



Initiative Africa

**‘Empowering Marginal Economic Actors
through Policy Reform from the
Bottom Up’
EMEA**

**COOPERATIVE PARTNERS COMMUNICATION
GUIDELINE**

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Congratulations!

Congratulations on receiving a grant from the Initiative Africa! The following guidelines are intended to help you publicize your project.

Initiative Africa (IA) believes that the strategic use of communications can both increase awareness of your organization's work and increase the effectiveness of our grantmaking. We encourage you to announce your IGF grant through your organization's media channels. Please use the following to guide how you communicate about the grant.

By following these guidelines, you help us inform our donor, and the greater business community about your achievements. We are grateful to have you as a Cooperative partner and we are pleased to promote your success!

1. COMMUNICATION

Communication is a key component of any program. Not only does it help build relationships with donors, beneficiaries, and other stakeholders, but it also alerts people to the great work you do and is critical to meeting the needs of your donors. Over the long term, an effective communication strategy can mean strengthening support among local leaders and beneficiaries, developing partnerships, and receiving additional donor funding.

While the different activities involved in communication cut across many phases of your award and continue throughout your project, it is best to begin planning them during start-up. The earlier you prepare and start implementing your communication plan, the more people/businesses you are likely to reach and the more your project will benefit.

Communication includes a variety of channels, methods, and strategies, ranging from putting up signs and applying logos to hosting events and building a Website. Together, these add up to your organization's public image which, when developed effectively (and reinforced by the good work of your staff), will help you earn the trust and confidence of beneficiaries, local leaders, and donors.

The communication tasks could be implemented in ways as such;

- informing potential beneficiaries about the services you offer;
- sharing your success stories with the business community and potential partners; and
- informing the public about your work, including crediting your donors.

1.1 COMMUNICATION PLAN

To make the most of our communications, the first step is to develop a communication plan to determine and define objectives, target audiences and key messages. On the basis of this, decide which activities and tools will best help we achieve our objectives.

Objectives - to determine what we would like to achieve. A general objective of 'raising awareness' is insufficient as we will need to define a specific end-result that can be defined and measured. We need to think of specific quantifiable objectives such as how many people to be targeted, which groups and what we want to say to them, when and why.

Audiences - ensure that all the people we want to address are included and if they are all appropriate. Understanding who to communicate to will help us define how to go about it, and which tools to use. Different audiences respond to different approaches. Communication channels, messages and tools must be adapted and targeted accordingly.

Messages- are simply an overview of the key elements of the contents of communication efforts. Its better keep our messages simple so not to overwhelm our audience. We should focus on (if possible) just three key messages. To identify these all we have to do is think about the

three most important points we want our audiences to know about our project and what we think may interest them. Make sure that our key messages are easy to understand by reading them aloud and check that they sound like everyday communication.

A good approach when developing messages is to make them colorful and conversational – give examples, tell stories, but do not forget to back up with EMEA’s facts and figures!

You can publicize IA’s support in a number of ways:

1.1.1 Your Website

Create a link on your website to our website. You can also include our logo where appropriate. See logo use details below. Please recognize IA’s support on any project-related web pages and in any announcements or other materials funded by this grant. In the case of multiple funders, IA should be included in your list of funders.

1.1.2 Tell Your Community

Share information about your grant through your newsletters, annual reports, lists of supporters, and social media. When announcing the grant on social media, be sure to tag us on Facebook, Telegram, LinkedIn, Twitter and/or YouTube.

Website - <https://initiativeafrica.net/>

Facebook - <https://www.facebook.com/initiativeafrica02>

Telegram - <https://t.me/Initiativeafrica>

LinkedIn - <https://www.linkedin.com/company/initiative-africa-official>

YouTube - <https://www.youtube.com/channel/UCqpeggYawyOB9ORjFnZ6BNw>

1.1.3 Contact Local Media

Contact local news organizations to let them know about your project and your grant from IA.

We would be happy to provide a quote for your press release that is specific to your organization. This is an opportunity to connect your work to your region’s media outlets. Please contact IA at any time for assistance.

1.1.4 IA LOGOS

We encourage you to use our logo where suitable. Cooperative partners can use IA logos in print or online materials. To obtain a copy of the IA logo, download the logos below. Please contact us if you need a different format of our logo than what is listed.

- [High-Quality - IA Logo](#)
- [Black and White - IA Logo](#)

- [White logo - IA Logo](#)
- [Black B. Ground - Sweden Embassy in Addis Abeba Logo](#)
- [White B. Ground - Sweden Embassy in Addis Abeba Logo](#)

Please do not download the logo from our website, as it is too low a resolution for most uses. You can request a logo in many different formats and types by contacting the staff listed below.

1.1.5 STATEMENTS FOR THE MEDIA

IA Cooperative partners occasionally need a statement from a member of our staff for use in press announcements or have other media-related questions. please contact the staff listed below for assistance in this regard.

1.1.6 ACKNOWLEDGING IA

Your communications should focus on your organization and work, not on IA. However, it is also appropriate to acknowledge its support (on web pages, etc.), if helpful to you. If you are listing multiple funders, IA should be included in that list. We therefore request the opportunity to review a draft of any announcement of your grant to ensure that IA is presented accurately and consistently.

A grant from IA is a partnership. Your story is our story. It is also an occasion for IA to acknowledge our donors and let them know how their gifts are being used to improve the quality of life in our community.

We, therefore, request the opportunity to review a draft of any announcement of your grant to ensure that IA's grantmaking is presented accurately and consistently.

We are proud of the activities that we fund and we appreciate when we are recognized in our cooperative partner communications. Please share with us your communications materials such as news releases, newsletters, email announcements, website copy, fact sheets or any other materials that recognize the grant. If you believe that publicly recognizing IA's funding of your work may not be appropriate — either for your organization or for us — please contact us to discuss options.

Below are suggested language for common ways to acknowledge IA support:

- In any grant announcements or materials funded by the grant, please use the following credit: ***The [project/event] is supported by a grant awarded from Initiative Africa with funding from EMBASSY OF SWEDEN in Addis Abeba.***
- If you choose to describe IA in more detail, please contact us to provide all in need.
- If research or other work generated with IA support advocates a point of view, please use the following disclaimer: ***The opinions expressed in this report are those of the authors and do not necessarily reflect the views of the Initiative Africa or Donor organizations.***

1.2 IA COMMUNICATIONS ABOUT COOPERATIVE PARTNERS

IA utilizes press releases, newsletters, and websites, as well as print, video, and social media platforms to announce and promote cooperative partners. Please let us know when you have milestone events in your IA-supported project. We are always looking for story and photo opportunities for our publications, posts, and website. We encourage you to read the latest about IA and our cooperative partners by following us on Twitter and LinkedIn and liking our Facebook page.

1.2.1 SENDING PHOTOS TO IA

We are actively building a collection of cooperative partners photos (high-resolution, digital images) and ask that you send us photos that may be used to help promote or spotlight the project for which you received a grant. We prefer photos of candid moments or action shots of grant-related activities in high resolution (at least 300 dpi) JPGs.

Prior to sending us your photos, please ensure you have written consent from individuals in the photos. We will archive your photos on file for use on IA's website, presentations, and other online or printed materials. We will be sure to credit your organization each time we use your photos.

1.2.2 SHARING NEWS COVERAGE

We love it when grant recipients share pictures of programs or events, success stories, or any other newsworthy items! We appreciate the opportunity to learn how cooperative partners' work is reaching the public and we want to help share that good news via our communications. Please share with our team all the files.

Cooperative partners should share the following information with IA team:

- Best or good practices to share with the rest of the target groups: this promotes exchanges and widens the scope of experiences.
- Stories from the life of the projects. It is about ways of overcoming challenges and innovative solutions that contribute to the development of the project and its contexts.
- Capacity building and Networking activities and events: workshops, meetings, trainings, performances, etc.
- Any developed material that can be published on the website of IA.
- Press releases
- Info-graphics
- Photos
- Videos

1.2.3 REFERENCES TO IA FUNDING

Cooperative partners are requested to make the following reference in all their external communication: **The “... project” is supported by Initiative Africa with the Funding of the EMBASSY OF SWEDEN in Addis Abeba.** Note the wording “Initiative Africa” and “EMBASSY OF SWEDEN in Addis Abeba” shall appear in full.

2. MARKING PLAN

2.1 MARKING PLAN; REQUIREMENTS

While developing your project brand, do not forget to take into consideration the branding requirements and objectives of your donors and partner organizations. Applying logos to program deliverables, called “marking,” identifies your program and acknowledges who funds, supports, and implements it. Proper marking strengthens relationships between implementing partners and credits donors for making the program possible.

- **What you will mark** - all sites, documents, events, publications, recordings and commodities you procure or produce as a part of the Cooperative Agreement (for example, banners at events, stickers on equipment, etc.).
- **How you will mark** - the type of marking (feature *Initiative Africa, Embassy of Sweden in Addis Abeba....* and grantee logo on banner; insert jpeg of logos on cover template).
- **When you will mark** - in the event that you might not mark an item permanently right away (for example, a project site that is being constructed), describe any temporary marking and plans for final marking.
- **Where you will mark** - describe the size and placement of the *Initiative Africa, Embassy of Sweden in Addis Abeba....* logo and any accompanying logos.

You should mark program deliverables to identify and give credit to both IA and implementers. However, you will not mark all deliverables the same way. High-profile outputs, such as a Tv interview or ADs or program, may be marked with the logos of all implementing partners and donors (i.e. *Initiative Africa, Embassy of Sweden in Addis Abeba*). Conversely, you may only need to mark smaller commodities procured for the program, such as computers or office equipment, with the IA identity.

Your marking plan should specify the approach for different deliverables and, at a minimum, should cover all donor requirements. The following are examples of program deliverables that should be marked with IA’s logo:

- Project sites;
- Electronic and printed documents, such as informational and promotional materials, audiovisual presentations, public service announcements, Web sites, etc.;

- Events, such as training courses, workshops, press conferences; and
- Commodities, including equipment, supplies, and other materials.

The IA may require a pre-production review of IA-funded public communications and program materials for compliance with the approved project plan. Contact the IA before printing to ask whether IA would like to review the final product.

Any public communication funded by IA, **where the content has not been approved by IA**, must contain the following disclaimer:

This study/report/audio/visual/other information/media product **[specify]** is made possible by the generous support of the Initiative Africa (IA). The contents are the responsibility of **[insert your organization's name]** and do not necessarily reflect the views of IA.

You also must give the IA copies of all program and communication materials produced under the award.

2.2 Demonstrating Impact

While developing your marketing and communications strategies, be sure you retain the focus of your organization—to have a positive impact on beneficiaries in the communities/businesses you serve. This is your story, and this is the story that donors want to support.

2.3 Telling Your Story

Telling your story should be an important part of your organization's communication and marketing plan. Why? Because stories and photographs are a powerful way to educate donors, prospective partners, and the public about your programs and demonstrate their positive impact on your community. In the process, telling your story lets you give credit to donors and reach a wider audience of potential supporters. Consider developing and disseminating at least one or two success stories about each program you implement.

A success story summarizes the work you do by telling a specific story of how that effort has improved the beneficiaries you serve. Stories often surface throughout implementation, and it is a good practice to jot them down as they arise and keep a file you can come back to later to write them up.

The story could be a success or human story. It does not always have to be a success story – often the most interesting and useful lessons learned are from experiences that have not worked. The point is to highlight a concrete example with a story that has been important to your Programme in the reporting period.

Some ideas for developing a good story include:

- Ask your staff and subrecipients to suggest beneficiaries of your program whom you might include in a success story.

- Document an innovative approach your project uses that allowed you to reach new people/business or address a need that was previously unmet.
- Discuss an event that allowed you to reach out to new people.
- Build on pieces of good news about your project that are passed around your office and that energized staff.
- Elaborate on a story you often tell colleagues or donors that grabs their attention.

In writing your success story, the following are some common strategies and tools you may want to consider to make your story interesting;

- **Use quotations and photos;** using the words and pictures of the people in your story can make it much more personal and engaging to the reader.
- **Talk about the before, after, and future;** A great way to demonstrate impact is to explain the problem your program hoped to address by giving a glimpse of what life was like before your program came along, what happened after your program was in place and—plans to expand or sustain your program
- **Do not forget the data;** do not leave out the bigger picture that your data show. Consider using a graph or a chart to make your data more engaging for the reader
- **Give credit;** Be sure to give credit to those who have supported your program. Identify key staff, partners, and donors.
- **Provide contact information;** Success stories are often short—one or two pages (200 to 500 words) at the most. Providing contact information allows others who are interested in your story to follow up with you for more details.

In promoting your story, you might consider the following strategies for sharing:

- Post the story on a Web site—yours, your partner’s, and donor’s.
- Create a news release and share the story with local media.
- Print copies and post it at program implementation sites (if appropriate).
- Provide copies to local government officials.
- Submit your story to business conferences and forums, where you might be asked to share more details about your program with other implementers.
- Share the story with your partners and staff. This is a great way of soliciting more stories from your team.

3. COMMUNICATION AND ETHICS

Most of the time, people are happy to let you photograph or audiotape or videotape them and are eager to tell their story so you can share it with others. However, there are significant ethical considerations, and it is important for you to respect the rights and privacy of all subjects you wish to photograph or audiotape or videotape. Each and every audiovisual document related to the project should follow the proper permission and ethical practices with the respective individuals.

4. COMMUNICATION OUTLETS; MEANS

4.1 SOCIAL MEDIA

The Internet offers an array of modern opportunities to promote your project. Different options include blogs, social networking (Twitter, Facebook, Telegram etc.).

Tips on setting up and using Facebook for your project;

- Set up your own “Facebook” profile with a brief description of your upcoming activities. Facebook works well if you have events or a campaign.
- Invite people and get them to write their opinions.
- You can moderate what is written – so maintain control. You can also see all the friends of the people you invite and you can invite them too.
- You can also see what other interest groups they belong to and become their members too.

Facebook allows you to quickly build up a very large list of members. However, not all of them will be active members

4.2 VIDEOS & DOCUMENTARIES

Filming documentaries and videos can be a way to reach specific target groups (including the general public), especially through local and regional media. However, it is very time consuming and costly, so it should be considered carefully.

A less expensive option would be to upload a video clip to an online video service such as YouTube (www.youtube.com) or Google Video (video.google.com). Also include a link to the video on your website.

4.3 WEBSITES

Project website/a tab in existing one will be the first entry point for the majority of our stakeholders looking for information about our projects. Setting up a website or adding web pages to an existing site is relatively an easy way to communicate our activities and news. A simple site, using off-the-shelf software, may be sufficient for most projects.

Web writing is different from writing for print or internal (organizational) writing. Most people scan web pages instead of reading every word, and reading on screen is slower than reading a printed page. And the more familiar people are with the internet, the better they are at filtering out uninteresting content. So, we need to get to the point faster – present relevant information earlier and more simply.

4.4 EVENTS

Organize events that our target audience and/or media will find interesting to attend. In the planning phase, consider not only what we would like to communicate – our message – but also what our target audience would like to learn from the event. Events can range from a closing or

launching event for our project, conferences or workshops, to a public or press visit to projects to see how they are working in practice.

Make sure that participants at events we are hosting are made aware that our activities are supported by the IA Grants with funding from SIDA. The relevant logo(s) should appear on all material.

4.5 PRESS CONFERENCES AND PRESS RELEASES

Before we call a press conference, make sure our topic is really news. Ideally, we organize a press conference when we have something very important to say and it is both positive and newsworthy. Make sure we allow time for both a presentation and questions & answers (20 minutes for each is a good rule of thumb). We may want to prepare a press kit, but do not overload journalists with too much information.

A press release should contain just the right information to help journalists understand our news and our organization quickly

4.6 PRESS VISITS

Journalists love to see, visit and talk to people. A trip to a project to see what exactly is going on and to see the people it is making an impact on will help tremendously in attracting press attention. Simply making a story from one interview over the phone and a press release is quite hard (and boring to read!) but having quotes from different people and lots of visual elements will help a lot. Think about what we could organize for our project - what is the most interesting to see, visit and do and when? Who are the people it affects?

*{In addition to that, IA will communicate with your association all the designated **Innovative Grant Fund (IGF) Social Media Accounts** for you to follow up on all of the project updates as well as to create a smooth relationship across the line.}*