



## UNIT 2



### **Podcast Title: Notification of Support Request**

Hello everyone and welcome to e-patterns project's world. I am Marianna from Cyprus and am very happy to discuss with you today's topic – how to communicate a case for support to improve the empathy of the public toward your organisation!

Communication is the act of transferring information from one person, place or group to another. Every communication is essential to include a message to transmit and a sender as well as a recipient. The complexity is in the fact that good communication is extremely hard, as it should be accurate, effective and explicit.

In e-Patterns podcast series, we give you tips on how to reflect on the different aspects of fundraising and how to attract attention to your non-profit work. So, do not miss the rest of the podcasts!

Small non-profit organisations can attract new ways for funding and people that will support the organisation's vision and mission – so never give up. To do so, it is important to have a clear message and use specific communication tools that will help you achieve your goals. Understanding how a case for support can empower your non-profit organisation is crucial, so we have shared with you plenty of material to learn how to define the right audience, as well as to understand the main communication media and tools to improve the online presence of your organisation.

The main questions that you probably ask yourself before asking for funding are Does my organisation look good enough? Am I doing good work? Am I making this world a better place? That must be enough! So, certainly donors will give me money immediately and support my fundraising project and campaign. Well, no! A good Case for support and good communication skills are key steps in order to achieve support and funding from donors.

The first step is to define your brand Branding your organisation is not only for big businesses! It is also important for small organisations and social enterprises as it will create a strong public image and reputation. Why does an NGO need branding? The answer is simple! To maintain your appearance in a competitive world and to prove the uniqueness of your organisation. Also to prove one basic fact – people need to trust you because of the spirit your organisation has.

Ok, let's move to the second step - your case for support. Start by building trust (with donors and with the general public), prove that you are actually doing good things with great impact and that you will continue to do these things but to keep up with your activities, you should have adequate resources (mainly financial). That's when you need to develop your case. History, vision, goals, services are some of the most important elements that you should include in your case and that will help you to attract new donors and supporters.

However, to keep people "listening to you" and trust you, it is important to have a strategy and a plan. The different channels of communication, strategic steps, marketing and communication plan

can help you to create a specific tactic and plan your next steps to grab opportunities and come closer to your story, your aim, and your activities.

Do not wait more. Explore our learning material and start to discover the free material we have especially developed for you on how to properly develop a case for support and outline your presence in a sharp way. We believe that having a clear case for support will help you with your upcoming plans and better engage your audience.

Do not forget that by improving your online presence can bring you one- step closer to success.

Feel free to check out the material for more information and tips, to be able to develop or improve your organisation's case for support and communication strategy.

This is the end of the second podcast of e-Patterns series. Keep on exploring the rest of the podcasts and take your chance to boost your organisation chances! See you on our free online platform!