pre-recorded (you can address some of these questions from the TV station to avoid waking up with records or surprise guests on the show). You have to be prepared as they may appear, however, unforeseen moments. If the issue occurs during running records, materials, statements over which you have agreed, you should tell that you have not seen/heard this before the show for the viewer to know;
- Prepare 3 points, no more, on which you want to focus during the interview;
- Avoid alcohol before participation in a program, since not only gives you the courage I hope, but you diminish the power of concentration and spontaneity;
- Before the interview offer to the moderator a card with information about you and your organization;
- In the beginning of the program the moderator will make a brief presentation and introduce you to the audience. Say a few words of politeness, for example „Good evening to you and your viewers“;
- Ensure that non verbal language is natural, avoid ample gestures that could take out of the frame;
- The tone and your attitude should prove that you are a reasonable, open, calm, friendly person, not an hostile, arrogant one;
- To capture interest, must refer to something new, original, which is broadcast for the first time;

- Use natural language, talk without pretentiousness and excesses, be concise, the length is limited, so be sure to send key messages, to repeat the keywords relevant to your organization, but remember that they must be relevant to viewers too;
- Avoid theoretic or abstract words or phrases;
- If the moderator shows hostility or negative perception you should not become defensive, give answers he is expecting by making a logical connection with the question in order to send the message that you have practiced in advance;
- Do not repeat the words with negative connotation of the moderator;
- Your claims will have more credibility if they are perceived as a factual account, not a personal opinion;
- Avoid excessive interjections and stereotyped expressions like well, well, in any case, and so on;
- Avoid counting the ideas by using expressions such as first of all;
- If the moderator is preparing to end the debate by saying an inappropriate conclusion, correct him immediately, otherwise the simple silence can be considered an approval by the viewers;
- Avoid plaid or striped clothing, jewelry or accessories that can create glare in the studio. Strong colors (scarlet, black-intense whiteness) are also not indicated. The tie must have the correct node. Do not wear short-sleeved shirts, colorful glasses, hat, cap;
- Adopt a natural position, with the body straight, head up, feet flat on the floor, sit cross-legged if you face the journalist;
- Your performance must be characterized by naturalness and good fit.

HOW DO WE USE **ONLINE COMMUNICATION** FOR NGO'S?



If you want you want to take the best out of your PR strategy then you definitely should use social media as a communication channel with your audiences.

In order to create a significant digital presence you should have a social media plan whose goal is to get people engaged in your message. Thus, the most important thing is to do ask yourself few questions:

- > What social networks your audiences use (you should have account on social networks where your audience is, otherwise you are using your resources on platforms where your messages does not get to the wanted target groups)
- > Communicate the same message on all your social accounts but do it by keeping their specificity
- > What types of activities do you want your target audience to engage in (activists' campaigns, information dissemination, donations). According to your purpose, you will choose your messages and social media channels appropriately to your audience interests and needs.

What to embrace and what to avoid in social media:

- > **Pick the right network:** Try to choose the networks or channels where your audience is. There is no point having a Twitter account, for example, if your target groups do not use this social media platform.
- > **Be visual:** You need to be more visual and present ideas visually if you want to get people's attention.
- > **Provide mixed media:** Tell stories and in particular use impact stories that are short and concise. Use event photos, video, activities. Create a youtube channel and upload videos of events and activities. Engage people by asking them to upload videos of their own work as well.
- > **Do not ignore text either:** While visual data is important, provide access to in depth articles, reports, news and info for those more inclined to read.
- > **Keep it simple:** Do not use complicated messages. Try to write short and simple phrases and make people understand you and like you.
- > **Be aware of your content:** Focus on being useful and interactive in your messages published on the network. Ask questions because they get high interactions rates, thank publicly to your supporters (when you receive donations, when you organize an event and volunteers helped you prepared it or other situations you have received help and you are grateful for it).

- > **Build apps and/or widgets** if you can or if you can commission someone to do it for you. You can use website like www.widgetbox.com or www.como.com.
- > **Connect all your media to each other:** Connect your site to mobile phones, your Twitter account with Facebook and both of them to your website.
- > **Engage people in your work:** Organize challenges for your supporters or involve volunteers in your online promotion. Try to transmit to your audiences the message that you are active and you have a lot of people on whom you may count on.
- > **Connect all your media to each other** if they can be connected: for example connect Twitter with Facebook and connect both to your website.
- > **Use your blog to tell stories**, to present your people (volunteers, employees). Encourage volunteers to write on your blog. It is important to tell real stories, to humanize all your campaigns thus people will be more emphatic and you all have large numbers of supporters.
- > **Amplify your message** by teaching your volunteers to share it. To do this is better to create a group or a community where you share the content you want to be shared. Try to train them to become community managers.
- > **Create a Wikipedia** page if you do not have one.
- > **Add a wiki for events** you are organizing and ask people to help you build one for that upcoming event.
- > **Look at the profile of folks** connecting to you and listen what they are saying about your organization. It is a very useful feedback that can help you improve your online presence.
- > **Know your online influencers** and try to keep them close to you, keep them up to date in order to be able to transmit your messages to larger audiences.



Remember! It is essential to use social media year round: be consistent, do not use social networks when you have an event/campaign or other important things. Try building a relationship throughout the year.

FUNDRAISING A DIFFICULT JOB?



Sponsoring

Despite the vast differences among the world's non-governmental organizations (NGOs), most share a common dilemma: lack of funds limits the quantity and/or quality of the important work they do.

Here are some ideas of tools you can use for fundraising:

> Grants from the European Commission (if you are a EU member)

Erasmus+ > http://ec.europa.eu/youth/calls/index_en.htm

Europe for Citizens > http://eacea.ec.europa.eu/europe-for-citizens_en

Creative Europe > http://eacea.ec.europa.eu/creative-europe_en

> Grants from the Council of Europe

European Youth Foundation > <http://www.coe.int/en/web/european-youth-foundation>

> Grants from big foundations, NGO's or private companies

IT products from Tech Soup Global > <http://techsoupglobal.org/network>

Bill and Melinda Gates Foundation > <http://www.gatesfoundation.org/How-We-Work/General-Information/Grant-Opportunities>

Ford Foundation > <http://www.fordfoundation.org/Grants>

> Crowdfunding platforms

> <https://www.kickstarter.com/>

> <https://www.indiegogo.com/>

> <http://crowdfunder.com/>

> <http://crowdfunder.com/>

> <https://www.crowdrise.com/>

> Google AD Grant > <http://www.google.com/grants/>

Free advertising in Google results page (daily budget approximately 329 USD, around 10.000 USD per month). You can promote campaign focused on certain key words.

How can you approach your fundraisers?

- Try to use creative methods, events or unusual methods that will catch their attention and make them get involved.
- Other ways of doing fundraising is to implement a donate button on your website, to organize different charity events, you can also launch an online campaign for raising money for a cause.
- Choose carefully the period: if you apply for different grants from public institutions or private entities try to respect their deadline, or if you just ask for sponsorship take into consideration that usually company establishes budget at the end of the year for the next year. So probably you will need to tell them about your projects ideas before they establish the final budget.
- Write fundraising letters and send them to people who take the final decision for giving sponsorships to NGO's. If you want to write a convincing fundraising letter you have to use the **AIDA** method:

A: Grab attention within the first paragraph

I: Build interest. What do donors gain from donating? How will they feel? Why is your cause important? Try to convince them to act. You need to affect both heart and mind.

D: Bring personal stories of people you helped (e.g. describe how you felt when that little boy who was living on the street went to school for the first time and move to a nice day center)

A: Be specific about what you need for them, make it clear how they can get involved, how they can help.

RESOURCES

USED FOR DOCUMENTATION:

Doug Newsom, Bob Carrell, "Public relations writing: form and style"

Joe Marconi, "Public Relations: the complete guide"

www.entrepreneur.com

www.segalfamilyfoundation.org

ADDITIONAL ONLINE RESOURCES:

www.ngostorytelling.com

<https://www.salto-youth.net/>

<https://www.facebook.com/SocialMediaTipsforNGOs>

<https://www.facebook.com/SocialMediaTipsforNGOs>

www.prnewswire.com

www.prdaily.com

<http://www.prweb.com/>

<http://www.prweek.com/uk>

<http://www.prnewswire.com/news-releases/>

<http://usefulsocialmedia.com/>

<http://socialmediaweek.org/>

<http://www.adweek.com/adfreak>

<http://creativity-online.com/>

<http://www.marketingweek.com/>

<http://contentmarketinginstitute.com/blog/>

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The guide was written by Claudia Oprescu, President of **Devision Association** with contributions from Oana Rizescu (trainer) and all the 24th participants in the training course. We want to thank you all for your support and active role.



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