

COMMUNICATION FOR NON PROFITS COURSE



Leveraging Communication to Grow Your Non Profit

 **Monday 24th – Friday 28th July 2017**

 **Aga Khan University, Graduate School of Media and Communication
9 West Building, 7th Floor, Westlands, Nairobi, Kenya**

Karibu

An organization's reputation is a critical determinant on how successful it becomes in achieving its vision and mission. Great brands and reputations need to be nurtured and developed. They need continuous investment to grow in stature as well as protection from harm especially in the age of social media. We live in a world where social media can turn you into an overnight star just as much as it can turn you into a dreaded villain. This course is also about crafting a powerful brand and reputation that supports the organization's strategic plan and programs. If you care about your brand name and reputation, this is one course you definitely do not want to miss.

It is for those who want to re-invent and re-engineer their organization's communications approach and strategy. Often it's not that organisations fail to do great work or lack impact, but rather, they fail to communicate it in a way that mobilises support and inspires critical stakeholders. After all stakeholders are not psychic – they will not appreciate your value unless you communicate it to them. It's akin to lighting a candle and hiding it under a bowl! Effective communication enables an organisation to stand out and be known for something in a manner that few competitors can match. It's about being the "First Amongst Equals". The organisation has to assess itself and identify areas in which it has a competitive advantage over its rivals. It then has to communicate this effectively, becoming the "Red cross" of the sector and the work that it champions. Doing this effectively means that development partners look for you just as much as the organisation looks for them.

It is with this in mind that the Kenya Association of Fundraising Professionals and Aga Khan University's Graduate School of Media and Communications have partnered to launch the first course of its kind in the region. While workshops are useful in equipping participants with some communication skills, they are often too short to get into the nitty gritty. This course aims to change that. It is a 2-week course that covers skills, techniques, existing and emerging technologies that can enable the organisation literally turn into a communication Cinderella.

Over 5 days, a team of leading communication experts will guide you through a series of 7 enlightening and exciting communication courses that are designed to enable you transform your organization's communication activities. You will receive a certificate of participation in the Communication Course issued by the Aga Khan University's Graduate School of Media and Communications.

"Full participation in Communication for Non Profits Course is applicable for 10.00 points in Category 1.B – Education of the CFRE International application for initial certification and/ or recertification.

We look forward to seeing you on this innovative and exciting course!

Yours Faithfully



Joseph N. Wang'endo
KAFP SECRETARY



Who Should Attend?

THE COURSE IS USEFUL FOR:

- + Individuals and organizations interested in communication and resource mobilization
- + Consultants with an interest in communication and resource mobilization
- + Chief Executives, Directors and Senior Managers of for-profits and non-profits involved in development
- + Trustees and Board members
- + Academics

Location and Facilities

The course will be held at the Aga Khan Graduate School of Media and Communications 9 West Building, 7th Floor, Westlands, Nairobi, Kenya. The premises provide for comfortable conference rooms and state of art training aids. Public transport is easily available. Parking is available in the building.

- The course will cost Kshs 50,000
- The fees cover training, certificate and DVD with training materials
- The faculty members are experienced professionals from world-renowned media and communications organizations



Course Programme

DAY 1 MONDAY		CREATING A COMMUNICATIONS STRATEGY: TURNING EVERYTHING TO YOUR ORGANIZATIONS ADVANTAGE
DAY 2 TUESDAY		STORYTELLING WITH POWER: LEARNING THE ART OF STORY TELLING
DAY 3 WEDNESDAY		SHARPSHOOTING ON A SHOESTRING: TELLING YOUR STORY ON A SMARTPHONE
DAY 4 THURSDAY	MORNING	BUILDING AND KEEPING: A SOCIAL MEDIA AUDIENCE
	AFTERNOON	CRISIS COMMUNICATIONS: PLAN, PREPARE, AND EXECUTE
DAY 5 FRIDAY	MORNING	GOING PROFESSIONAL: PITCHING AND WRITING MEDIA RELEASES
	AFTERNOON	GETTING HEARD: WRITING OPINION PIECES

SESSIONS TIMING 8A.M-4P.M

TEA BREAK 10.30A.M-11A.M

LUNCH BREAK 1P.M-2P.M



Creating a Communications Strategy: Turning Everything to Your Organizations Advantage

The glass can either be half full or half empty. It's always a matter of perception! While you may have limited control on what happens around you, you have full control on how you react. Communication Strategy is about turning events to your advantage – taking the lemon and making lemonade – and turning the frog into handsome prince! A communications strategy is essential to an organization's success. During this session, participants will grapple with questions and issues that ultimately will help your organization craft a communications strategy that clarifies your brand, enhances your image, addresses the needs of both internal and external audiences, and gets tangible results.

Sessions will address issues such as:

- How a communications strategy fits into your overall objectives
- How to develop the goals of your communications strategy
- How to determine your key audiences
- How to determine how best to reach those audiences
- How to measure the success of your strategy
- How to determine who will own your strategy
- How to implement your strategy



Storytelling with Power: Learning the Art of Story Telling

Stakeholders support our work for many reasons, key amongst them because they want to do good. Many organisations have not developed the capacity to capture the impact and success of their work and communicate this to their stakeholders. If anything, they often rely on the flat and relatively boring monitoring and evaluation data, which is soon forgotten. The ability to capture your impact and success in great stories, that connect with the greater human cause, is a great fundraising asset. Stories that talk of project impact in a positive way where the stakeholders feel that they are actually making a difference and changing lives, have more impact than sordid stories that rely on emotional blackmail. This session focuses on the art of storytelling, which arguably remains the single most important work that communications professionals do day in and day out. Your audience doesn't remember your work; it remembers how you made them feel about your work. In this course, you will learn skills to maximize your ability to move audiences with great storytelling.

Specifically, you will learn:

- How to come up with compelling story ideas
- How to produce stories that resonate with your key audiences
- How to distribute your stories effectively
- How to use details to enhance emotional impact
- How to find a compelling focus/character for your story



Sharpshooting on a Shoestring: Telling Your Story on a Smartphone

We are living in exciting times. The world has seen so many technologies developed that it's virtually impossible to keep up. New communication technologies have changed the way our organizations interact and communicate with donors, beneficiaries and other stakeholders. However, are you using technology effectively? Smart phones can be used to inspire the supporters and keep them informed about the CSOs activities. The smartphone literally represents "power in your pocket!" You don't need expensive cameras and equipment to communicate effectively and powerfully. This course will reveal the wonders of the smartphone and demonstrate how it can literally become a great resource mobilisation tool. It recognises the smartphone as a device that can help organizations do effective storytelling on the move – to record interviews, make photographs, and produce videos. This seminar will show participants:

- How to develop a story for video. How to choose video locations, lighting and audio.
- How to create video that resonates with audiences
- How to push viral news on social media
- How to achieve top-class still photos and slide shows
- How to edit your video. How to edit your audio



Building- and Keeping: A Social Media Audience

The world has become increasingly connected, with the internet becoming a way of life. Having a website, e-mail, blog is common for many individuals and organizations. Many individuals and organizations are connected through sites such as twitter, face book, WhatsApp, Instagram, Skype amongst other technologies that have enabled people communicate more effectively. Social media now presents rich picking for branding, communication and resource mobilisation if you know how to exploit the opportunities that it presents. In this one-day course, you'll learn how to create a social media audience and sustain that audience by, among other things, using an authentic voice, nimbly managing crises (and a social media crisis is inevitable), understanding your fans, and producing first-rate content.

Participants will learn:

- How to craft an effective social media strategy
- How to choose the right social media networks for your organization
- How to listen to your audiences. How to establish an authentic social media voice
- How to post content that resonates with your social media audiences
- How to react effectively to criticism on social media
- How to know which analytics to measure. How to establish thought leadership via social media



Crisis Communications: Plan, Prepare, and Execute

Technology has created numerous modes of communication that allow for the quick sharing of information. This means that the organization is exposed to the dissemination of both positive and negative information about its activities. Occasionally, something does go wrong. It's worse when it goes viral or becomes a major news item. Organizations always need to be prepared to handle bad publicity if and when it happens. In this course, participants will learn that blunting a communications crisis is largely the result of smart planning and disciplined execution.

They will learn:

- How to create a crisis management team
- How to prepare that team
- How to assess a crisis
- How to be proactive (or how to avoid a crisis)
- How to manage various constituencies (media, customers, employees, et. al) during a crisis
- Lessons from in-depth analysis of case studies
- Plans for hypothetical situations relevant to your organization



Going Professional: Pitching and Writing Media Releases

When organizations launch new programs, products or services, win an award or have something great to share, they want to do it through the media. Through media, they can reach millions of people and create a positive impression about the organization and its work. What's more, media releases are free and the organization does not need to pay for them, even though it may incur some costs depending on how the media release is done. This course will teach participants how to conceive and write attention-grabbing media releases. You'll get your message out. And it'll be heard.

Participants will learn:

- How to frame stories so that editors don't throw your media releases in the trash
- How to write a media release with clarity and focus. How to write a media release that stands out from the crowd. (This is focused on the execution of the release itself, which is different from the framing of the story)
- How to use media release formats that are most appropriate for the content of your story
- Media release do's and don'ts
- How to know what kind of media release works for which medium (i.e., TV news producers want to know about potential visuals)
- How to appropriately follow up a media release



Getting Heard: Writing Opinion Pieces

Opinion pieces are a great way of promoting the organization, its work and programs. Well used, they can be effective in advocating for issues that the organization holds dear as well as sharing information with members of the public. They can also help the organization or individual develop a strong brand name. The best thing is that they are free and many newspapers love to publish well written opinion pieces. This course focuses on how to get opinion pieces published in the mainstream media (or on highly popular digital sites). Participants will learn:

- What kinds of ideas/subjects draw the attention of editors
- How to write an opinion piece that attracts readers
- How to distribute an opinion piece once its published (so that it echoes beyond the original publication).
- How to choose which publications to pitch to (and write for)
- How to distribute the piece yourself if you can't get it on mainstream media
- How to engage your audiences in order to extend the conversation about the piece

Faculty



■ Stephen Buckley

Stephen is a Professor of Practice and head of the professional development program for the Aga Khan University Graduate School of Media and Communications (GSMC). Throughout his 27 years in and around journalism, he has worked as national reporter, assistant managing editor, managing editor, and digital publisher. Stephen began his career with The Washington Post, where he spent 12 years as a local reporter and foreign correspondent, based in Nairobi and Rio de Janeiro.



■ Peter Kimani

Peter is a founding faculty member of the Graduate School of Media and Communications. An award-winning journalist and author, he has put in 20 years on Kenya's vibrant national press, rising to senior editor at The Standard, where he still writes a weekly column. His work has also appeared in The Guardian, The New African, and Sky News, among others. As a writer and columnist for the Daily Nation, Peter toured Kenya and the region extensively, covering conflicts from Darfur to Somalia, while documenting reconstruction efforts, from South Sudan to Somaliland. He is the author of two novels, *Before The Rooster Crows* and *Upside Down*, which are widely studied in Kenyan schools and the region. He was one of only three international poets commissioned by National Public Radio to compose and present poems to mark Barack Obama's inauguration in January 2009.



■ Michael Meyer

Michael, Founding Dean of the Aga Khan University Graduate School of Media and Communications, is the former communications director and chief speechwriter for U.N. Secretary General Ban Ki-moon. He also worked for Newsweek magazine for two decades, reporting from throughout Europe and serving as Europe Editor. Michael is also the author of the critically acclaimed *The Year that Changed the World: The Untold Story Behind the Fall of the Berlin Wall*. His opinion pieces have been published in numerous publications, including The New York Times



■ Noah Miller

Noah is a communications practitioner with vast experience in social media, government relations, crisis communication, institutional capacity building, media monitoring & evaluation, and strategic communication. He has worked extensively in the public sector, including as a senior strategic communications advisor in the Office of the President in South Sudan, and has counseled senior members in government. In 2015, he founded Sochin Limited, a Nairobi based communications boutique focused on East Africa, where he is the managing director. To date, Mr. Miller has been based in Kenya, South Sudan, Kuwait, Iraq, Afghanistan, USA, UK, Hong Kong and Germany. Prior to entering the communications field, Mr. Miller worked in investment banking and he possesses solid acumen in business and finance.



■ Rosemary Okello Orlale

Rosemary is the Program Officer Ford Foundation. She has more than 20 years of experience and expertise in communication, media, gender, and development communications within the mainstream media, government, the private sector, United Nations-affiliated organizations, and nongovernmental organizations in Africa. She has supported efforts to promote the public media sphere as a platform to give voice and visibility to marginalized people, as well as to add diverse perspectives to everyday struggles for social change while simultaneously transforming alternative media into a critical and cohesive voice of civil society. Rosemary has developed communications strategies for programs of such organizations as UNICEF, UN Women, the United Nations Development Programme, the Aga Khan Development Network, the Ministry of East African Community, and Amnesty International-Kenya. She also was part of the team that developed the communications strategy for the Kenyan government and, more recently, the foundation's Tuvuke Initiative. Rosemary holds a postgraduate diploma in journalism from the London School of Journalism and another in population studies from the University of Nairobi. She received a master's degree in communications from the University of Leicester.

REGISTRATION FORM

Title

- (Mr./Mrs./Ms./Other) _____
- Names _____

Organization/Employer

- Job title _____
- Sector: _____
- NGO/Public/Private _____
- Years of work experience in your field _____
- Website _____

Contacts

- Address _____ Code _____ Country _____
- Telephone _____
- Mobile _____
- E-mail _____

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AGA KHAN UNIVERSITY BANK DETAILS

**Diamond Trust Bank Kenya Ltd,
Parklands Branch
Swift Code:** DTKEKENA
Bank Code: 063
Account # US Dollar : 0500444045
Account Name: Aga Khan University

**Diamond Trust Bank Kenya Ltd,
Parklands Branch
Swift Code:** DTKEKENA
Bank Code: 063
Account # Kes : 0500444002
Account Name: Aga Khan University

Contact Us on 020 3523327/0770
911653/0718041665/020 2073962 or visit:
www.fundraisingkenya.org / www.aku.edu



What are you looking for out of this course? Please limit your reply to 100 words

Register Now!

MODE OF PAYMENT: Bookings NOT valid until correct payment is received.

NB. Payments can be made in USD or KSH. Please note that exchange rate supplied will be the rate in effect on the day of transaction. Cost of transfer will be borne by client.

MPESA: Ensure you have sufficient funds in your M-PESA account to cover the amount you are paying and applicable charges. Select Payment Services/ Pay Bill Enter the Aga Khan University business number 657098 Enter your Student Number/Applicant Name. You will receive a confirmation from Safaricom once the transaction is complete. Keep this confirmation until you receive a receipt or confirmation from the Aga Khan University

CORRECTIONS: Whilst the program is correct at the time of publication, the conveners reserve the right to amend the program at any time.

I consent that GSMC may use any photo taken during the training session for marketing. I also consent to be receiving regular updates on upcoming courses and I certify that the information given above is correct.

Date..... Signature.....

Kenya Association of Fundraising Professionals

Kenya Association of Fundraising Professionals is a not for profit voluntary membership association that serves as an umbrella organization for fundraisers. Our main purpose is to encourage people involved in fundraising and resource mobilisation to adopt and promote high standards of ethical practice and inject professionalism. KAFP as a forum gives fundraising professionals a voice commensurate with the important role they play in mobilizing and providing the resources required for national development. KAFP has a cooperation agreement with **Association of Fundraising Professionals (AFP)**. AFP headquartered in Arlington, Virginia, USA is the world's largest professional body for fundraisers. It represents 30,000 members in 212 chapters throughout the world, working to advance philanthropy. AFP does this by enabling people and organisations to practice ethical and effective fundraising. The core activities through which AFP fulfils this mission include education, training, mentoring, research, credentialing and advocacy.

Coffee Talk: These are two hour interactive sessions which are held monthly giving delegates the opportunity to be inspired, inject new ideas to their cause and professions and offer inspirational

experiences to successfully achieve their ideal goals. **Consultancy Training:** KAFP supports development organisations to strengthen their resource mobilisation capacity through tailored consultancy training and advisory services. We offer tailor-made training and consultancies to suit the specific needs of the organization while strengthening their capacities. The client-centred support focuses on three main areas: Conduct training that is tailored to suit individual organisation needs; Interventions to help organisations solve specific problems or enhance needed capacities; and developing Resource Mobilisation Strategic Plans.

The Eastern Africa Resource Mobilisation Workshop: KAFP has organised regional resource mobilisation workshops that attract fundraising professionals from as many as 14 countries globally. These are held annually and aimed at bringing fundraising professionals up to speed with the global trends and best practice. The workshops are designed to strengthen your capacity to mobilize resources and are inspirational, empowering and enlightening. We are supported by top notch facilitators who are fundraisers in their own right from UK, North America and East Africa.

Aga Khan University

The Aga Khan University Graduate School of Media and Communications (AKU-GSMC), Chancellor of the University officially opened in 2015, is the first of several graduate professional schools envisioned by His Highness the Aga Khan over the next decade. The school's mandate is to improve the work of journalists and other professional communicators throughout East Africa.

The Aga Khan University, known for its academic excellence, was founded in 1983 in Karachi, Pakistan, and since 2000 has campuses in Kenya, Uganda and Tanzania. It is also host to the prestigious Aga Khan University Hospital, one of the foremost teaching hospitals in sub-Saharan Africa.

The GSMC offers both professional development and academic courses. Its professional development program is for midcareer journalists and other communicators who want to sharpen their skills in range of areas, from broadcast storytelling and data reporting to social media engagement and communications strategy.

Starting in mid 2017, the GSMC's academic programs will come on line, rolling out an M.A. in Digital Journalism and an Executive Master's degree for media leaders. A program in strategic communications is scheduled to kick off in 2018.

The school boasts a corps of accomplished local and international trainers who specialise in highly interactive teaching. This kind of training typically includes group discussion, case studies, exercises, role play, videos, and other activities designed to fully engage participants. The training frequently results directly in content published in newspapers, on t.v. broadcasts, over the radio, or online.



THE AGA KHAN UNIVERSITY
Graduate School of Media and Communications

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KENYA ASSOCIATION OF FUNDRAISING PROFESSIONALS
Advancing Ethical and Creative Fundraising

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