

Creative Strategy on the Web for NGOs

Most NGO workers feel passionately about their work and find it hard to understand why the rest of the world doesn't share their passion. There is an urgent challenge on our communication: NGOs are lacking of professional communication which leads us to a lack of public awareness and reputation.

NGOs spread ideas for NGOs. And we should be communicating with wider audience.

So, let's try to address this challenge from a different perspective

How we as NGOs communicate on the Web?

Let's check out few examples of what we say. We use words such as: *target groups, sustainable development, project cycle, project management, interest groups, combating violent extremism, policy, raising awareness, goals and objectives, indicators, social issues, group dynamics, European values, intercultural setting, broader framework, empowering, evaluation, sustainable development, key competences, non-formal education, decision makers...* Most of our NGO friends understand this language and give us positive feedback.



And how people react to it?

They don't!



People don't like big words. People don't like to recognize an agenda. People don't like to feel like you are selling them your ideology.

NGOs use social media as a megaphone to announce events and share what we're up to, instead of seeking out conversation. Saving the world is great, and we do feel really passionate about our work, but it makes us sound patronizing in our outside communication.

Because **today people communicate in a different way.** They use and expect the language of the Web, and we use the „NGO language“. No wonder we don't engage with each other when we don't even speak the same language. So, let's try something completely different.

First, **Remember why we do what we do**

Our goals, our values, our missions, our visions, these are all the thing that drive us, makes us passionate about what we do. We help people understand new media, we provide educational opportunities for young people, we watch over the governments, we blow whistles, we provide social services for those in need, we take care of the planet... we exist for a purpose. So, when we communicate, let's first remember **why**.

then, **Make creative strategy for the web**

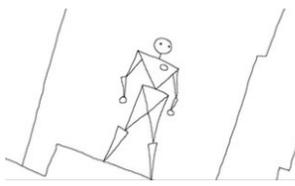
Create identity

Imagine your NGO as a person. Who is this person? Create a unique style, voice, tone **/who/** complementary with the mission you exist for **/why/**



Define **values** (ethics). Find **style & voice** (aesthetics).

Avoid generic



Avoid random



Be specific



Be consistent



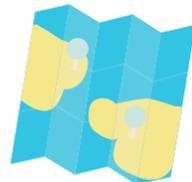
When we are specific and consistent, we build **trust** and **recognition**, and that leads us to **emotions**. This is what we want to achieve, because **EMOTIONS provoke ACTION**.

Communication on the Web shouldn't be random. It shouldn't be a side activity. It is something that you plan thoroughly, that takes time and effort. So, **plan** and **organize**.



Set **goals**. What is it that we want to say? What is the action we want to stimulate? Which emotions we want to provoke?

Know **tools**. In order to make the best of web tools, we should understand profoundly how they work.



So, let's recap:

REMEMBER WHY WE DO WHAT WE DO

MAKE CREATIVE STRATEGY FOR THE WEB

plan and organize

set goals

know tools

CREATE IDENTITY

VALUES

STYLE AND VOICE

—generic—

..... specific

—random—

..... consistent

EMOTIONS

Now, let's go change the world! :)

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