

Being able to share your success and impact is one of the most important skills in the social sector. Effective communication is necessary for creating awareness of the problem your organisation is trying to solve. Communication plays an integral role in building awareness and advocacy as well as fundraising. Often the NGOs that Atma works with, lack resources and/or skills to market themselves effectively. By working on strategic projects in Marketing and Communications, Atma can support NGOs to widen their reach in the community.

Different types of Marketing and Communications projects

- *Marketing and Communication Strategy* is a detailed document outlining monthly/quarterly/annual strategy for communications with outcomes and outputs as well as the activities leading to them for a period of 2-3 years. This project helps the NGO plan marketing activities better, budget for such activities as well as fundraise for them. Since the whole project is done with collaboration from NGO staff, the staff understand how to undertake similar activities independently in the future.
- *Social Media Calendar* supports NGOs to identify the target audience, what social media platform works best for them, and what kind of content can be most engaging. Based on the current social traction algorithms, the goal of engagement, and the resources available to the NGO, Atma supports in creating a social media calendar that would outline when, how and what needs to be posted every day/week/month on the NGO's social media page.
- *Success Stories* is necessary to showcase the impact the organisation is having on its beneficiaries. The Atma Consultant along with a volunteer with content writing experience will understand the important impact indicators of the NGO programmes and support the staff to write stories that are effective and significant to their work.
- *Marketing Collateral* such as 2 pager/1 pager/ Programme Brochure helps the target audience understand the organisations work and learn more about the NGO. Using graphic designing and content writing skills, Atma can support NGOs to create these collaterals.
- *Website* is the first peek into the organisation for any donor. Foundations and CSRs often judge NGOs based on what they see on the website. An outdated website can cause distrust in their minds. Atma supports NGOs to structure website content in a way that it is readily accessible, equipped with all the information that the target audience would look for on the website. The Consultant will guide the web designer to create the most effective and appropriate format for a website. They will also ensure that a website update calendar/system is put in place for regular updates.



Benefits of seeking Atma's support in Marketing & Communications

Since most NGOs have limited resources and cannot hire a dedicated and/or qualified staff for Marketing and Communications, Atma's support in the area revolves around low cost yet effective ways of reaching out to more and more people, be it CSRs, Foundations, HNIs, small one time donors, volunteers programme target audience or just the community as a whole. Marketing and Communications are effective not just in raising funds but also in engaging the community through advocacy and awareness. Creating a system around it and capacity building will help small NGOs put themselves on the map and increase their credibility.

Partner Testimonial

"The Atma team helped us build a compelling website for Montfort Care Early Intervention Centre. I'm glad that Atma Education placed a skillful volunteer to work on this project. We expected that our website effectively communicates and gives information that the user is looking for. The team brilliantly managed that and gave us a beautiful website. We just spent 2500 bucks to complete and launch the website. "

Montfort Care