

COMMUNICATING YOUR PROJECT

EXTERNAL COMMUNICATION

WHY ?



- ◆ To increase the visibility of the project and the entities involved.
- ◆ To spread knowledge about an initiative in a given territory.
- ◆ To present the project to the public in order to get them involved/prepared.
- ◆ Inform the people concerned (professionals, relatives/families).
- ◆ Invite the public to a particular event related to the project.
- Find donors and support.

FOR WHOM ?



E.g.: institutions, donors, colleagues, parents, beneficiaries...

BY WHOM ?



Divide tasks between project members according to the communication strategy that has been defined.

PROJECT

WHAT ?



- ◆ What content to communicate ?
- ◆ What language to adopt ?

HOW ?



- ◆ Which communication mediums and which channels/networks ? E.g.: print, web, social networks, video, articles, meetings, emails, invitations, flyers, press conferences ...etc.
- ◆ Using what means (budget) ?
- ◆ What mandatory mentions and logos or acknowledgements to include? (donors and other support-providers).

WHEN ?



At what stage(s) of the project should you communicate? Design, implementation, assessment/evaluation.

