



3-day Residential Training for NGOs  
**Improving Visibility and Building Credibility**  
**Using Newsletters, Brochures, Websites and Social Media**  
03 -05 May, 2023

**Course Concept:**

As a Non-profit, Non-Governmental Organization (NGO), it is necessary and important to be visible to other NGOs, Non-profit Organizations (NPOs), Corporate (CSR), Funding agencies, Philanthropists & Foundations and finally the Public. Having trust and support of the public is as important as having funds and resources to take up and implement development programmes. It is important to know how the public is viewing the actions of an NGO and what the NGO wants the public to see and to know.

In the past, before the social media age began its influence, it was enough for NGOs to visit schools, malls, offices, development institutions, and other areas to conduct fundraising activities or to seek for sponsors and donations. Now that we are living in the digital age, the use of social media has been the norm for the majority of the world population who has access to the internet. This doesn't mean that old trends should just fade and disappear. It is very important for NGOs to find ways and means of reaching out to the world outside, for them to get to know the NGOs better, learn to relate with the public – knowing their likes and dislikes, and how NGOs would get them involved in development initiatives.

This programme is expected to throw light on some of the possible and best practices for NGOs to build their brand and create better visibility and build credibility to gain support. .

**Course Outline:**

- The need/purpose and Importance of brand building.
- Channels of visibility for an NGO:
- Means and Tools for Visibility – Visual Reports in the Social media.
- Developing and publishing documentaries using the social media
- Using social media for brand building.

**Who will benefit from this course?**

CEOs of organisations, Public Relation and Communication persons, Staff responsible for Documentation & Publication activities and those taking up Fundraising and Resource mobilisation activities will find this programme useful and meaningful in their work.

**The Course Leader:**

**Dr. Tom Jose & Dr.Magimai Pragasam**, both with nearly 3 decades of experience in working with the development sector- nationally & internationally. While Dr.Tom is more of a Social Scientist & Development Designer, Dr. Magi is a communication specialist and a qualified film maker in the development sector.

**\*Registration Details**

Place: **KKID, Coimbatore**  
Date: **03 – 05 May 2023,**  
Programme Cost: **Rs.7500/- + 18% GST**  
Language: **English**  
Deadline for Registration: **24<sup>th</sup> April 2023**

**Contact Details:**

Mr. Muralitharan- Training Coordinator

Email: [trainings.desk1@kkid.org](mailto:trainings.desk1@kkid.org) Call: 9047698422