Use media to advance the organisation

Level 4

- Learner Manual -

The development practice project

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- The project team for logistics, coordination and editing

Questions and queries on the project and materials can be forwarded to info@developmentpractice.org.za.
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# CONTENTS

- **OVERVIEW** .................................................................................................................. 7
- **SPECIFIC OUTCOMES AND ASSESSMENT CRITERIA** .............................................. 8
- Symbols used in this workbook .......................................................................................... 12
- **INTRODUCTION** ........................................................................................................... 13
- **MISSION, GOALS AND STRATEGIES** ...................................................................... 15
  - Vision, mission and goals ............................................................................................... 15
  - What is a vision? .............................................................................................................. 15
  - Mission statement ......................................................................................................... 17
  - The identity of your organisation ................................................................................... 21
  - Public image .................................................................................................................. 23
- **TARGET GROUPS** ........................................................................................................ 29
  - Different target groups .................................................................................................. 29
  - What are the information needs of the target groups? .................................................. 31
- **METHODS OF COMMUNICATION AND MEDIA TOOLS** ..................................... 33
  - Strategies to reach different target groups .................................................................... 33
  - Meetings ......................................................................................................................... 35
  - Newsletter ...................................................................................................................... 35
  - Annual report ............................................................................................................... 39
  - Brochure or information leaflet ...................................................................................... 43
  - Fact Sheet ...................................................................................................................... 45
  - Booklet .......................................................................................................................... 48
  - Media release or stories for the newspaper or radio ....................................................... 49
  - Publicity events .............................................................................................................. 51
  - Logos, letterheads and business cards ......................................................................... 52
- **INFORMATION RESOURCES** ..................................................................................... 59
OVERVIEW

Welcome to this manual on *Use media to advance the organisation*. The manual will assist you to acquire knowledge, skills and values to use different types of media and develop a communication strategy to win support for the organisation from different stakeholders.

This learner manual, accompanied by a facilitated programme of activities, should be followed up by practical ‘on-the-job’ experience and practise (supported by a mentor if possible). Once you have read through this learner manual, done all the exercises and implemented the learnings in your organisation, you will be ready to have your competence assessed, if you choose.

Below follows the Specific Outcomes and Assessment Criteria that this learner manual is based on. This means that at the end of your learning period, you will be able to practice all the points listed below. During the learning period you will be reminded to keep and file proof of your work. This is called a Portfolio of Evidence. It is a collection of evidence to show what was learnt during the course and from past experience, including all other training courses attended. Recognition of prior learning (RPL) is when all your learning is taken into account and acknowledged when assessed for a specific standard. Outcomes are the result of your learning. At the end of each section there is a symbol for you to check your understanding.

Please read the competency standard below carefully.
## SPECIFIC OUTCOMES AND ASSESSMENT CRITERIA

<table>
<thead>
<tr>
<th>Specific outcomes</th>
<th>Assessment criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competence in this standard means that the learner has clearly shown that s/he is able to…</td>
<td>Tasks and activities completed by the learner contain the following evidence of competence…</td>
</tr>
<tr>
<td>1. Describe and communicate the organisation’s goals and strategies</td>
<td>● The organisation’s mission and programmes are clearly described, either verbally or in writing</td>
</tr>
<tr>
<td></td>
<td>● The organisation’s identity is explained (e.g. Organisational internal values, its’ approach to its work and the kind of relationships it develops with stakeholders)</td>
</tr>
<tr>
<td></td>
<td>● Describe how the organisation wants to be seen by its stakeholders (public image)</td>
</tr>
<tr>
<td></td>
<td>● Briefly assess whether the organisations public image is consistent in its behaviour and its performance</td>
</tr>
<tr>
<td>2. Define key target groups and appropriate means of communication with each group.</td>
<td>● The different groups that the organisation wants to reach are identified and analysed (beneficiaries, government, other NGOs, donors, local businesses, general public etc)</td>
</tr>
<tr>
<td></td>
<td>● The information needs of each group are identified</td>
</tr>
<tr>
<td></td>
<td>● Appropriate methods of communication are identified for each group from, among others:</td>
</tr>
<tr>
<td></td>
<td>● Meetings</td>
</tr>
<tr>
<td></td>
<td>● Newsletters</td>
</tr>
<tr>
<td></td>
<td>● Annual report</td>
</tr>
<tr>
<td>Activity</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>3. Maintain a collection of information</td>
<td>- Organisational source documents such as mission statements, strategic</td>
</tr>
<tr>
<td>resources</td>
<td>plans, organisational policies and profiles etc. are accessible and up to</td>
</tr>
<tr>
<td></td>
<td>date.</td>
</tr>
<tr>
<td></td>
<td>- Information and learning from activities, monitoring, stakeholder</td>
</tr>
<tr>
<td></td>
<td>feedback, media articles, photographs, stories and quotations, letters of</td>
</tr>
<tr>
<td></td>
<td>thanks etc. is accessible and up to date.</td>
</tr>
<tr>
<td>4. Produce media to advance the organisational</td>
<td>- 2 pieces of sample media for the organisation for external use is</td>
</tr>
<tr>
<td>mission</td>
<td>produced. Examples could include a short newsletter, a brochure, a</td>
</tr>
<tr>
<td></td>
<td>presentation, a facilitated dialogue with stakeholders, a press release, a</td>
</tr>
<tr>
<td></td>
<td>local and national radio or television feature, an email newsletter, a</td>
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<tr>
<td></td>
<td>newspaper article or any others, sms campaign etc</td>
</tr>
<tr>
<td></td>
<td>In each case: the purpose is clearly defined, the target group is identified</td>
</tr>
<tr>
<td></td>
<td>and what is required to produce this is listed (skills, information,</td>
</tr>
<tr>
<td></td>
<td>financial requirements etc)</td>
</tr>
</tbody>
</table>

**Note:** Tasks may be presented for an actual or hypothetical organisation but must be learner’s original work and not copied from existing documents. Learners should be able to explain and justify their statements.
ACTIVITIES

There are a number of activities in the manual. These activities are an important part of the learning approach and you are encouraged to complete them as part of your learning process. They will become part of your own “toolkit” to help you operate more effectively. Some of these activities can also be used as part of your portfolio of evidence (PoE), which you need to compile if you wish to be assessed for competence in this standard.
Symbols used in this workbook

**Important thought**
This sign shows an important thought or idea for you to take note of.

**Definition**
When you see this sign, a term is explained here.

**Self-test**
This designates a self-test section - this is an opportunity for you to check your understanding and if you are unclear, to discuss with your trainer.

**Case study/Example**
Case studies or examples will tell you about a practical application of something that has been discussed or covered in the course.

**Individual activity**
This sign marks an activity – either during the class or as homework. These activities are important to complete – both for your understanding but also as they can be included as part of your Portfolio of Evidence (PoE) for assessment.

**Group activity**
This sign means that this activity is a group work activity.
INTRODUCTION

It is important for all organisations to build relationships with both their communities, funders and other stakeholders, and to promote an understanding of the work that the organisation does. This process is sometimes called ‘community or public relations’. It is therefore important to know how to use mass media, such as television, radio and newspapers, as well as other types of media (newsletters etc.) to promote your organisation. If your organisation has a positive public image and will be able to attract members, volunteers, supporters, funders and clients. It also helps when you are advocating or lobbying on a specific issue, because decision-makers will respect your reputation and therefore, the influence that your organisation has in the community.

Individual activity

As part of this course you will be required to produce 2 pieces of media for your organisation for external use with stakeholders. This could be a newsletter, brochure, a press release, a local or national television or radio feature, an email newsletter, a newspaper article etc. As you work through the different modules keep this in mind so that you can gather the necessary information for your project. Keep the following in mind throughout the course:

- What methods of media already exist in your organisation?
- What are your organisation’s media needs?
- What do you need to gather for your media piece?
MISSION, GOALS AND STRATEGIES

Before we start looking at how to use the different methods of communication and media, we need to make sure that we know our organisation – its mission, programmes and the values and identity of the organisation.

Vision, mission and goals

Every community organisation needs a vision and a mission that explains what they do.

What is a vision?

Definition

A vision is an **ideal** picture of the future – a dream of what your organisation sees as the perfect future where the needs that you are working on are met. It is this dream that you work towards as an organisation and that guides you to a better future.

Some examples of visions are:

*For a programme that supports treatment literacy on HIV&AIDS*

“Our vision is a community where each member is aware and knowledgeable about
treatment options available to them and therefore able to live healthy and productive lives”

For a programme that does youth development and life skills programmes
“A world where young people feel capable and supported to live out their greatest potential and have the resources and personal skills to realise their dreams”

Important thought

Remember that a vision statement is a dream for the future – it might not be achievable in your life time, but it is something great that we want to work towards.

A vision statement should be

- A positive statement
- Future based but written in the present tense
- Written with emotion and feeling.
Group activity

Discuss in your group what your vision is for the future. Share with the group what the vision of your organisation is.

Mission statement

A mission describes what you as an organisation (person) will do to try and achieve your vision.

The mission is often developed right at the beginning of your organisation’s life and can be summarised in a mission statement. The mission statement describes the purpose and activities of the organisation, e.g.:

“our mission is to...”
”we will strive to...”
“we will ensure that...”
“we are committed to...”

Example

For a programme that supports treatment literacy on HIV/AIDS

Our mission is to educate people about (and promote the use) of effective and
lifesaving treatment for AIDS and to build the capacity of medical support staff to offer effective and knowledgeable support to those who are affected and infected by HIV.

For a programme that does youth development and life-skills programmes

We are committed to developing the youth of our community through offering programmes that build their self-esteem, provide healing and develop their skills to cope with the circumstances that they face. We support this development by working with the families and communities within which they come from and strive to improve the environment in which youth grow up in.

Individual activity

Does your organisation have a vision and a mission statement? If you do have a mission statement in your organisation, make sure that it meets the requirements as set out above. You can also share it with other members of the group.

If not, develop a mission for your organisation.

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It is important to know about all the programmes and projects that your organisation is involved in before you can promote the organisation. These programmes define the work that the organisation does and is therefore vital when gathering information for media and communications about the organisation. The programmes are the activities of the organisation that should ensure that their vision and mission are implemented and fulfilled.

**Examples of programmes**

*Examples of programmes in a HIV&AIDS organisation:*

- Home-based care programme
- Support group programme for people living with HIV&AIDS
- Food gardens

*Examples of programmes in an organisation working with abused women and children:*

- Support groups
- Life skills programmes
- Income generation projects to assist women to become financially independent
Individual activity

Make a list of all the programmes in your organisation. Look at how these programmes link to the vision and mission of the organisation.

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The identity of your organisation

Just like people, organisations have an identity that is unique and special to the particular organisation.

**Definition**

The identity of the organisation is its ‘personality’ – the values and approach that the organisation has towards its work, clients and stakeholders.

The values of the organisation contribute to the identity. These values are important to guide the work and the qualities on which they depend from staff and volunteers. The values of the organisation shows how the organisation approaches its work and the kind of relationships that they want to build with their stakeholders.

Examples of good values are:

- Honesty and trustworthiness of staff and volunteers
- Non-discrimination towards all clients
- Sound financial systems that ensure accountability
- Loyalty towards clients, community and funders
- Encourage open disclosure of HIV-status as a way to empower clients, staff, volunteers and the community at large
Group activity

Discuss in the group what you think the identity of an organisation is and what good values and principles are, to base an organisation’s identity on. Think of your own organisation and how these relate to it.
**Important thought**

It is important to remember that if one is not sure of the identity and values of your organisation it can be challenging to promote your organisation to other stakeholders and to build positive relationships.

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**Public image**

It is important that the community, other stakeholders and funders think about you in a positive way because all organisations need to be trusted and supported by their target group and members.

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**Definition**

Public image is how you want people to see your organisation – the face that you show to those outside the organisation that allows you to promote the organisation in a positive way, build good relationships and ensure effective service delivery.
If your public image or interaction with the community and stakeholders is bad, it can have a negative effect on your organisation’s reputation.

**Important thought**

REMEMBER: It is much easier to build a good public image of your organisation than it is to reverse a bad image once it exists.

Every person in your organisation should understand the importance of good public relations and of building a positive public image. Each should be aware of the role they play in promoting a positive image. There are many different ways to build strong relationships with your target groups and establish a positive identity and image.

**Examples of how to improve your public image**

- Make sure that you are a client-focused organisation. Invite feedback from the people that you serve.
- Respond to criticism from the community. Ensure that the minority views are also listened to and acted upon where appropriate.
- Ensure that your governing board and other committees are representative.
of the community which you serve. Remember that community participation is at the heart of strong and healthy community organisations.

- Be open about how decisions are made. Consider making your meetings less formal and maybe inviting observers to certain meetings to ensure transparency.
- Commit to resolving conflict which arises either internally or with external stakeholders quickly and satisfactorily. Don’t let the rumour mill start and get out of control.
- Identify key people in your community and ensure that they are kept informed about your activities.
- Publicise your events and achievements. Celebrate your successes.
- Learn to work with the media.
- Invite stakeholders and other influential people to visit your projects. Make it clear to your funders that they are most welcome to visit.
- Support the activities of other community organisations – you are not in competition with them.

Notes

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Important things to know about public relations and a positive public image

The image projected to the community is aimed at your members, clients, funders and any other person that might come into contact with the organisation.

The following questions can help you to decide on the image you want to send to people:

- What does the organisation stand for and what do we want people to know about it?
- What are the main services or programmes we provide and how do we make it accessible to people?
- What do we want people to feel when they come to our organisation or use our services?
- Who are our main clients and what will make them comfortable or uncomfortable?
- What is the first thing we want people to notice when they come to our organisation or hear about the organisation?
Group activity

1. Look at the organisations represented in your group and then use the questions above to discuss how and what you need to do to build on our public image or improve it.

2. Answer each of the questions above.

3. Make sure that you keep your answers very practical so that you are able to go back to your organisation and implement the things you have set out in the answers.
**Individual activity**

Go back to your organisation and meet with the Board and staff to discuss the public image of your specific organisation. How do you as an organisation want to be seen by its stakeholders? It is important that you also assess if your public image reflects the vision, mission and values of the organisation – are you consistent in your behaviour and performances? Make sure you know what the steps are you should take to make sure this meeting happens. Also ensure that you list the issues you want to address in this meeting.

**Self-test**

You should be able to:

- Describe the organisation’s mission and programmes clearly, either verbally or in writing.
- Explain the identity of the organisation, its values and approach to work.
- Describe how the organisation wants to be seen by its stakeholders.
- Briefly assess if the organisation’s public image is consistent with its behaviour and its performance.

Please ask your facilitator if you are unsure of any of the above.
TARGET GROUPS

Different target groups

When you are planning to use media as a way to promote and advance your organisation you need to identify who it is you want to reach with your media and communications programmes.

There are two important target groups to look at when planning to use different media to reach them. It is important to know who the people or organisations are that make decisions about certain issues as well as to have a clear understanding of your community.

<table>
<thead>
<tr>
<th>Decision makers and funders</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government officials – local, provincial or national</td>
<td>Clients and beneficiaries of services</td>
</tr>
<tr>
<td>Funders</td>
<td>Other NGOs and CBOs working in the community</td>
</tr>
<tr>
<td>Municipality</td>
<td>Local business people</td>
</tr>
<tr>
<td>Government departments e.g. Health, Education, Social services</td>
<td>Faith-based organisations</td>
</tr>
<tr>
<td>Community leaders</td>
<td>Volunteers</td>
</tr>
<tr>
<td>Board members</td>
<td>Staff</td>
</tr>
<tr>
<td>Politicians</td>
<td>General public</td>
</tr>
</tbody>
</table>
The community is a very important target group to work with. To effect change, deliver effective and appropriate services and ensure that your organisation meets the needs of its clients, you need to know your community and focus on their needs.

Your audience can be a broad, loose group such as parents or it can be a highly specified group such as a parent organisation located in the province or a key person that you want to influence.

**Individual activity**

Identify the different target groups that you need to reach through your media and communications campaigns.
What are the information needs of the target groups?

Each group that works with your organisation has different needs. Communicate the information about your organisation in a way that best suits them.

Keep the following in mind:

- What kind of information do they need from you?
- Why do they need information from you?
- What is the best way in which the information can be presented to the target group?
- How often do you have to communicate information to them?

Example

Different target groups need different information, for example:

- Funders: Financial reports and progress reports on activities of the organisation
- Clients: Types of services and programmes; times of different services
- Other NGOs: Feedback on activities of organisation
- General public: Types of services and programmes; facts and information about specific topics e.g. HIV&AIDS information.
Group activity

In your group look at the various stakeholders that you want to reach through different media and communication methods. Use the following questions to guide your discussion:

- Who is the target group that you want to reach?
- What information do you want to give to each group?

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Self-test

You should be able to:

- Identify and analyse the different groups that the organisation wants to reach.
- Identify the information needs of each group

Please ask your facilitator if you are unsure of any of the above.
METHODS OF COMMUNICATION AND MEDIA TOOLS

Strategies to reach different target groups

For each of the groups that you have identified above, there are different methods of communication that you can use to inform them.

Examples of methods of communication

- Newsletters – monthly or quarterly
- Meetings
- Annual reports
- Brochures
- Fact sheets about specific programme issues or about the organisation
- Media releases about an issue that the organisation has been advocating
- Articles in newspapers
- Publicity events – posters and advertisements
- Letterheads and business cards

Notes

____________________________________________________________________
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Outline of communication and media tools

<table>
<thead>
<tr>
<th>Tools for communicating with</th>
<th>Clients and members</th>
<th>Staff and volunteers</th>
<th>Existing &amp; potential funders</th>
<th>Governing board</th>
<th>Other NGOs and CBOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal contact</td>
<td>Orientation kit</td>
<td>Annual report</td>
<td>Orientation kit</td>
<td>Joining networks and coalitions</td>
<td></td>
</tr>
<tr>
<td>Strategic plan</td>
<td>Staff meetings</td>
<td>Strategic plan</td>
<td>Meetings</td>
<td>Meetings</td>
<td></td>
</tr>
<tr>
<td>Annual report</td>
<td>Planning days &amp; strategic plan</td>
<td>Letters</td>
<td>Briefing notes</td>
<td>Posters</td>
<td></td>
</tr>
<tr>
<td>Meetings</td>
<td>Newsletters</td>
<td>Radio, television and newspapers</td>
<td>Reports – monthly and quarterly</td>
<td>Newsletters</td>
<td></td>
</tr>
<tr>
<td>Newsletters</td>
<td>T-shirts /caps</td>
<td>Business cards and letterheads</td>
<td>Telephone calls</td>
<td>Brochures</td>
<td></td>
</tr>
<tr>
<td>Brochure and fact sheets</td>
<td>Workshops</td>
<td>Visits</td>
<td>Annual report</td>
<td>Business cards and letterheads</td>
<td></td>
</tr>
<tr>
<td>T-shirts /caps</td>
<td>Annual report</td>
<td>Web page and email</td>
<td>Strategic plan and project plans</td>
<td>Public events e.g. conferences; workshops</td>
<td></td>
</tr>
<tr>
<td>Radio, television and newspapers</td>
<td>Project plans</td>
<td>Policy &amp; Procedure manuals</td>
<td>Presentations and publications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open days</td>
<td>Policy &amp; Procedure manuals</td>
<td>Web page and email</td>
<td>Radio, television and newspapers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public events</td>
<td>Finance policy</td>
<td>Annual report</td>
<td>Visits</td>
<td></td>
<td></td>
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<tr>
<td>Bill boards</td>
<td>Web page and email</td>
<td></td>
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<tr>
<td>Web page and email</td>
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<td></td>
<td>Web page and email</td>
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</tbody>
</table>

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Meetings

Meetings are an important tool used to inform others about the work that your organisation does. Meetings include:

- Staff meetings
- Governing board meetings
- Annual General Meetings
- Public meetings

Important thought

Make sure that your meetings are transparent and that it is clear how decisions are made at meetings. You may want to consider making the meetings less formal to encourage more participation from everyone involved.

Newsletter

Newsletters are a great way to keep people informed about the activities and programmes of your organisation. The newsletter needs to come out on a regular basis and should contain stories about your work and promote future events. It can also be used to thank supporters, volunteers or staff and should contain all your contact details.

You also need to plan how you will distribute the newsletter. The ways in which you could distribute are:
Post it to members;

Hand it out at a public event;

Enclose it in the local newspaper;

Leave copies in places that your clients visit such as churches, community centres, local clinics etc.

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**Example: Newsletter**

Below is an example of a Newsletter. The newsletter is published every quarter (every 3 months). This particular newsletter is aimed at the clients of the CBO – people with disabilities and in this newsletter there are a few standard items that appear every time, such as:

- A section for letters from clients, stakeholders and partner organisations
- A section for news from their partners
- A section about resources that clients can make use of
- A section with contact information about the CBO and its partners

The newsletter also includes new articles about relevant topics.
CBR NEWS
The international newsletter on community-based rehabilitation and the concerns of disabled people
no. 28 May–August 1998

Ready to roll: wheelchairs for the developing world
Principles behind effective wheelchair projects
Making people mobile
Fitting and setting up a wheelchair
Donated wheelchairs – benefit or burden?

Published by healthlink worldwide

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Your newsletter can be done in different ways:

- You can have it professionally printed or get someone to help you with the layout of it;
- You can type or write your own newsletter and photocopy it;
- Your newsletter may have many pages or it may only have a few pages e.g. a A4 page on which you use both sides;
- Your newsletter can have photographs in;
- Your newsletter can come out monthly or quarterly

**Important thought**

Remember that the type of newsletter that your organisation uses will depend on the budget you have available for such an activity.

There are different computer programmes that have templates that can help you to create your own newsletter such as:

- Publisher (very easy to use)
- Corel Draw
- Photo shop
Annual report

An Annual report is an official report of the activities of your organisation which is released once a year. The annual report usually covers the financial year, period from 1 April 2008 to 31 March 2009. Some organisations base their Annual report on a calendar year.

Your Annual report is a very powerful community relations tool. Many potential funders or donors will request that you include a copy of your most recent Annual report in your funding proposal.

Definition

An Annual report aims to:

- Inform your clients, members, funders and other stakeholders of what the organisation has done for the past year;
- Highlight your achievements and strengths;
- Thank all the people who have contributed to your organisation;
- Make public your financial information;
- Promote your organisation;
- Inform other organisations of your work;
- Fulfil a legal requirement which is that all organisations have to produce a public and annual report of all their activities.

Compiling your annual report is a lot of work. To make it easier, break it up into smaller tasks. Remember that some of the information will be gathered on an
ongoing basis, throughout the year in the form of monthly reports, statistics, attendance registers and monthly financial statements.

The following checklist can help you when preparing your annual report:

- Decide who will write the report. This person is responsible for:
  - Drawing up a format for the report. Begin by drafting the “Table of Contents” page so you can see what areas will need to be covered. Individual responsibility can then be assigned for each of the content areas;
  - Co-ordinating the overall process and making sure that people provide their work on time;
  - Checking for overall style, spelling and language use;
  - Collecting photographs, graphics or other illustrations that you want to include in the report;
  - Liaising with the person who will print the Annual report. In a bigger organisation, you may get someone to assist you with the design of the report – remember to look at costs!!
  - Organising the distribution with a covering letter, to appropriate people and organisations.
- Decide how many copies you will print according to your budget. Consider printing enough copies so that you can distribute it to:
  - Existing and potential funders and donors;
  - Members and clients;
  - Other like-minded organisations in your network;
  - Local health services and other government departments that you work with;
  - Local media;
• Local civic organisations and businesses etc.
• Check that you have copies left over to give to visitors and other interested parties throughout the year.

Example: Outline of an Annual Report

1. Foreword
   • Chairperson’s report
   • Co-ordinator or director’s report
   These reports are a brief introduction which gives an overview of the organisation by highlighting the activities of the past year and outlining the priorities for the next year.

2. Introduction
   Explain why your organisation exists and outline its mission and core values.

3. Major achievements of the past year
   List all of your organisation’s achievements for the past year. You can include photographs here.

4. Overview of the organisation
   Describe your organisation’s programme areas and projects. You may wish to include short reports from staff, volunteers or clients here.
5. **Financial or treasurer’s report**
This report summarises your last year’s financial situation. It includes your audited financial report.

6. **Acknowledgements**
In this section you can thank everyone, by name, who has contributed to your organisation. Make sure that you list all of your funders and donors, including those who gave non-financial contributions.

7. **Outline your membership structure**
Explain how your membership structure works and how people can join your organisation. Include all your contact details of your organisation – physical and postal address; telephone numbers; fax number; email (if you have one). Other things that you can include are:

- Case studies or real life stories which highlight particular activities;
- Interviews with some of your clients;
- Photographs or other examples of your activities.
Brochure or information leaflet

The purpose is to distribute these to people when they come in contact with your organisation thereby marketing your services. This brochure should briefly describe your work, target groups and the services that you offer. Make sure that it contains your logo and contact details.

Example: Pamphlet

Front page: Name of organisation; logo and mission (what the organisation is about)
Inside of pamphlet: Objective and main activities of organisation
Back of pamphlet: Other important information about organisation or photographs; Contact details
Use media to advance the organisation
Level 4 - Learner Manual

**PROGRAMMES AND SERVICES**

**COMMUNITY DEVELOPMENT**

- To encourage the development of service infrastructure in marginalized and underdeveloped communities and the improvement of existing services to ensure unhindered access to those persons who need the service.
- To provide information and training to NGOs to ensure optimal utilisation of human resources and long-term sustainability.

**HIV/AIDS SUPPORT**

To promote a better understanding and awareness of the HIV/AIDS phenomenon, its causes, symptoms and prevention, information and training are offered to equip older persons who are in most instances called upon to care.

**COMMUNITY CARE**

The implementation of training programmes for social health care at grassroots level which will ensure adequate care for the frail and disabled within communities and simultaneously provide job opportunities.

**LENDING DEPOTS**

The establishment of lending depots countrywide has provided family carers with the necessary equipment and aids to lighten their burden of care.

**HEALTHY AGEING**

Training programmes for recreational activities and physical exercise have been ongoing to ensure optimum functioning of older persons, both physically and mentally.

**ADVOCACY/LOBBYING**

- To lobby for appropriate legislation on recognition of the rights of older persons.
- To advocate an equitable social security system and equal access to services and resources.
- To encourage the development of service infrastructure in marginalized and underdeveloped communities and the improvement of existing services to ensure unhindered access to those persons who need the service.
- To provide information and training to NGOs to ensure optimal utilisation of human resources and long-term sustainability.

**CARERS ASSOCIATION SA**

A series of practical support and training programmes as well as information sessions for carers of all ages, who are caring for older persons, is being conducted.
Fact Sheet

This can be a health promotion fact sheet or a fact sheet about a programme etc.

Example: Fact sheet

- The fact sheet can be both something that contains written facts about a specific topic or it can be about the organisation – Example 1: HIV fact sheet
- The fact sheet may also be presented in the form of a poster: Example 2: Date rape

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Attribution Non-commercial Share Alike
**HIV fact sheet**

**What is HIV?**

HIV stands for Human Immunodeficiency Virus. HIV only infects humans. It attacks the body’s immune system, which protects the body against illness.

Soon after being infected, some people may suffer flu-like symptoms for a few weeks. Otherwise there are no signs of early HIV infection. However, the virus remains in the body and can be passed on to other people. Once infected, a person is infected for life and there is no cure. No traditional or Western medicine has been proven to kill the virus. Some people remain healthy for many years, depending on access to treatments, nutrition and lifestyle.

**What is AIDS?**

AIDS stands for Acquired Immune Deficiency Syndrome. Getting (acquiring) HIV infection leads to a weakened (deficient) immune system. This makes a person with HIV vulnerable to a group of illnesses (syndrome) that a healthy person without the virus would be unlikely to be affected by (opportunistic infections). These illnesses include rare cancers and eye, skin and nervous system conditions as well as tuberculosis, coughs and diarrhoea.

**How is HIV transmitted?**

HIV is found in an infected person’s blood (including menstrual blood), breast milk, semen and vaginal fluids.

- During unprotected sexual intercourse, HIV can pass from someone’s infected blood, semen or vaginal fluids directly into another person’s bloodstream, through the mucous membranes lining the inside of the vagina, penis or rectum.
- HIV can be transmitted by HIV-infected blood transfusions or contaminated injecting equipment or cutting instruments.
- HIV can be passed to a baby during pregnancy, delivery and breastfeeding. About a third of all babies born to mothers with HIV become infected themselves.

**What is unsafe or high risk behaviour?**

This is doing something that involves a high risk of infection for you or someone else. Most people do not know who has HIV and who does not, including themselves, so the following activities are high-risk:

- Having penetrative vaginal or anal sex (where the penis enters the vagina or anus) without using a condom. Men can infect both male and female partners through unprotected anal sex.
- Using unsterilized needles and syringes, or cutting instruments, on yourself or someone else, that are likely to be contaminated by another person’s blood.
- Receiving an infected blood transfusion.

**Is disability linked to HIV?**

Disabled people are just as much at risk of HIV infection as anyone else if they have unprotected sex or share contaminated injecting equipment. However, they may be more vulnerable because of sexual abuse or lack of information.

**What is safer sex?**

Safer sex is any sexual activity which does not involve semen, vaginal fluids and blood entering another person’s body or coming into contact with broken skin, such as:

- non-penetrative sex – stimulating your own or your partner’s genitals (masturbation), thigh sex, massage or kissing
- using a condom for vaginal or anal sexual intercourse.
- Oral sex (mouth contact with male or female genitals) is less risky than unprotected vaginal or anal sex.
- No sex (abstinence) is safe.

**What is an HIV test?**

An HIV test detects antibodies to HIV in the blood. These are produced by the immune system in response to infection with the virus. If there are no antibodies, the person is antibody negative (seronegative or HIV negative). The test result may be negative if the person has been infected only recently, because it can take up to three months from the time of infection for the antibodies to develop. This is called the “window period.” Anyone who might have become infected in the last three months should take a second test three months after the first test.

A person should always have counselling before and after an HIV test. HIV tests should never be carried out without the person’s informed consent.

**How is HIV not transmitted?**

The virus can live only inside a living human body and survives for just a few hours outside the body.

- HIV cannot be transmitted through saliva, tears, vomit, faeces and urine, although very small amounts of the virus have been found in these fluids. HIV has not been found in sweat.
- HIV cannot pass through unbroken skin and is not spread through casual contact such as touching someone with HIV, or something they have used; sharing eating or drinking utensils; or using the same toilet seats or washing water.
- Nursing or caring for someone with HIV is not risky if the person follows sensible precautions such as disposing of sharp needles safely and keeping cuts covered.
- HIV is not transmitted by mosquitoes or other blood-sucking insects. Most insects do not pass blood from one person to another when they bite humans. The malarias parasite enters the bloodstream in mosquito saliva, not blood.

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**Example 1**

46  Attribution Non-commercial Share Alike
Example 2
Booklet

Booklets can be used as tools to convey information about specific topics to clients and the general public. Booklets can also be used as handouts during workshops and other training sessions.
Media release or stories for the newspaper or radio

When you are working with the media there are some general rules that can guide you:

- The best time to send a media release or article to the media is early, rather than late in the week. Friday is a bad day to send out information to the media. It is best to send out the media release before 12h00. If the media release is not received by the late afternoon, it will not be placed in the paper the next day.

- Try not to overlap your media release with another big media event or news story (sometimes it is out of your control)

- Check that your media release contains ‘news’

- Check that the media release is on your organisation’s letterhead with your logo and full contact details

- Ensure that you clearly state in bold letters (at the top) that it is a MEDIA RELEASE

- Ensure that you clearly state the full date (day, month, year) at the top of the release

- Check that you write or type the release onto an A4 sheet of paper. You can also email the release to the press

- Check that you have put the key issue or main point of the story in the first paragraph. All the important and interesting information should be included early in the story.
• Check that you have made it personal by including quotes from relevant people, e.g. the Chairperson of your organisation. Make sure that you have people’s permission before you quote them and also that people have given permission for you to use their names in your release.

• Check that you have used plain language and keep the sentences short and simple.

• Check that the message is clear and easy to understand. Check that it is brief – it should not be more than 1 – 2, A4 pages long. If the story is good the journalist will come back to you for more information.

• Check that it contains all your contact details, including the name and contact details of the person who can be interviewed for follow-up stories. If possible include a cell phone number.

• Check that you have contacted the journalist to tell them that you are sending them a media release. If you just fax the media release it may sit at their fax machine and no one may look at it. If you do not know who the journalist is, ring the newspaper or radio station and ask who the right person would be to speak to.

• Check that you have sent your relevant partners a copy of the media release – this is especially important if you have mentioned another service or organisation in your story.

• Check that you have a media file and make a copy for the file.

• Follow-up with the journalist. Ring them and see if they got the media release and ask them if they would like more information.
Use media to advance the organisation
Level 4 - Learner Manual

Example: Newspaper article

R1.6m for children who are left behind

THULANI MAGAZI
Staff Reporter

INSURANCE company Old Mutual has promised to donate R1.6 million every year towards Aids orphans.

At a moving ceremony at Mutual Park in Pinelands yesterday, thousands of company employees lit candles in memory of those who have died of HIV/AIDS. They later pinned messages on a wall of hope in anticipation of World Aids Day on Saturday.

Old Mutual managing director Roddy Sparks said the company was very concerned about the thousands of children left behind by parents who had died of Aids and was committed to helping them develop their talents.

He viewed Aids orphans as the biggest threat, or the biggest opportunity, for the country.

"We need to choose whether these children are tomorrow's crime statistics or talent pool. Old Mutual is committed to ensuring a better future."

The money, which will be donated next year, will be for Aids orphans across the country, especially in KwaZulu-Natal and the Eastern Cape.

Glimmer of hope in global Aids report

Education campaigns begin to bear fruit

JOHANNESBURG: As South Africa grapples with one of the worst HIV/AIDS crises in the world, the latest United Nations report on the spread of the epidemic offers a glimmer of hope.

Infection rates remain high, with one in every nine South Africans HIV-positive. But the report says large-scale information campaigns are starting to bear fruit.

It cites a recent survey in South Africa which showed that "approximately 52% of sexually active teenage girls reported that they always use a condom during sex" as well as a dramatic increase in condom distribution from six million in 1994 to 198 million in 1999.

Releasing the report in Johannesburg yesterday, John Othothonu, a representative of the UN Development Programme, said information campaigns were one of the reasons for the turnaround in the epidemic in countries such as Zambia and Uganda.

The main focus of the report is Eastern Europe, which has the highest HIV growth rate.

The report states that:

● New infections in Eastern Europe rose by 250,000 this year, bringing the total number of infected people to a million. Infection rates are expected to rise considerably in this region as a result of high rates of drug use and because there is a high rate of sexually transmitted diseases.

● Four sub-Saharan countries, Botswana, Malawi, Mozambique and Swaziland, now have a life expectancy of less than 40 years. In South Africa life expectancy has dropped to 47 years, when it could have been 60 years without Aids.

● In Zimbabwe, 70% of deaths of children under five are due to Aids.

● In Swaziland, school enrolment has dropped by 36% as a result of Aids, because families have removed children from school to look after ill adults.

● About one third of infected people are between 15 and 24. Most of them are unaware that they are HIV-positive.

The report also notes that there is increasing access to medication in the Third World, with "more than 10" African countries now providing antiretroviral medication to HIV/AIDS patients.

Brazil's government has shown that price barriers were not insurmountable and that the use of cheaper drugs could be an important element of a successful response, the report said.

Publicity events

This could be an open day, an awareness campaign or a workshop. When doing publicity events it is important to promote them widely and invite the local
community and stakeholders to the events. An open day can coincide with other big events like World AIDS day or National Women’s Day. Make sure your event is in line with the work and values of your organisation.

Make sure that you have general information brochures, newsletters and annual reports available on such a day.

You can use posters and advertisements to make people aware of your event.

Logos, letterheads and business cards

Develop a logo which is printed on your organisation’s stationery and used on all promotional materials e.g. t-shirts, caps, letterheads, business cards etc.

Definition

A logo is a picture, illustration or a graphic representation which is used repeatedly so that people come to associate it with your organisation.

You do not need to get a graphic designer to design a logo for your organisation – maybe there is someone in your community like an art student who can assist you. Keep it simple and in one colour to that it will be cheap to reproduce. An example of a logo is the Red Ribbon used on all HIV&AIDS materials.
If you have a budget for it, invest in printed stationery for your organisation such as letterheads, ‘with compliments’ slips and business cards. The stationery carries the name of your organisation, logo, mailing address, physical address (if it is different), contact telephone number, fax number and email (if applicable).

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Example: Letterhead

A letterhead needs the following information:

- Name of organisation
- Organisation’s logo
- NPO registration number (if applicable)
- Contact details

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Business cards may be a luxury but they are an excellent way of establishing contact when you meet someone.

Example: Business card

Notes
Group activity

Now that you have looked at all the different methods of communication that you can use to get information across to your target groups, work through the following activity:

- Choose the right methods of communication for each of your target groups
- What information will you include in each method, for each group?
- When would you use these different methods of communication?
- What will you put into each – what headings will you use.

NOTE: to make this easier you can choose the most common methods and divide it between the group members so that each member can look at one method and then give feedback to the other members and people can all provide input.
Self-test

You should be able to:

- Identify the appropriate methods of communication for each target group that the organisation works with.

Please ask your facilitator if you are unsure of any of the above.
INFORMATION RESOURCES

Sources for information in your organisation

There are a number of important documents in every organisation. They are usually needed when you want to access information about the organisation. These documents include those that are required by law as well as those that the organisation needs to conduct its work. These are the day-to-day records that are needed for the effective functioning of the organisation. These documents include:

- Mission statement
- Strategic plans
- Annual reports
- Organisational policies and procedures
- The constitution of the organisation
- Minutes of meetings – staff meetings, governing body meetings
- Attendance registers and records of clients who took part in services e.g. register of clients that come for voluntary counselling and testing
- Volunteer records – e.g. number of clients seen by home-based carers each month
Important thought

It is very important that these documents are easily accessible and up to date so that you can use the information on hand for any media or communication tool that you are putting together to promote the organisation.

Individual activity

Go through the records in your organisation and make sure that you can find them easily and that all records are up to date.

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Within the daily activities of the organisation there are many different opportunities to gather information that can be used for media and communication tools.

**Group activity**

In your group, think of the different ways in which information is gathered and produced in your organisations. Discuss in your group how you can use these activities to gather information and keep it for later use. For example, when people give feedback during team meetings of what is working in their programmes or not working, how can this be recorded for future use. Other information could be from

- Feedback from stakeholders
- Articles in newspapers
- Photographs of project activities
- Real-life stories of clients that have been helped through the services of the organisation
- Letter of thanks received for the work done by the organisation

Answer the following questions:

1. How can you record this information?
2. Where can you keep all the information so that it is easy to find and access when you need it?
Individual activity

Look at your own organisation. Which of these sources of information exist in your organisation? Use the ideas that you gained from the group discussion to implement ways to use the information sources better in your own organisation and ensure that the information is kept up to date and accessible.

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Self-test

You should be able to:

- Know what organisational documents are useful sources of information and that they are accessible and up-to-date in your organisation
- Identify sources of information and learning in your organisation’s daily activities and ensure that they are up-to-date and accessible.

Please ask your facilitator if you are unsure of any of the above.
MEDIA TO ADVANCE YOUR ORGANISATION

With all the information that you have learnt throughout this course you are now ready to produce sample media for your organisation for external use.

**Individual activity**

Produce 2 pieces of media for external use by your organisation. This could be a newsletter, brochure, a press release, a local or national television or radio feature, an e-mail newsletter, a newspaper article etc. Use the information from the different sections of the manual to assist you. In each case you are to:

- Clearly identify the purpose of the media or communication tool
- Identify the target group that it is aimed at
- List what is needed to produce the media i.e. skills, information, financial requirements or other resources.

Use the following assignment sheet to assist you with completing this task. This will form part of your portfolio of evidence.
### Assignment sheet: Sample media

<table>
<thead>
<tr>
<th>Type of media/communication tool:</th>
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<tbody>
<tr>
<td>Purpose of media/communication tool:</td>
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<td>Target group for specific media:</td>
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<td>What information do you need for this specific media?</td>
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What skills do you need to put together this sample media?
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What is the budget that you have available/or need for this sample media e.g. printing costs etc.

<table>
<thead>
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<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Printing costs</td>
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<td>Graphic designer</td>
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<td>Distribution costs</td>
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<tr>
<td>Other resources</td>
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</table>

What information do you need to put together the sample media?
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Use all of the information and put together your sample media. Remember this can be typed on a computer, but if you do not have access to a computer you can also do it by writing it neatly.
## USEFUL WORDS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tr>
<td>Annual report</td>
<td>A report that an organisation produces once a year to summarise all their activities and financial expenses for the year. These are given to funders and other stakeholders to update them on the work of the organisation.</td>
</tr>
<tr>
<td>Brochure</td>
<td>A pamphlet used to give brief information about the organisation or its programmes/activities.</td>
</tr>
<tr>
<td>Fact Sheet</td>
<td>A one pager that gives information about a specific topic either in written form or in pictures.</td>
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<tr>
<td>Media release</td>
<td>A story given to the newspaper to inform them about a specific event, a problem or situation that you wish to address or to give feedback about a specific activity. A media release is a way to inform the general public of the work of the organisation.</td>
</tr>
<tr>
<td>Minutes</td>
<td>This is a record of meetings held and the decisions taken during the meeting as well as the actions that need to be taken, by who and by when.</td>
</tr>
<tr>
<td>Mission</td>
<td>A mission describes what you as an organisation will <strong>do</strong> to try and achieve your vision.</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Newsletters are a great way to keep people informed about the activities and programmes of your organisation</td>
</tr>
</tbody>
</table>
Public image

Public image is how you want people to see your organisation – the face that you show to those outside the organisation that allows you to promote the organisation in a positive way, build good relationships and ensure effective service delivery.

Publicity event

This event could be an open day, an awareness campaign or a workshop.

Target groups

There are two important target groups to look at when planning to use different media to reach them. It is important to know who the people or organisations are that make decisions about certain issues as well as to have a clear understanding of your community.

Vision

A vision is an **ideal** picture of the future – a dream of what your organisation sees as the perfect future where the needs that you are working on are met. It is this dream that you work towards as an organisation and that guides you to a better future.