



**Welcome to the Online Training Course
Communication for Non-Profit Organisations!**



Welcome
Module

Introduction to the module

This training course was born as an output of the project “The Sound of Silence - Building Capacities of Organisations for Effective Communication”, co-financed by the European Commission in the frame of the Erasmus+ Programme, implemented in partnership with Maghweb (IT), Corporación Amiga Joven (CO) and Jeevan Rekha Parishad (IN). At the moment it is available in four languages: in English, Italian, Spanish and Hindi.

The training is divided in two sessions: communication for non-profit organisations and communication for organisations who work with women. You can choose which one you prefer to do, or you can choose to do both!

Each session is divided in modules:

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Communication for non profit organisations

Module 0 – What is communication?

How to define communication? What is the aim of communication? What types of communication exist?

Module 1 – Difference between non-profit and for-profit communication

What is the aim of non-profit communication? Why is it important that organisations invest in communication? What results they can have with a good communication strategy? What are the general weaknesses in non-profit communication? How to improve them?



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Module 2 – Definition of vision, mission and values

What are they? Why do organisations have to have a clear idea about them? How to define them? How to communicate them efficiently?

Module 3 – Stakeholder analysis

What is a stakeholder? How to identify them? How to create a stakeholder analysis with a strategy to reach and involve them? How to analyse the profile of stakeholders?

Module 4 - Tools for communication

What is a communication tool? What types exist? How to use them?

Module 5 – Communication channels

What is a communication channel? What types exist? Which are the traditional and the new channels? What kind of tool to use for which channel?

Module 6 – Communication strategy

How to create a communication strategy? How to evaluate it? How to do risk analysis? How to monitor the results?



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Communication for organisations who work with women

Module 1 – Gender sensitive communication

Why we have to consider gender when communicating? How to be gender neutral? What effect non-gender neutral language can have on beneficiaries? Which are the good practices?

Module 2 – Harmless communication

What is safe communication? Why is it important? Which are the risks to consider when communicating with a specific target group? How to avoid them in communication?

Module 3 – Advocacy and networking

What is advocacy? Why is it important that organisations also try to make a change at social and political level? How to reach and influence decision-makers? What tools and good practices exist?

You can decide to do the whole course or just do some of the modules.

Each module (except for Module 0) is composed by:

- Video-introduction
- Written introduction
- Theoretic lessons
- Examples
- Exercises





Video introduction

A short input on the topic of the module, created by the participants of the project.

Written introduction

Description of the module and its chapters.

Theoretic lessons

Theoretic information on the topic of the module and Tools for the organisations.

Examples

Practical examples that help to understand better the use of the tools presented in the theoretic lessons.

Exercises

You can try to put in practice the knowledge gained through the theoretic lessons and the examples! After trying by yourself, we also provide you with possible solutions (note that they are also examples, not the only good solutions).





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At the end of the training sessions you can find a final test. If you answer correctly to at least 80% of the questions, we will provide you with an online certificate. (For this option you have to register with your e-mail address.)

We are also interested about your opinion and about the usefulness of the training, so if you have two minutes, please answer our online, anonymous questionnaire at the end of the training!

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Thank you and enjoy!



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