

Preparing Newsletters, Annual Reports & Promotional Materials

3 Days' (23rd, 24th & 25th April 2024) Residential Workshop

Snapshot of the Program

DATE	WHAT HAPPENS?
23 rd April 2024	Welcome, Ice-breaker, Preview, Creating Learning Teams, Information Input on Newsletters – What, Why, Types & How followed by perusing samples. Checklist for preparation, Practice Round-I (Newsletter)
24 th April 2024	Welcome, Power Recall, Information Input on Annual Reports – What, Why, Types & How, Going through samples of Annual Reports in teams, Checklist, Practice Round - II (Annual Report Format/Contents)
25 th April 2024	Welcome, Power Recall, Information Input on Brochures/Pamphlets, Examining samples, Checklist, Practice Round III (Promotional Materials) followed by sharing of learnings & impressions. Formal Closure

Course Concept

Organizations prepare a wide range of documents for their internal and external communication. Of these, newsletters, annual reports and promotional brochures/pamphlets are considered very important.

A well-prepared Annual Report/Newsletter/Promotional Material goes much beyond establishing the credibility of a social enterprise: it also attracts new CSR partners, angel investors and other stake-holders keen to partner/support.

This program aims to help participants gain a nuanced understanding along with practical tips regarding the preparation of these vital documents.

Who will benefit from this workshop:

- ✓ NGO/Social sector Professionals involved in documentation and Annual Report writing
- ✓ Content-writers, Researchers, Consultants and Freelance Professionals
- ✓ Mid/Senior level leaders

Requirement: At least a basic understanding of field realities in the social development sphere along with reasonable (basic level) writing skills in English. Participants are requested to bring along their laptops.

Contents under focus

Newsletters: What, why & how?
Checklist for preparing newsletters
Practice session for preparing newsletters

Annual Reports: What, why & how?
Suggested format for Annual Reports
Checklist for Annual Reports
Practice session for preparing Annual Reports (certain sections)

Promotional Materials: What, why & how?
Examining 2-3 types of promotional materials
Checklist for preparation of promotional materials
Practice session for preparing promotional materials

Effective use of language: certain keywords/phrases; importance of persuasive tone, integrating aspects of theory of change, quality, coherence, and sustainability
Application of Howard Gardner's 7 levers of change in writing annual reports

Workshop methodology:

- ✓ Fun-rich, graded and enriching learning exercises
- ✓ Critical study of samples
- ✓ Facilitator-led discussion
- ✓ Team tasks; individual/team presentations
- ✓ Spaces for application of concepts learnt/hands on practical segments and showcase
- ✓ Opportunities for self and peer assessment of learning
- ✓ Participant materials

Facilitator: Mr R.S. Prasad

A committed training and development professional with strong academic moorings, Mr.R.S.Prasad has donned diverse roles with élan during his 27+ years of professional journey: Teacher, Teacher-Educator, Lecturer, Curriculum-Designer, Consultant, Designer and deliverer of various capacity enhancement initiatives for educational Institutions, NGOs, Social Enterprises and Business Entities.

For more details kindly visit www.kkfindia.com or write to trainings.desk1@kkid.org or call 9047698422.

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