

**Reach Out Nkokonjeru Parish HIV /  
AIDS Initiative (RONHAI)–  
HORIZONT3000  
Kick-off Workshop**

16.10. & 17.10.2019

Nkokonjeru, Uganda

# Agenda

## DAY 1

**2 PM – 17:30 PM**

- Welcome and Introduction
- Agenda and Goals
- Situation Analysis

## DAY 2

**9 AM – 14:30 PM**

- Recap Day 1
- Needs Assessment
- Identification of Next Steps

# Goals

1. Get to know each other
2. Get an impression of RONHAI's situation and environment
3. Identify RONHAI's needs regarding communication and resource mobilization
4. Identification and planning of next steps

# Introduction

1. Who am I?
2. Why am I here?
3. Experience in Communication and Resource Mobilization
4. My Expectations for the Cooperation

Some basics

# MARKETING AND COMMUNICATIONS

# Marketing Definition

- **General definition: Marketing** is the **process of getting people interested** in the goods and services being sold.
- **Nonprofit marketing:**
  - Activities and strategies that **spread the message** of the organization, as well as to **solicit donations** and **call for volunteers**.
  - Nonprofit marketing involves the creation of logos, slogans, and copy, as well as the development of a media campaign to expose the organization to an outside audience.
  - The goal of nonprofit marketing is to **promote the organization's ideals and causes** to **get the attention** of potential volunteers and donors.

# Marketing helps your organization to...

- Spread your message and mission statement
- Bring in new donors and new revenue
- Satisfy current donors by showcasing your success
- Create strong relationships with other organizations and government agencies
- Gain exposure in the media
- Alert the public to important events and news
- Reach more people with the work you do

Some basics

# RESOURCE MOBILIZATION



# WHAT is Resource Mobilization?

Resource Mobilization is a **process**, which will **identify the resources essential** for the development, implementation and continuation of works for **achieving the organization's mission**.

It is focused on the **relationships with resource providers**, the **skills, knowledge and capacity for proper use of resources**.

# WHAT is Resource Mobilization?

Resource Mobilization does **not only** mean use of **money** but denotes the process that **achieves the mission of the organization** through the **mobilization of human resources, use of skills, equipment, services etc.**

It also means **seeking new sources** of resource mobilization and the **right amount and type** of resources.

# WHY is Resource Mobilization important?

- It ensures the **continuation** of your organization's service provision to beneficiaries
- ... supports organizational **sustainability**
- ... allows for **improvement and scale-up of programs, services and products** the organization currently provides
- Organizations must be in the business of **generating new business** to stay in business

Where do we start from?

# SITUATION ANALYSIS

# **Why are Communication and Resource Mobilization important for RONHAI?**

## WHY RESOURCE MOBILIZATION & COMMUNICATION ?

- Capacity building (volunteers, TrAs, ...)
- Improve visibility and reputation
- Mobilize (Internal + external) to enable growth and development
- Retention of current donors
- Finding new donors
- Sustainability, continuation, scale up of programmes
- Present the organization in proposals
- Strengthen proposal writing skills
- Strengthen donor communication (reports, proposals, ...)

# Who are RONHAI's resource partners?

- **Current**
  - **Seek for Hope**
  - **Reach Out Uganda ev**
  - **Peace Corps**
  - **Horizont3000**
  - **Stitching BVA**
  - **Harvest Plus**
  - **Uganda Central Cooperative Financial Services (UCCFS)**
  - **Accounting for international development (volunteer placement, UK)**
  - **The real Uganda (volunteer placement)**
  - **Catholic Relief Services – F2F (Farmer to Farmer program)**
- **Potential**
  - **PMU (Netherlands)**

# Stakeholders





# Stakeholder Definition

- **Stakeholders:** any individuals, groups of people, institutions, organisations and/or companies that may have a significant interest in the success or failure of the project/program.
- **Target Group:** group who will be directly positively affected by the project at the project purpose/specific objective level.
- **Final Beneficiaries:** Those who benefit from the project in the long-term at the level of the society or sector at large.
- **Project Partners:** Those who implement the projects (who are also stakeholders and may be a “target group”)

# Stakeholder Analysis

Stakeholder Analysis is the process of understanding who has a vested interest in a change effort and working with them to ensure success.



Source: <https://goleansixsigma.com/stakeholder-analysis/>

# Stakeholders

- Local Leaders (LCC)
  - Farmers
- Community development officers
  - Youth
- Town Clark CAO
- Subcounty chiefs
- Agriculture officers
- Religious leaders
- Board
- School administration
- VHT
- Current donors
- Potential donors
- Beneficiaries
  - Mothers of productive age
  - Children
- Opinion leaders in villages
- Health workers
- Police
- Probation Officer
- Members of Parliament
- Area Councillor
- Internal security officers
- Private sector (business owners)
- Other social organizations
- Media (radio, TV)
- Government

# Stakeholder Mapping

<b>Stakeholder</b> Name and basic characteristics	<b>Impact –</b> How much does the project / programme impact them? (low, medium, high) How are they affected?	<b>Interests –</b> What is important to the stakeholder?	<b>Risks -</b> Negative attitude – how could they block the project?	<b>Influence –</b> How much influence do they have over the project? (low, medium, high)	<b>Actions to take –</b> strategy for engaging the stakeholder

# Power – Interest Grid



Source: [https://www.mindtools.com/pages/article/newPPM\\_07.htm](https://www.mindtools.com/pages/article/newPPM_07.htm)

# Let's SWOT



Source: [https://en.wikipedia.org/wiki/File:SWOT\\_en.svg#metadata](https://en.wikipedia.org/wiki/File:SWOT_en.svg#metadata)

## Strengths

- established within community
- good rapport with most stakeholders
- located close to our beneficiaries
- competent staff
- staff comes from beneficiary community  
↳ trust & openness
- diverse portfolio of implementing partners
- willingness to grow, change, & learn

## Weaknesses

- low visibility in international audience
- limited resources & capital to address demand
- failure to meet project deadlines due to lack of human resources
- limited access to potential donors
- limited facilities to accommodate volunteers and staff
- need for improved strategy for identifying & approaching donors
- limited skill in writing winning proposals & concept notes

## Opportunities

- org thematic areas align with trends in global development work - sustainable ag, economic empowerment, education, ect.
- high need within community
- consistently approached by beneficiaries, so we know what is on the ground
- consistent partnerships w/ volunteers and implementing partners  $\frac{1}{2}$  local government

## Threats

- high competition for resources
- cultural norms limit project scope
- religious beliefs  $\frac{1}{2}$  leaders
- beneficiary expectations
- opinion leaders w/ negative views
- donors withdraw from Uganda
- mistrust in org because of past misconduct in similar orgs
- political leaders feel that powerful community leaders are a threat to their position / power



What do we want to achieve together?

# NEEDS ASSESSMENT

**What do we need to gain  
strength and deal with threats?**

# How can we turn weaknesses into strengths and deal with threats?

- Support in developing a communication strategy
- Support in improving + expanding social media activities
- Support in researching events, forums for networking
- Support in researching and organizing fundraising activities (marathon)
- Support in organization & preparation of donor visits or video conferences abroad
- Support in developing material to present organization
- Creating a streamlined process for proposal writing
- Support in creating material/information for proposals to save time
- Support in presenting facilities to potential volunteers (make it more attractive) (website, facebook groups, ...)
- Creating a volunteer guideline
- Support internal communication
- Identifying and mapping donors
- Training and support in writing winning proposals and concept notes
- Support in developing a resource mob. strategy
- Support in identifying target audiences and creating (early adopters, youth, ...) key messages

# Prioritized Activities

Support in...

- creating a communication strategy incl. identifying target audiences and key messages
- improving and expanding social media activities and channels
- planning and organization of donor visits abroad / of online conferences.
- developing material to present RONHAI
- identifying and mapping donors
- developing a resource mobilization strategy
- writing winning proposals

# Main areas of support and overall goals of the cooperation

- **Areas of support:**
  - Marketing and Public Relations
  - Resource Mobilization
- **Goals:**
  - Increase RONHAI's visibility and credibility among members of different target groups and important stakeholders.
  - Strengthening RONHAI's capacity in resource mobilization.

How do we want to work together?

# COMMUNICATION GUIDELINES

# Communication Guidelines

- Forms of communication:
  - Regular meetings at the RONHAI office
  - Skype conferences
  - Phone calls
  - Email
    - Clear subject line
    - Use of RONHAIRM to be able to filter emails
    - Recipients in the To field are expected to reply or follow up to the email - those in the CC field do not have to reply / take action

# Communication Guidelines

- Early information about leaves
- Communicate problems and risks as early as possible
- Stick to deadlines – communicate delays early
- Open and transparent communication
- Open door policy – ideas and constructive feedback are always welcome



## Next steps

- FTA transmits documentation (presentation and flipcharts) of today's meeting
- FTA creates first draft of cooperation roadmap
- Next meeting in November 2019

**Any Questions?**

**Thank you 😊**

# Contact

**Agnes Koechl**

FTA for Communications and Resource Mobilization

Mobile: +256 776 14 99 42

[agnes.koechl@horizont300.org](mailto:agnes.koechl@horizont300.org)

Skype: live:agnes\_koechl

Some more brain picking

# **HOMEWORK**



# Elevator pitch

- What would you tell a potential partner about RONHAI in an elevator?
- You have 60 seconds

# What is an elevator pitch?

- An elevator pitch is a brief explanation that describes
  - your organization,
  - what it does,
  - and why it's important.
- It's a great way to start a discussion with anybody about your organization.

# Key Points of an Elevator Pitch

- **What does your organization do?**
  - Take your mission statement for starters and then simplify it.
  - Make it short by cutting out any words without distorting its meaning.
  - Identify the most important parts your audience must know about your organization and make sure it is as clear and simple as possible.
- **Why is your organization important?**
  - Clearly state the problem your organization is trying to solve and why it is important.
- **What is unique about your organization?**
  - Identify what makes your organization different from the rest.
  - Be able to point to what you do or what you have that separates you from the others.



# Elevator Pitch

- Your elevator pitch should work like a **call-to-action**.
- It should be **impactful and make people want to know more** about your purpose and organization.
- Consider **ending with an open-ended question** that invites the other person to talk further.
- Be prepared and provide your audience with a **take away** (business card, brochure, or article about your organization,...)

# Challenges

- **Ensure your pitch lasts no longer than 30–60 seconds.** Your pitch should be as long as the amount of time it would take you to ride up an elevator.
- **Practice and time your pitch,** and it should come off naturally. It'll be a much more comfortable discussion if you don't sound like a robot. Be comfortable enough to tweak words and/or phrases you have written down when you actually practice saying your pitch out loud.
- **Steer clear of using technical jargon.** Don't assume your audience is an expert in your field. Keep it light and simple to understand.
- **Don't overload your audience with information.** The purpose of the pitch is to capture your audience's interest and not tell them everything there is to know.
- In contrast, **don't leave them with too vague of a description.** Your audience should have a firm understanding of your organization and what you do by the end of your pitch.