

NGO AND PUBLIC RELATIONS

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PUBLIC RELATIONS

The business of generating goodwill toward an NGO.

The acts of communicating what you are to the public.

Activity, communications, or press coverage that is designed to enhance the prestige or goodwill of a NGO

Any activities or events that help promote a favorable relationship between a NGO and its target groups, clients, general public

The promotion of a NGO etc.

Communication with various sectors of the public to influence their attitudes and opinions in the interest of promoting a NGO

OBJECTIVES OF PUBLIC RELATION

To promote mutual understanding.

To persuade individuals, groups etc.

Help in fund raising.

Change the behavior and attitude of the public.

Influence people.

To win friends.

OBJECTIVES OF PUBLIC RELATIONS

Avoid risk involved in misunderstanding.

Prepare and supply the public with information about the NGO like activities, causes, mission, campaigns, products and other special features.

Provide information about the activities of the NGO and writers.

Liaise, counsel and advise.

Improve internal staff relations.

Create and maintain image and reputation of the NGO.

OBJECTIVES OF PUBLIC RELATIONS

Correct misconceptions and clarify on criticisms of its policies and practices.

Establish relations with state institutions.

Undertake a campaign of public education about an NGO and its activities

Establish press relations, publicity articles preparation, press release, photographs.

FUNCTIONS OF PUBLIC RELATIONS IN NGO MANAGEMENT.

Policy:

Publicity:

Relations with Government:

Community Relations:

Shareholders Relations:

Product Publicity:

Promotion Programme:

AN NGO APPROACH TO SOLVING COMMUNITY PROBLEMS WITH THE HELP OF PUBLIC RELATIONS.

When an NGO approaches solving a problem, they can pursue the following structure:

Gather information on the issue

What exactly is the problem?

What is causing the problem?

Who are the persons/organizations

Responsible (for e.g. it could be a particular department of the government/an industry)?

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What are the consequences going to be?

Assess magnitude, quality and prevalence.

What are the alternatives/possible solutions?

How much would they cost? Is it better to invest the money in other projects?

Talk to people in the community to hear different views that will enable a holistic view of the issue.

Talk to people who are in-charge and hear their side of the issue. Tell them about the problems that you see.

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You may be able to work towards solving problems together if you do not see yourself as hostile parties.

Connect with people to increase awareness

Ask older, influential or respected people in the community to address public gatherings.

Use the media (newspapers and the internet) to generate interest, communicate the facts and discuss options.

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Write polite, succinct articles for magazines and newspapers identifying the issues.

Include people from diverse backgrounds, so that your organization is not linked with any particular political party or religious sect.

For fundraising purposes, let people know why funds are needed and how they will be used. Transparent and detailed accounts are imperative to build trust.

Link up with other NGOs to maximize the effect of the effort.

PUBLIC RELATIONS AND PUBLICITY

PR & PUBLICITY are not synonyms.

Publicity is the spreading of information to gain public awareness in a product, service, candidate, etc.

It is just one technique of P R as listed here.

PR TOOLS - AUDIENCE TARGETING

A fundamental technique used in P R is to identify the target audience, & to tailor every message to appeal to that audience.

In addition to audiences, there are usually **stakeholders**, literally people who have a "stake" in a given issue.

TOOLS OF PR - PRESS RELEASES

Press release format

The typical press release announces that the statement is "FOR IMMEDIATE RELEASE" across the top (some may instead be embargoed until a certain date), and lists the issuing organization's media contacts directly below.

The text of a release is usually (but not always) written in the style of a news story, with an eye-catching headline

TOOLS OF PR – PRESS RELEASES

Five "W"s and an "H" There are 6 vital facts to convey in the first paragraph of a release to ensure that it doesn't end up in the bin.

Who

What

When

Where

Why

How

TOOLS OF PR – LOBBY GROUPS

Lobby groups are established to influence government policy, corporate policy, or public opinion. These groups purport to represent a particular interest. When a lobby group hides its true purpose and support base it is known as a front group.

TOOLS OF PR - ASTROTURFING

Astroturfing

Creating an artificial "grassroots" movement is known as astroturfing.

A typical e.g. would be the writing of letters to multiple newspaper editors under different names to express an opinion on an issue, creating impression of widespread public feeling but being controlled by one central entity.

TOOLS OF PR - SPIN

Spin

In P R, **spin** is a, sometimes pejorative, term signifying a heavily biased portrayal in one's own favor of an event or situation.

While traditional P R may also rely on creative presentation of the facts, "spin" often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics.

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: Demand has declined, and capacity to deliver services is under-utilized.

Recommended strategy: Reassess the needs of target audiences, and revise programs to meet current needs. Or, add new offerings to the program mix, and eliminate outmoded ones. Re-staffing or retraining may be required to deliver new or revised services.

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: Management is unable to think creatively about the organization's mission or approach.

Recommended strategy: Enlist help from external advisors to generate fresh alternatives and provide objective perspectives. A change in leadership may be appropriate.

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: The staff is torn by infighting and turf wars

Recommended strategy: Consider reorganizing staffing structure, including reallocating responsibility and retraining people. Retain consultants to help clarify disputed issues and assess staff members' capacities

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: The same few board members show up at every meeting to rehash familiar issues.

Recommended strategy: Contact all board members and discuss their commitment to the organization. Revise Board's structure to reflect present-day needs. As part of this process, some board members may resign voluntarily and new members with critical skills can be recruited

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: Administrative systems are needlessly complex, confusing, and outmoded.

Recommended strategy: Review your systems requirements in light of changing programs and technologies. This may require the expertise of outside management and information technology consultants.

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: The organization is “chasing dollars” by inventing new initiatives primarily to attract available funding, contorting existing programs to match funders’ special interests, or responding to Requests for Proposals indiscriminately

Recommended strategy: Clarify the mission and revise programs to make them more relevant.

Concentrate on funding opportunities that clearly fit this new direction. Adopt a more proactive approach to funders.

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: Staff members don't willingly speak out on critical problems and feel disconnected from important decision-making.

Recommended strategy: Create an operational policy that outlines procedures for involving staff. Give senior staff opportunities to work with the board.

RECOMMENDATIONS FOR SOLVING ORGANIZATION PROBLEMS IN NGOS.

Problem: The organization's reputation has diminished; there is confusion among outsiders about its mission and programs.

Recommended strategy: Inform funders and other constituents of your progress as you revise goals and programs. Be sure that messages about newsworthy accomplishments are conveyed to key audiences.

























