EXTERNAL
COMMUNICATION

**A Practical Guide For African
Environmental Civil Society
Organizations**

PPI

resilience
now

This practical guide, mainly addressed to environmental actors, was written following training sessions given by Resilience Now in 2020 as part of the support provided by the PPI to its partners in West Africa. The PPI funded the writing of this document.

The Small Initiatives Program (PPI) is a program created by the French Facility for Global Environment (FFEM), co-funded by the MAVA foundation and managed by the French committee of the International Union for Conservation of Nature (IUCN). The PPI's objective is to strengthen the contribution of civil society in sub-Saharan African countries to preserve the global environment while improving the living conditions of local populations. More information on: https://www.programmeppi.org/en

Resilience Now is a French NGO whose mission is to improve the resilience of vulnerable communities confronted with natural resource scarcity and climate change. The action of Resilience Now combines the support of local communities, technical expertise to actors, the collection and dissemination of knowledge, and the identification and networking of stakeholders. More information on: http://resilience.ngo

When you see this little hand… Click !

A French version of this document also exists, downloadable from the PPI and Resilience Now websites.

Introduction

External communication, as opposed to internal communication (within your organization), allows you to make your organization and actions known to the public and your partners.

Effective external communication allows, for example, to:
- Promote your organization and develop its reputation.
- Raise public awareness and encourage citizen mobilization.
- Facilitate a campaign aimed at behavior change.
- Raise funds and gather means.

Having notions of external communication is essential today.

The objectives of this guide are:
- To give you the basic rules of good external communication.
- To provide you with resources.
- To allow you to work on your communication tools.

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The Communication Strategy

Before discussing the different communications means, it is necessary to have a clear idea of what you want to do.

The Communication Objectives

Your external communication should seek to achieve three objectives:

1 / Make your organization known.

Improve its notoriety.

You seek to increase the number of people who know about your organization and its actions or to improve the knowledge of people who already know about it. This is the cognitive level (relative to knowledge) of communication. For that, it is necessary to multiply the occasions and the supports. Notoriety can be measured.

2 / Make people love your organization.

Improve its image.

Once your organization is known, you want to build a favorable attitude toward it and its actions. This is the emotional level of communication. For that, use positive ways! You work for the environment, and it is precisely an important source of images and symbols that people love. Do not hesitate to use them to generate sympathy.

GREENPEACE

Greenpeace, for example, has increased its notoriety by appearing in unexpected places.

The WWF chose as its symbol a very popular animal, which immediately attached a positive image to it: the panda.

3 / Get the public to act.

Push for action-taking.

After investing in notoriety and building a positive image, it's time for action. You strive to make people want to take action (support your organization, protect the environment, click on a link, sort their waste for recycling, etc.) This is the conative (of will and effort) or performative level of communication.

Search the Internet for campaigns from major environmental protection organizations.

The Communication Plan

The Communication Plan makes it possible to coordinate communication actions over a given period. To write your plan, ask yourself the following questions:

1. What is your main goal?

For example: publicize your organization, highlight one of its projects, raise awareness of a specific cause, obtain signatures for a petition, collect donations, mobilize for an action...

Often, you will want to improve at the same time:

- Your visibility and your reputation vis-à-vis donors, partners, ecotourists... You will often do that in another language and outside of your country of operation to maximize your chances of effective reach.
- Your reputation with national and local institutions and bring about some behavior change at their level. It will be in an official language that we hope will be shared, but with the challenge of an unequal level of knowledge (and sometimes understanding) of the subjects.
- Your local roots and your recognition by the inhabitants of the territories in which you operate, and see some behavior change

at their level. Communication will then occur in one or more languages and with an unequal level of knowledge and understanding.

2. What audience are you targeting?

You can have several targets and thus develop differentiated means and axes of communication. For example, village communities, women, schoolchildren, local policymakers, donors, scientists and researchers, tourists...

3. What message do you want to get across?

It's what you want the target audience to remember. The message must be clear and personalized for each target. It must specify the problem your organization seeks to solve, tell the strategy adopted, and propose a call to action (donation, signature, membership…). Even if your message is eventually declined by target, everything should be consistent.

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Think about "the cauldron with a hole in it" story

A man borrowed a pot from a woman and, after returning it, she claims it now has a large hole in it.

The man claimed in his defense: "First, I did not borrow the pot; also, it already had a hole in it; finally, I gave it back intact".

Each of these three defense strategies is good but not presented together! It is important to have a single core message to stay consistent.

4. What tone will you adopt?

This is not about the content of the message but the way you get it across. It is about the atmosphere and the emotions you want to convey. The tone must be in line with the content of the message and the audience. Be careful not to antagonize the audience. You can choose the rational register (sober information), the emotional register (by arousing joy or sadness, for example), or the symbolic one (with an ideal representation of what you want to talk about).

5. What medium will you be using?

For example, an advertising insert (on the Internet, in the written press, on the radio...), a press release, an event, an SMS campaign, a publication on social networks, a mailing...

6. When will you communicate?

Do you want to communicate on an ad hoc or permanent basis? Do you want to take advantage of a specific event? Make a precise calendar of the communication actions to be carried out.

7. How much are you going to spend on it?

This decision will, of course, size your communication campaign.

8. Who will implement this strategy within our organization?

Who will be in charge of carrying out this communication strategy? You don't want several people going in different directions. To illustrate the difficulty of remaining coherent when several people are in charge, you can think of the humorous quote: "A camel is a horse drawn by a commission of experts." (Francis Blanche)

1	What is our main objective through this communication	
2	What audience are we targeting?	
3	What message do we want to get across?	
4	What tone are we going to adopt?	
5	What media are we going to use?	
6	When will we communicate?	
7	What budget are we going to spend on it?	
8	Who will implement this strategy within our organization?	

A Few Pieces of Advice

Define your identity

To communicate, you must first be clear about your identity and mission.

Ask yourself these questions:
- What is the exact mission of our organization?
- What are the values that drive us? (see examples below)
- How does our organization differ from other organizations in the same geographic and thematic niche?
- What are its strengths?

These issues need to be clarified if these points are not clear within your organization.

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Communicate a positive message

The best strategy to engage your audience is to be **positive**. Don't be alarmist and base your argument on the problems ahead. Don't criticize the behavior of people in the hope that they change their practice. All of this does not work and can even be counterproductive by leading your audience to denial.

Indeed, a characteristic of the brain is that **"we can only act according to what we believe and believe according to the way we act"**. It is the cognitive consonance obligation discovered by Leon Festinger in 1957. However, when a person's beliefs and entrenched behavior contradict, it is much easier to change the former!

This characteristic explains why the pessimistic and moralistic discourse used by conservationists does not work. In 2010, IUCN published the video "Love Not Loss", which encourages environmental protection actors to put forward the love of nature and not its loss to push people to act for its protection.
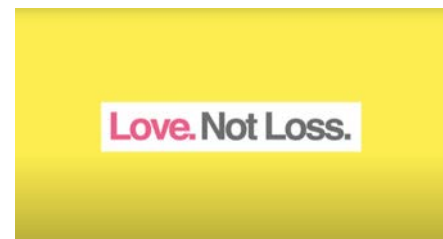
Here are examples of qualities and values that can describe your organization. You can individually choose the ones that best reflect your organization and then discuss the choices you have made.

Achievement of objectives
Achievement of self-financing
Adaptability to situations
Ambition
Autonomy
Availability
Beneficiary satisfaction
Collective intelligence
Collegiality at work
Commitment
Community service
Compassion towards others
Competitiveness
Compliance
Compliance with commitments
Confidence
Confidentiality
Consensus
Consistency
Continuous improvement
Continuous learning
Cooperation
Corporate citizenship
Courage
Creativity
Delegation
Democratic approach
Development of people
Devotion
Discretion
Dynamism
Ecology, sustainable development
Efficiency
Employee development
Employee fulfillment

Employee recognition
Employee satisfaction
Empowerment
Enthusiasm
Environmental sensitivity
Equality
Equity
Ethics
Exchange
Expertise
Financial solidity
Freedom
Global vision and perspective
Health and security
Helpfulness
Honesty
Humor/fun
Imagination
Impact research
Impartiality
Incorruptibility
Independence
Indulgence
Initiative
Innovation
Integrity
Intuition
Legality
Listening
Long-term vision
Loyalty
Measurement and evaluation
Medium-term vision
Mission orientation
Obedience

Open communication
Openness to diversity
Organizational climate
Organizational growth
Pan-Africanism
Participative democracy
Partnership
Passion
Performance
Pleasure
Production
Productivity
Professionalism
Profitability
Profitability
Promotion of local culture
Reactivity
Relationship with others
Reliability
Reputation
Respect for others
Responsibility
Risk-taking
Search for excellence
Sense of achievement
Sense of responsibility
Service quality
Shared vision
Social justice
Social recognition
Social responsibility
Social well-being
Solidarity
Strategic alliances
Team spirit
Teamwork
Tolerance
Transparency
Valuable creation
Valuation
Wisdom
Work/life balance

Adapt your language

Particularly when you address institutional, technical, or financial partners, consider using their vocabulary and concepts when presenting your messages:"solutions based on nature", "green economy", "sustainable development", "resilience", "participation", "gender approach", etc.

A glossary of terms related to the environment and development

A bilingual French/English glossary

Moreover, when feasible, enrich your messages with quotations from international commitments and agreements, which will anchor your communication in a more global context.

Finally, it is important to adapt - depending on the targets - the language you use in conveying your organization's message. Keep in mind that language builds the way we see, think, write, and experience the world. Therefore, it has the potential to serve the message it conveys. It can talk to the emotions in addition to the intellect.

In several languages of West Africa, the word "environment" does not exist. For example, in fongbé (one of the most spoken languages in Benin), everything that surrounds human beings is called "gbè", a word which also means "life». In this language, man is part of gbè, therefore of nature. In Indo-European languages, on the contrary, the word "environment" literally means "that which surrounds". Human beings are therefore not part of nature!

Diversify your channels

There are no better or worse media, but media that are more or less suited to messages and audiences.

Community media

Close to your audience, community media have the advantage of low cost and ease of implementation. They also create a social bond that will unite the community, which will help carry the message. On the other hand, community media don't reach a lot of people. Examples of community media are:
- Street performances, theater, and puppet shows
- Song and storytelling
- Audio cassettes, slides, and videos
- Banners
- Awareness posters and boards
- T-shirts and loincloths
- Flipcharts
- Leaflets and stickers
- Town crier
- Items to distribute (pens, bags, cups, notebooks, key rings, calendars, etc.)
- Awareness meetings
- Establishment of a framework for consultation with stakeholders

- Community radios
- Traditional community communicators (griots, etc.)
- Street art

Mass media

The mass-audience media are newspapers, radio, television, billboards… They constitute a powerful lever of visibility because their audience is large. If they are well designed, their impact can be significant. However, they are not very customizable and are expensive. They require having a media plan, creating a press kit, writing press releases, obtaining interviews, buying advertising space… All these missions must be assigned to external communication officers.

Digital media

With the Internet, the possibilities of communication have multiplied. **Websites** and **social networks** (LinkedIn, FaceBook, etc.) are essential communication channels to build your organization's reputation and promote its actions. In addition, **mailing lists** by e-mail (newsletter) allow you to reach directly the people who follow you. In addition, you can create digital tools: **mobile applications**, **audio podcasts**, **videos**, **eBooks**, **MOOCs**, etc.

With digital media, you have several arrows to your bow to inform, raise awareness, or raise funds quickly: use them! Digital communication has become a fundamental element of all external communication. Share real and touching stories, broadcast messages, appeals for donations...

PRACTICE:

Which community media have you already used and which, for you, works the best in your context?

Dare to be original

As people are faced with numerous requests, it is necessary to be creative to stand out. In this competitive context, originality is essential at all levels: choice of message, associated graphics, videos broadcast... Whatever the content of your campaign, it must be tailored to look like no other. But while the general message must be impactful, you still have to be careful not to go overboard and risk shocking. Everything needs to be in the right measure to achieve your goals.

*Here are some examples of shock campaigns: the idea is to present a brutal and disturbing reality to increase the public's attention and allow better memorization of the message (*source*).*

Other examples of shock campaigns

Known for its shocking visuals, Amnesty International has made a lot of noise with its campaign against torture: "Torture a man, and he will tell you anything", featuring swollen faces, including the Dalai Lama. The campaign was a huge success and reached 2 million people on social media.

With its #MakeAChildCry campaign, Médecins du Monde is adopting a singular and daring angle. The traditional codes of humanitarian communication are very much present, but the injunction "Make a child cry" is intended to be completely new.

In 2016, Médecins du Monde took the daring even further and embarked on a risky bet. With its campaign "The price of life", the organization wanted to denounce the practices of pharmaceutical companies to mobilize public opinion in the hope of making the government react. By underlining the indecent margins from which laboratories would benefit, the NGO struck hard. Too hard, some believe: the big billboards refused to run the campaign, and it ultimately had to be rolled out online. Spurred on by this controversy, the campaign achieved unexpected success. Social networks have ignited to denounce "the censorship of pharmaceutical lobbies" and supported the initiative of Médecins du Monde. Internet users hastened to relay the message, and 28,000 people signed the petition intended to lower the prices of drugs.

The Presentation of your Organization

Presenting your organization and its projects in a clear and impactful way is the basis of your communication.

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The Logo

The logo is part of the visual identity of the organization. It provides immediate recognition of your organization by the public on various communication media. It often consists of your organization's name with a color code and typography, possibly a symbol.

OMS   UE   ONU   FMI   OTAN   UA   UNESCO

To be effective, a logo must have the following **qualities**:

Simple | There is no point in doing too much. A logo should not contain too many elements. If your logo is too complex, people will have a hard time remembering it and associating it with your organization. So be sure to create a sober, clear, and precise logo to aim for efficiency and understanding.

Distinctive | Don't try to copy another organization's logo. Create a unique logo to accentuate your image. Make sure your logo represents your organization perfectly.

Memorable | A good logo should be recognizable and striking at the same time. It needs to get into the minds of the public so that they can remember your organization.

Timeless | Establishing a visual identity and a logo requires effort and long-term work. It is important to create a timeless logo so that it can last over time.

Versatile | Since a logo needs to be displayed many times, it must be adaptable. The logo must be able to be used on every communication medium, a website, a poster, a business card, etc. For this, it is important not to create a logo with too extravagant dimensions and colors. Also, be sure to create a logo that can be reproduced in black and white.

To illustrate these principles, here are examples of logos from environmental or humanitarian organizations:

Here are the logos of African organizations supported by the PPI:

ACB-Côte d'Ivoire

Action pour la Conservation de la Biodiversité en Côte d'Ivoire

ESI

COALITION FOR DEVELOPMENT OF NORTHERN GHANA — NORTHCODE-GHANA

GT2050

GHANA **A ROCHA** Caring for God's Creation

biosfera CABO VERDE

Benin Environment and Education Society — **BEES**

A.G.N. LES ANGES GARDIENS DE LA NATURE

NATUDEV Association Nature & Developpement

Réseau **RASTOMA**

PROJETO BIODIVERSIDADE

FUNDAÇÃO TARTARUGA · CABO VERDE ·

TROPICAL FOREST AND RURAL DEVELOPMENT

WASTCON SEA TURTLE NETWORK · AFRICA ·

The Tagline

The tagline is a short phrase that provides additional information on the name and logo of the organization. It embodies the personality of the organization, its positioning, its promise. It helps build the reputation and image of the organization and holds a prominent place in the communication strategy.

Here are examples of taglines:

GREENPEACE
"It's Not Too Late."

RED CROSS
"Anywhere You Need Us."

ACTION AGAINST HUNGER
"Together for a World Without Hunger."

HANDICAP INTERNATIONAL
"Repairing Lives."

DOCTORS WITHOUT BORDERS
"Where Others Don't Go."

WWF
"For a Living Planet."

A ROCHA
Conservation and Hope.

CREDI-ONG
Pour un monde plus vert et bleu.

BEES
Working for people and the environment.

ECOBENIN
Ecotourism Concern.

People often say "slogan" instead of "tagline", but professionals reserve the word "slogan" for commercials ("advertising slogan"). The slogan is ephemeral and redefined according to the campaigns. It needs to attract attention and can therefore be provocative. The tagline is permanent and, therefore, more consensual. It is always associated with the name and logo of the organization, to which it provides additional information.

For it to be effective, the tagline must have several **qualities**. It must be:

Available | Another organization does not already use it

Original | It stands out among the messages from other organizations

Specific | It synthesizes your organization's mission and provides additional information to its name and logo

Engaging | It makes a promise to the public and engages your organization

Simple | It is easy to understand

Impactful | It does not leave the reader/listener indifferent

Memorable | It is easily remembered

Perennial | It will not be changed frequently

© YVEO

PRACTICE:

Does your organization have a tagline?
What is it?
Rate it according to the above criteria.

If you don't have a tagline, you can get inspiration from many examples on the web.
Here is, for example, a slogan generator:
https://www.oberlo.fr/outils/generateur-slogan

REMINDER | *the main figures of speech*

A good tagline often uses a figure of speech. So here are some main ones. ([source](#)).

Alliteration is the repetition of the beginning sounds of neighboring words.
Examples include:
  • Music Magic
  • Eagles, Egrets, and Elephants - Save them All.

Anaphora is a technique where several phrases or verses begin with the same word or words.
Examples include:
  • I came, I saw, I conquered. - Julius Caesar
  • Mad world! Mad kings! Mad composition! - King John II, William Shakespeare
  • It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness. - A Tale of Two Cities, Charles Dickens
  • With malice toward none; with charity for all; with firmness in the right. - Abraham Lincoln
  • We shall not flag or fail. We shall go on to the end... we shall never surrender. - Winston Churchill

Assonance is the repetition of vowel sounds (not just letters) in words that are close together. The sounds don't have to be at the beginning of the word.
Examples include:
  • A - For the rare and radiant maiden whom the angels named Lenore. (Poe)
  • E - Therefore, all seasons shall be sweet to thee. (Coleridge)
  • I - From what I've tasted of desire, I hold with those who favor fire. (Frost)
  • O - Oh hear old Triton blow his wreathed horn. (Wordsworth)
  • U - Uncertain rustling of each purple curtain (Poe)

Euphemism is a mild, indirect, or vague term that often substitutes a harsh, blunt, or offensive word.
Examples include:
  • 'A little thin on top' instead of 'going bald.'
  • 'Fell off the back of a truck' instead of 'stolen.'
  • 'Letting you go' instead of 'firing you.'
  • 'Passed away' instead of 'died.'
  • 'Economical with the truth' instead of 'liar.'

Hyperbole uses exaggeration for emphasis or effect.
Examples include:
  • I've told you to stop a thousand times.
  • That must have cost a billion dollars.
  • I could do this forever.
  • She's older than dirt.
  • Everybody knows that.

Irony occurs when there's a marked contrast between what is said and what is meant or between appearance and reality.
Examples include:
- "How nice!" she said when I told her I had to work all weekend. (Verbal irony)
- A traffic cop gets suspended for not paying his parking tickets. (Situational irony)
- The Titanic was said to be unsinkable but sank on its first voyage. (Situational irony)
- Naming a tiny Chihuahua Brutus. (Verbal irony)
- In a scary movie, the audience knows the killer is hiding in a closet, but the actors do not. (Dramatic irony)

A **metaphor** makes a comparison between two, unlike things or ideas.
Examples include:
- Heart of stone
- Time is money
- The world is a stage
- She's a night owl
- He's an ogre

Onomatopoeia is the term for a word that sounds like what it is describing.

Examples include:
- Whoosh
- Splat
- Buzz
- Click
- Oink

An **oxymoron** is two contradictory terms used together.
Examples include:
- Peace force
- Kosherham
- Jumbo shrimp
- Sweet sorrow
- Free market

Personification gives human qualities to non-living things or ideas.
Examples include:
- The flowers nodded.
- The snowflakes danced.
- The thunder grumbled.
- The fog crept in.
- The wind howled.

A **simile** compares two unlike things using the words "like" or "as".
Examples include:
- As slippery as an eel
- Like peas in a pod
- As blind as a bat
- Eats like a pig

- As wise as an owl

Synecdoche occurs when a part is represented by the whole or, conversely, the whole is represented by the part.
Examples include:
- Wheels - a car
- The police - one policeman
- Plastic - credit cards
- Coke - any cola drink
- Hired hands - workers

An **understatement** occurs when something is said to make something appear less important or less serious.
Examples include:
- It's just a scratch - referring to a large dent.
- It's a little dry and sandy - referring to the driest desert in the world.
- The weather is cooler today - referring to sub-zero temperatures.
- It was interesting - referring to a bad or difficult experience.
- It stings a bit - referring to a serious wound or injury.

The Graphic Charter

The graphic charter is the organization's visual identity of the communication tools (fonts, colors), which allows the public to recognize it unconsciously. The rule of graphic consistency is, therefore, the common thread of all communication tools. For example, the typographies must be the same on all media, and the photo style must be harmonized.

Here are some tips:

Choose a color palette suited to your field of activity and your values

In a graphic charter, it is necessary to associate the colors together. Avoid too great a mixture of colors (unless it is a choice!). Choose a maximum of four colors, which are similar to those of your logo.

In every culture, colors have meaning. So think about the values that you want to convey. Below are the messages generally carried by colors, but you'll have to adapt to your culture.

Red evokes energy, power, passion, love… It is the color of food because it stimulates hunger. It is also the color of mass distribution and the media because it strongly impacts attention.

Orange evokes joy, enthusiasm, attraction, success… It is the color of entertainment because it conveys sociability and accessibility. It is also the color of mobility and sport because it is energetic.

Yellow evokes stimulation, attention, optimism, creativity, vision… It is the color of energy and transport.

Green evokes refreshment, prestige, nature, calm, serenity, well-being… It is the color of ecology and health.

Blue evokes confidence, calm, serenity, security, reliability, ingenious. It is the color of travel, finances, and IT.

Purple evokes spirituality, ceremony, mystery, royalty, dreams… It is the color of school and everything related to art and culture.
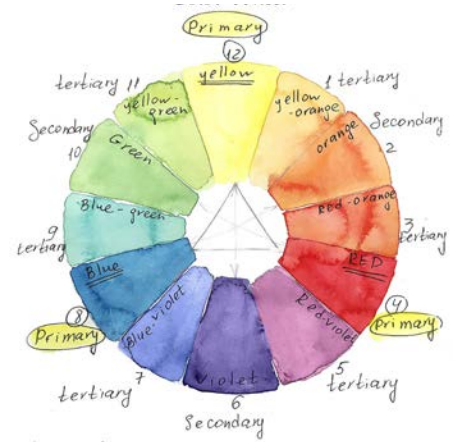
Pink evokes femininity and softness. It is the color of childhood, cosmetics, and pastry.

Black evokes mystery, submission, danger, elegance, mystery, determination... It is the color of luxury, the arts, and high-tech.

Gray evokes neutrality and perseverance. It is the color of finance, the automobile, and technology.

White evokes purity, innocence, neutrality, impartiality...

Choose readable fonts that speak to your target audience

Typically, serif fonts (with a small line or stroke regularly attached to the end of a larger stroke in a letter or symbol) express tradition and seriousness.

The sans-serif fonts, on the other hand, convey modernity and digital.

Fanciful fonts have a decorative function, especially for titles.

Finally, handwritten fonts are used for the expression of feelings and creativity.
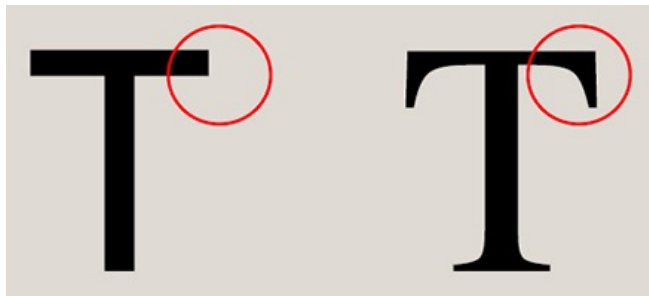
The difference between sans-serif font (on the left) and serif font (on the right).

You will find fonts for download at:
www.1001fonts.com

or:
www.dafont.com

The Project Pitch

The project pitch is a concise presentation that goes directly to the heart of the matter and underlines the project's originality, which makes it unique. It's sometimes referred to as an "elevator pitch» because the idea is to be able to present the project during an elevator trip with the targeted person.

Here are some rules for making a good pitch:

Clarify your goal | Before you even start writing the text that will serve as the basis for your pitch, clarify what you want from your audience.

Prioritize the messages you want to get across | You won't have time to say it all. Instead, choose your main message, the one you want your audience to remember. Your pitch should be like a movie trailer: say enough to arouse curiosity, without giving the interlocutor the impression that he already knows everything!

Keep in mind the importance of the first impression | If you manage to capture the attention and interest of your interlocutors during the first 10 seconds, it's won. From the first seconds, be energetic and show your enthusiasm. Dare an original introduction, which will surprise or amuse your audience. You can play the card of humor, provocation (but always with subtlety), game, or creativity. Be inventive and daring!

Work on your attitude | Your gestures, the way you walk into the room, your clothes, your facial expression, how you position yourself… all of your non-verbal behavior, will also send a message to your audience. Make sure you have confidence in yourself and your project. Stay upright, uncross your arms, do not speak too quickly, take the time to breathe, move in space without fidgeting. Don't forget to smile!

Get straight to the point | From the start of your pitch, make sure the audience understands what your organization is doing. What problem will your project solve? How? The stake must be perceived immediately.

Try to make an impression | Try to translate your strong ideas into pictures as much as possible. If you can, repeat a remarkable sentence that will be remembered.

Humanize your point | A human story is more moving than an abstract idea. For example: rather than propose to organize a conference, present an important meeting between specialists and the public, who will see each other, talk to each other, make contact.

Use short sentences and simple words | Say one idea at a time, avoiding parentheses that disperse attention.

Stay concrete, factual, and based on numbers | Give examples. Avoid vague formulas like "as everyone knows".

Be clear in your pitch | For example, if you have three arguments, say you are going to develop three ideas so that the plan is clear in the minds of your audience. Mark your transitions with little words like "second", "on the other hand", etc.

Talk about yourself and your team | Make it clear who does what. It is often the most important information in the eyes of your future partners, who want to rely on a team more than an idea. Show the complementarity of profiles in the group.

Show off yourself | Explain how you are different or why you do things better than others.

Involve your interlocutor | Do not hesitate to say: "Tell me what you think about it", "As you mentioned the other day...". To raise the curiosity of your interlocutor, put yourself in his shoes, start from his problem.

Be prepared for objections | You can use the technique of "the question in return": "Do you think 10 Euros per beneficiary is too expensive?"

Let your passion shine | You have to show your burning desire to see the problem solved thanks to your project. It's communicative!

Make a clear request | Remember to state clearly what you expect from the audience.

Conclude brilliantly | The final sentence should call for a follow-up; announce the future of the project.

And particularly...

Practice! | Prepare yourself mentally, like an athlete. You must arrive on D-Day with the conviction that your pitch will bear fruit. When it's your turn to pitch, address your audience as if they are your future partners, with confidence (and humility!)

PRACTICE:

To practice, do this little play: at an event, you have the opportunity to talk for two minutes to a busy donor. What do you tell them? Present your project in the most concise and eye-catching way possible. Practice in front of colleagues or friends who can make constructive critics.
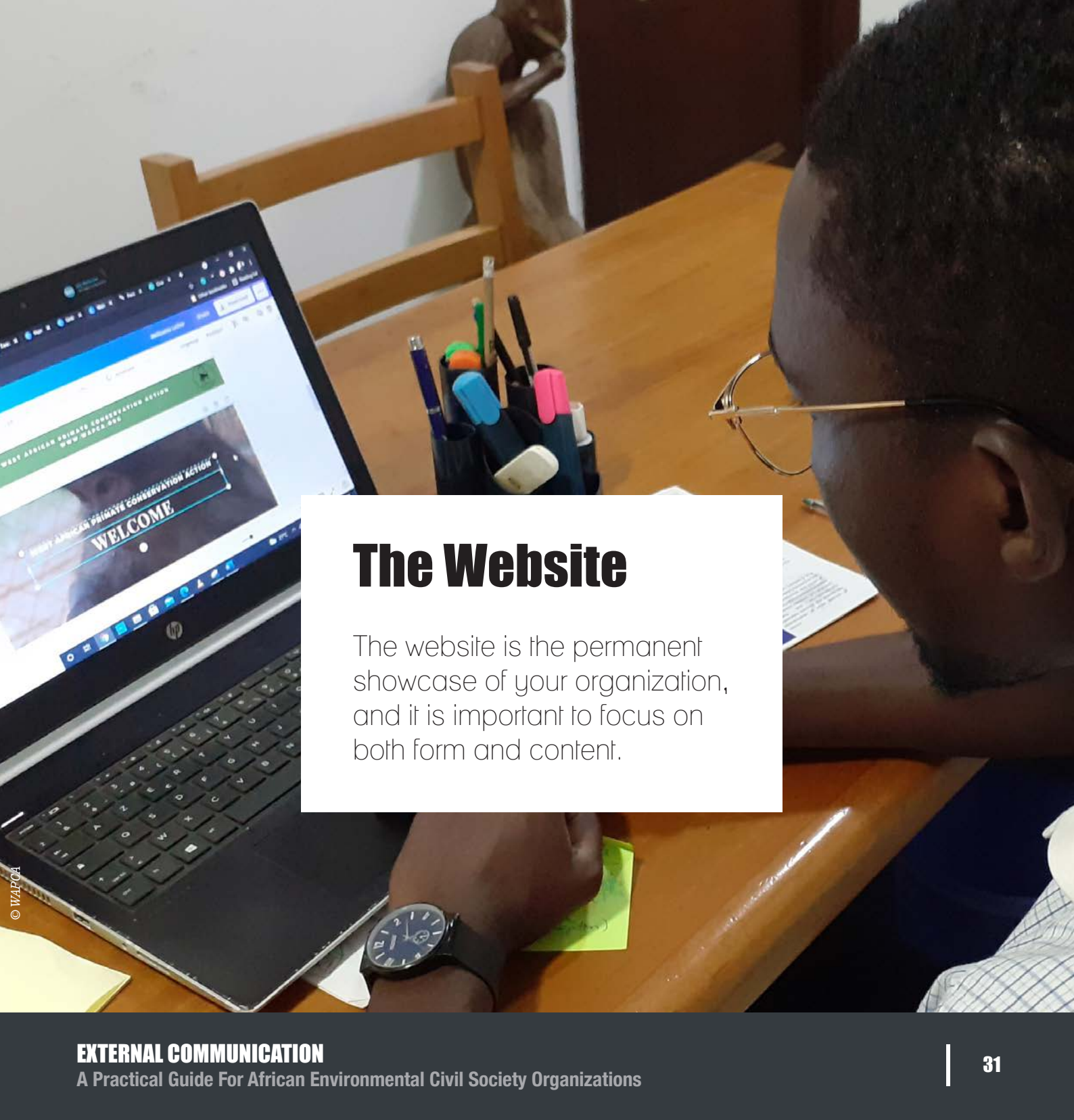
The Website

The website is the permanent showcase of your organization, and it is important to focus on both form and content.

Website Creation

You can set up a website in two ways: use a professional service, which will cost you money, or use a website creation platform (website builder), which will take you time.

Here are examples of website builders, which are known for their quality and ease of use:

A list of website builders

Very good advice for web design

PRACTICE:

Does your organization have a website?

How did you set it up?

How do you keep it up to date?

Are you satisfied with the frequency your website is updated?

Website Content

To design the **content of the website**, ask yourself the following questions:
- What information do you want to convey?
- Who will be the audience for your website, and what information will they be looking for?

Also, take inspiration from the websites of large organizations.

Keep in mind that for your website to be effective, it must observe the following principles:

The essential information must be there | The name, the tagline and the logo of your organization, its mission and history, the team, the programs implemented, the geographical area (why not put a map), resources...

It must be easy to contact you | Put your contact details on the home page or a dedicated page (in the form of an uploaded image so as not to be retrieved by robots which then will spam you); why not a contact form.

The navigation should be easy | Users must be able to find the items they seek easily. To facilitate navigation, you can make page suggestions within your pages (internal links) in the form of inserts.
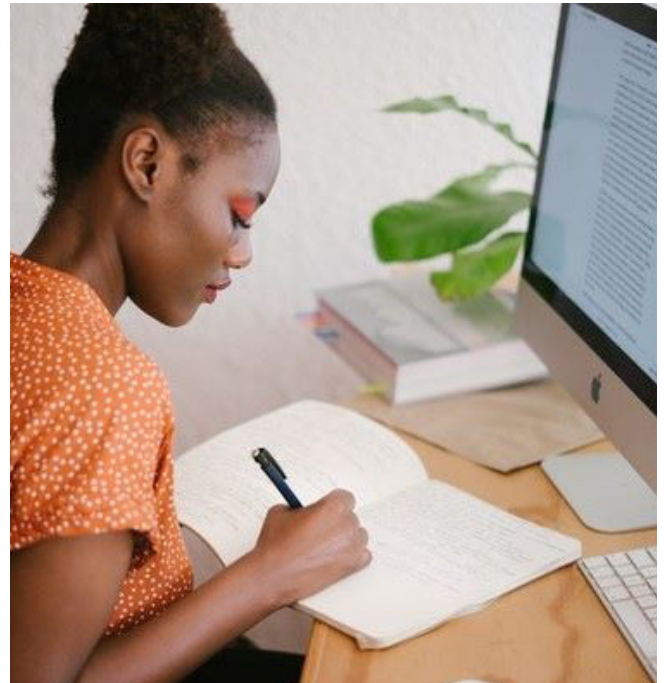
The design must be beautiful | Visuals must be the highest quality. Take care of the photos; remember to crop them.

The pages must load quickly | For this, reduce the digital weight of the photos (for example, to 75 dpi).

The layout must adapt to mobile phones | That is, the edges will not be cut off. The website is then said to be "responsive" or "adaptive".

PRACTICE:

What do you find practical or inconvenient about their websites?

Here is an example of the website of a Beninese environmental protection organization, with all the information directly on the home page: http://www.bees-ong.org/

the photographic-type images we see are made up of pixels (picture elements), the smallest units that can be displayed on the screen. The definition of an image is the total number of pixels that compose it (what your camera's sensor can take). For example, a photo of 2560 x 1920 pixels contains 5 million pixels.

The resolution of an image is the number of pixels in a line of one inch or 2.54 cm. The unit is the dpi (dot per inch). You can modify the image resolution to adapt it to its use. If you want to print the image, you should make sure it's at least 300 dpi. Below this, the image will be pixelated, and it will not be beautiful. If you want to display the image on a screen, you should lower its resolution to 72 dpi. Beyond that, it will take too long to load.

PRACTICE:

Observe your website through the eyes of someone who is discovering it and ask yourself:
• Does the home page catch on and make me want to go further?
• Can I find all the information I need on the site?

Give your site a rating from 1 to 5 on each of the principles stated above.

Tips for a good website design

A useful resource about image sizes

Website SEO

Your site's SEO (Search Engine Optimization) is what makes that when someone uses a search engine (Google, Bing, Yahoo!...), your website will come out among the first answers. The SEO will bring you a larger audience than those who already know your website address and type it directly.

There are two kinds of SEO:
- Natural SEO, which results from the search engine algorithms
- Paid SEO, which advertises your site which comes out as an "Ads" in the results. For example for Google: https://ads.google.com

PRACTICE:

Take a test! Carry out a search on a search engine with the keywords that best describe your organization (geographic area and type of activity, for example).
Does your organization appear in a good position?
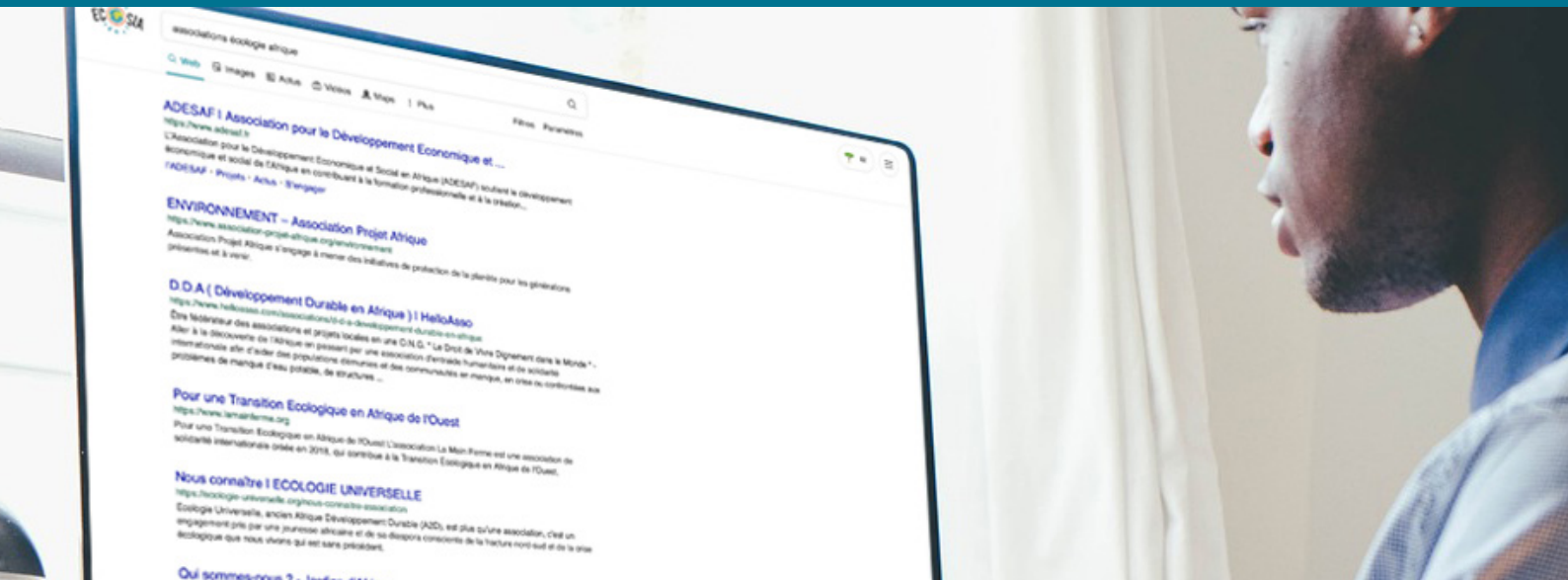
How to improve your website's natural SEO?

If you don't want to pay, you can promote the natural SEO of your website by the following practices:

Put words on your site that people are likely to type in the search engines.

- Use a clear and catchy domain name (with words rather than an acronym, for example).

- Think about the keywords people are likely to type into a search engine and place them on your site's home page, as well as in its description (the metadata).

- Give clear titles to your pages when you create them. For example, if you have a page that describes the activities in the park you manage, don't just call it "/activities" but "/Kakum-park-activities". If URLs (web addresses) are created automatically with numbers, rename them with words.

- In the same way, rename your images with the subject of the photo and keywords.

Make sure that your website has the following characteristics:

- Fast loading time
- Regular updates (once a month minimum)
- A site that adapts to navigation on a smartphone or tablet
- A clear site map with all the pages accessible in a minimum of clicks (maximum 3)
- Various forms of content (text, image, video, sound, etc.)

These are characteristics favored by search engines.

Write useful and interesting articles about your field of activity

Don't just write about your organization; the content needs to be interesting to outsiders. Then, relay these posts on social media to advertise them. These are the articles that the search engines will reference.

The texts put forward by search engines are those which are:
- originals (not copied)
- fairly long (1 or 2 A4 pages)
- well constructed (with a title, a summary, sub-titles, paragraphs, important words in bold, etc.)
- that have backlinks, that is to say of links to your articles by other websites
- which are the subject of backlinks, which means that other websites provide their link

Make your site part of a digital landscape

Search engines put forward sites that fit into a digital landscape, which gives them credibility.
- When other sites link to your site (backlinks). It is even better if they are reference sites: key players identified in your field of activity, resources sites such as Wikipedia.
- When social networks link to your site.
- When your site links to other sites (external links). I this case, put an explicit group of words on the hypertext link.

It is thus a good practice to quote other organizations, which will quote you in return (the method of crosslinks or netlinking).

PRACTICE:

Find your keywords. What words describe your organization and its activities best? Analyze your semantic universe. Make your tag cloud.

Website Statistics

It is very interesting to analyze the statistics of your website. For example, what are the pages most visited? Which sites link to yours? You will find this information in most administration interfaces (WordPress, for example). You can also pay for a service like Google Analytics.

Social Networks

Social networks have become an inescapable means of communication. They make it easy to reach a large and targeted audience.
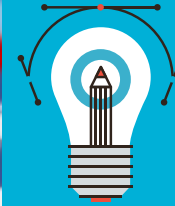
It is better to be on few networks and lead them properly than be on many networks.

Your organization's presence on social networks completes the showcase that is the website. The main difference is that social networks allow you to reach out to your community and create a close relationship with the public. That's why the position in charge of social networks within an organization bears the name of "community manager".

There are many social networks, which are specialized by their publication format and their field of activity:

- **FaceBook**: the most generalist and widespread
- **Twitter**: for micro publications (maximum 280 characters, or two and a half lines of a letter page)
- **Instagram**: for photos
- **YouTube**: for videos
- **LinkedIn**: for professional networking
- **Periscope**: for live broadcasts
- **Snapchat**: for ephemeral publications
- **TikTok**: for short videos
- etc.

TO CHOOSE YOUR SOCIAL NETWORK(S), ASK YOURSELF::

What are your goals? To be kept informed, to pass on information, to mobilize your community...

What content do you want to publish? Articles, links to external resources, photos, videos...

On which networks is your community? You have to be on the same social networks, of course. It is important that you first define your community: its age, its passions...
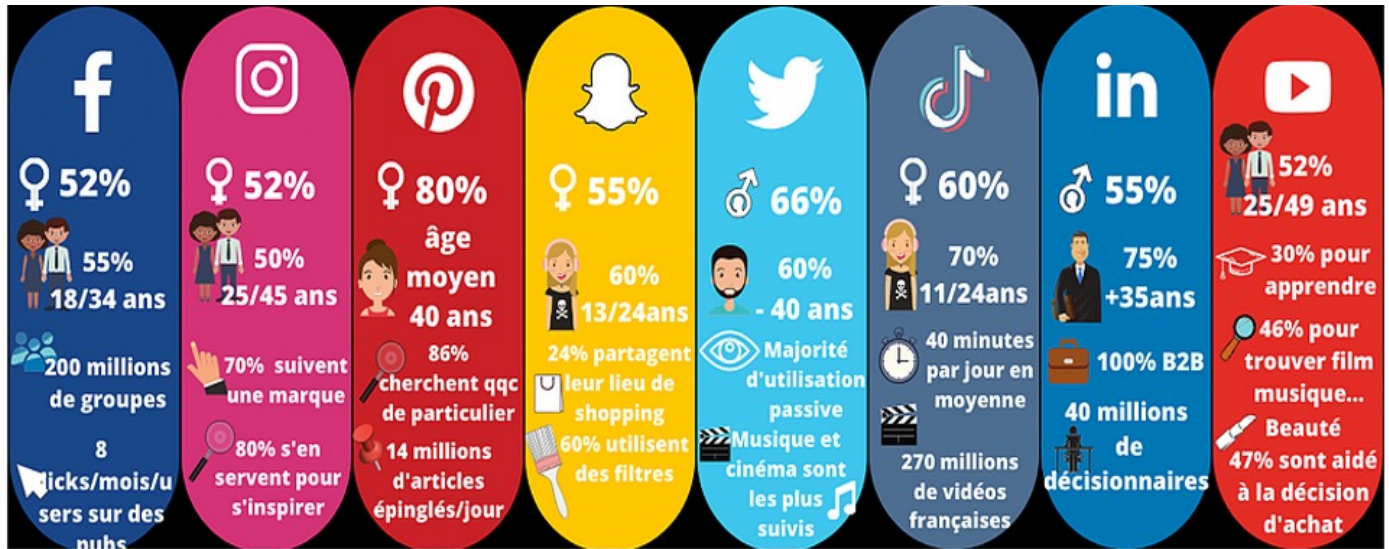
PRACTICE:

Make your community profile on social networks: who follows you?

To save time, https://www.hootsuite.com (fee-based) allows you to post on multiple social networks simultaneously.

The Main Social Networks

Facebook

FaceBook is currently the world's leading social network with 2.5 billion active users. It brings together all age groups and population categories.

With the Pages, FaceBook allows organizations to distribute content and interact with their audience. With the Groups, FaceBook will enable you to federate your community by sharing their ideas and expressing themselves on an equal footing. With Messenger, FaceBook allows people to interact in real-time. Finally, with Workplace, FaceBook enables collaboration within the organization.
FaceBook is now an ecosystem: Whatsapp and Instagram have been bought by FaceBook which now offers a rich portfolio of mobile applications.

Be careful, though: FaceBook has become a media, and it isn't easy today to start a page from scratch without going through advertising. Moreover, its algorithm favors the content that generates the most interactions and hides the poorest performers. Therefore it is no longer the most profitable social network in terms of effort.

FaceBook is gradually being abandoned by young people who prefer mobile applications like Instagram, Snapchat, TikTok, Whatsapp...

Youtube

Owned by Google, YouTube is the most used video platform in the world, with more than 2 billion active users. It is also the second search engine after Google (and incidentally the third most visited site globally).
Being well referenced on YouTube also means appearing in Google search results. Google indeed integrates YouTube videos in its search results.

Videos are an effective way to capture the public's attention. Internet users consume more and more online videos. Therefore, they are increasingly highlighted on FaceBook, Twitter, or Instagram, with major innovations (360° videos, live video, etc.).
YouTube has set up "Cards" to enrich videos (to redirect to a site or encourage people to take action), as well as "Stories" to engage your community.

Succeeding on YouTube requires a strategy as well as quality and regular video content.

Instagram

Instagram is a mobile application for taking photos or recording short videos and applying filters, effects, and stickers. Instagram is carved to create quality content in seconds: it makes any video, photo, or story cool.
Owned by FaceBook, Instagram has a community of over 1 billion active users.

Instagram is popular with young people (but is now adopted by all age groups). Instagram users are more loyal than average and come back to the app on a very regular basis.

However, communicating through images is not given to all organizations. While it used to be hugely effective to gain followers and get high engagement rates, Instagram has grown into a major social network, which means more competition. The algorithm is now forcing to publish very engaging content to benefit from the potential of this platform.

FaceBook, YouTube, and Instagram also offer stories to share several contents, forming a story and disappearing after 24 hours.

TikTok

TikTok is an application for recording short videos, applying filters, effects, and music, and then sharing them. TikTok mixes the visual side of Instagram or Snapchat, adding the musical aspect.

TikTok is experiencing explosive growth (especially among young people) with 1 billion active users and could quickly join the leading pack of the most used applications.

Be careful, though: TikTok's audience is still very young.

Reddit

Reddit is a community site allowing each user to create thematic forums (subreddits) and submit links and content. The contents go up and down according to the members' votes, thus making it possible to discover interesting content.

Reddit has become a particularly strong community, with now 430 million users.

While Reddit doesn't encourage self-promotion, you get massive traffic when one of your posts goes to the top of a subreddit.

Reddit is still a predominantly Anglo-Saxon community. The Reddit community obeys strict rules that must be understood before posting and can turn out to be violent against an organization naively making its promotion.

Twitter

Twitter is a social network focused on real-time information through a thread of publications limited to 280 characters (historically 140). With its 321 million active users, Twitter remains a major social network and has a particularly engaged community.

Unlike FaceBook, which is more focused on the network of close friends, Twitter allows horizontal exchanges between people who do not necessarily know each other in real life. Twitter makes it possible to virtually follow and subscribe to the news feed of any user: friend, personality, client, company, etc.

Twitter is a viral medium thanks to the "retweet" functionality allowing information to be republished from wall to wall.

Twitter has become a media and a real-time source of information: it serves as a megaphone (and ears for listening to trends) for many executives, journalists, and bloggers. Twitter is an ideal platform to reach opinion leaders.

The general public has not yet fully embraced Twitter. The number of active users seems to have reached a ceiling in recent years. Twitter is struggling to become a global social network like FaceBook can be. The algorithm is now forcing the creation of more engaging content to benefit from real reach.

A list of training to train in social networks

A list of websites that can help you publish on social media

Designing a Facebook Page

Be careful not to confuse a FaceBook profile and a FaceBook page.

The FaceBook profile can be accessed directly when your FaceBook account is created. In the "About" section, you will find the fields: study, work, etc. The profile is suitable for a physique person for private use.

The FaceBook page must be created from the account. In the "About" section, you will find the fields: type of organization, hours, etc. The page is much better suited for an organization and allows:
  • to select the recipients of the information
  • to share the administration
  • to access statistics
  • to create events
  • to build a community and interact.
  • …
You can decide to do one page per project.

Some tips for creating the page

The **name of the page** can be the name of your organization.

The **profile picture** can be the logo of your organization. It must be in the format: 540 x 540 pixels.

The **cover photo** must be in the format 851 x 315 pixels (if you use PowerPoint, create a slide sized 47 cm x 16.5 cm). It must weigh 100 Kb max and be in.jpg format.

Remember to fill in the **"About" section**, which will allow search engines to refer to your page. Then, at the end of your organization's presentation, write a list of keywords that the audience is likely to use in their research.

In FaceBook, you can also create a **fan page**, to defend a cause, and **groups**, allowing more people to be involved.

A tip:

Put your news in the cover photo because FaceBook systematically relays cover photo changes. Also, most people won't browse down the page. Put the text in the center of the image because FaceBook is not "responsive", and the third parties at the edge disappear on a smartphone.
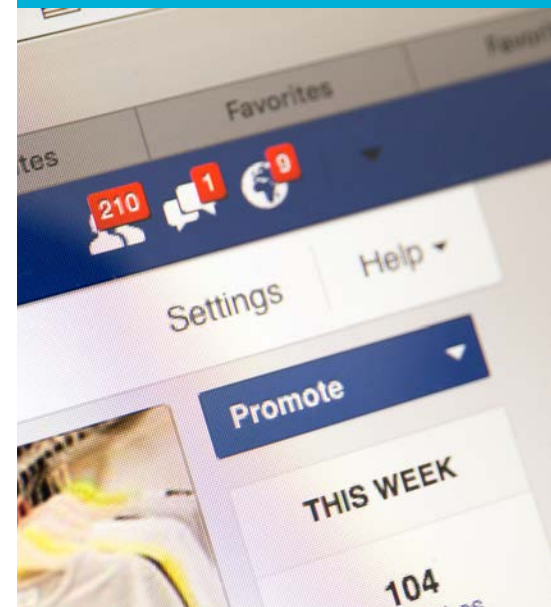
Building a Digital Community

To build a digital community, publish posts that alternate information on your organization and more general information on your field of activity:

Inform about the life of your organization. Share the news big and small in the life of your organization. Report events.
But don't limit yourself to this:

Share content on your work theme. Relay what is useful to you in your field of activity: it is surely also helpful for your community. Show that you are a reference in your theme; this will make people want to follow you.

Also, **engage your community**. Make it participate in the life of your organization. For example, ask people for their opinion, propose to them a game, a challenge (very popular), inform them in advance of an event (add a "book" button to your events)...

Finally, think about **segmenting the publications**, which is to specify when publishing to which people the post is addressed. For example, local events do not necessarily interest the international community. The risk is that people who often receive information not relevant to them will unsubscribe from your page.

Be responsive:

Invite all the people who reacted to a post to like the page.

Respond to all interactions sent in private messages and comments.

Interact with the pages that mention you.

How to Publish

Each social network has its **codes and uses**. Use the format well suited to the social media you are using: length of text, photo format... If you are on several networks, adopt a publication format that suits all of them to save work.

Today, a publication is made in **"storytelling"** mode, which is that you tell a story while being visual and precise about the circumstances.

A publication ideally contains an **illustration** and a **text** (wording).
- The illustration can be a photo, a carousel (photo album), or a link to an external site
- The text is a one-paragraph story. It must convey an emotion (joy, surprise, sadness, anger, fear, disgust). It may contain emojis.

Vary the **types** of content: photo album, vertical photo, video, link, live, 360° photo, carousel, poll, etc. There is a hierarchy in what people watch: videos are more watched than photos, which are more watched than texts.

For **videos**, use the specific functions provided by FaceBook (stories, for example). A link to a video posted on YouTube will be less put forward by FaceBook because these two social networks are competitors.

Smartphones represent 80% of digital moments, so it is good to adapt to **mobile phones' screens** and publish photos and videos in vertical or square format. If your post takes up the full-screen size, it will be highlighted in the news feed.

The best strategy is to post **quality content**, which will make people want to follow you. Take care when writing your publication, paying attention to spelling and syntax. If necessary, crop the photos and retouch the lighting. Use an image stabilizer for videos.

Keep in mind that your content should provide **value to the reader**, meeting one or more of the following needs in varying proportions depending on the topic:
- usefulness (the content provides practical information)
- pleasure (the content is pleasant to read)
- intellectual stimulation (the content promotes thinking)
- social interaction (the content invites sharing)

Avoid self-centered information of no interest to the reader, except those who are mentioned. Likewise, avoid flashy or insignificant information that will damage your image.

In the example attached: the publication contains information, a call to action, and a call to react to the post to make it go up in the algorithms.

People expect to interact and send things to their friends, so consider also posting cool content, not just serious ones.

Your publication should be relevant and suitable for the **intended audience**. For example, are your readers in a hurry? Then post precise, concrete, operational communication. Be sure to choose the most suitable format to deliver the message: a text? A photo? A video? A link?

Posting to the right network at the right time: LinkedIn is viewed during office hours? FaceBook during transport? Beware of bad **timing** (for example, publish light information when the news is serious).

Deliver the information **gradually**, the most important first, to leave the choice to the reader to continue reading: what is happening? What are we talking about? Then only give details about the why and the how.

Make your publication **readable**: use simple phrases, short sentences, and appropriate vocabulary. Put one idea per paragraph and skip a line between paragraphs. Don't use too many words in bold or capital letters.

Be **easy** to understand: give clear titles, indicate dates (and not just say "next Sunday "). When you create hypertext links, do not just write "More information", but describe what will open if you click (for example:"The dates of the next events").

The best content is yours, but new content cannot be released every day. You can fill your posts feed by **relaying** posts from other pages.

You can set up a regular meeting with your community, for example, the "Monday morning post".

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What to Post

Examples

Here are some examples of content:
- Articles from your blog
- Presentation videos
- Resource content
- Quotes and phrases of wisdom
- Testimonials
- Infographics
- Quizzes and games
- Surveys
- Tutorials
- Portraits
- Anecdotes about the life of your organization
- Tips and tricks
- Questions to your community
- Content sharing from your partners...

Try to use the different features offered by your social network: music, questions, polls, location, GIF, hashtags, mentions...

Avoid these contents, which are penalized by FaceBook:
- Overly commercial publications
- Photos with text. If you've made a poster, create a publication that uses its content (text and illustration) instead of posting it on the network.
- TV shows teasers

Stories

Stories are ephemeral publications that highlight events and experiences.
They allow great freedom of tone and expression, with a mix of videos, photos, gifs, music.

They promote private message exchanges and help develop a close relationship with Internet users.

This format is growing in popularity on social networks. For example, FaceBook places them at the top of the news feed.

Here are ten story ideas:

Lectures and Events | Post video clips and photos throughout the day to provide a behind-the-scenes look at the event you are attending.

Organize a "takeove" | Ask an influencer or internal staff to take control of the Stories in your account for a day. The approach is authentic, fun, and generates new followers.

Publish in series | Create recurring themes like the recipe of the week, the fun fact of the day, or the job of the month. Generate anticipation around your Stories.

Show who you are | Your followers do not necessarily know you from the beginning of your story. Therefore, regularly explain where you come from and where you want to go. It creates sympathy and builds loyalty.

Make a live video | Present one of your actions in a video. For example, open days, conferences, etc. Start a countdown and build excitement.

Advertise your events | Thank other accounts for sharing your content and comments and strengthen your network/community.

Organize the "question" tools | Share a question or let your followers vote, for example, on an action, a problem, or a hot topic. Answer the most frequently asked questions and be transparent.

Make people laugh | Share jokes or anecdotes from your daily work life and show off your sense of humor.

Giveaway | Give something to a randomly selected person. This action increases your interaction rates and keeps your followers loyal.

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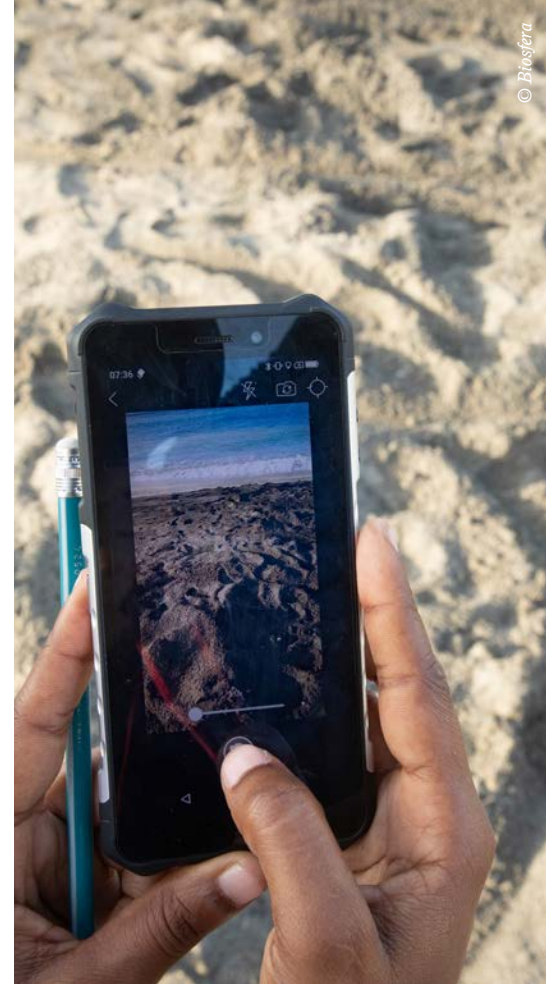
Some online tools:

☞ to create emojis

☞ to create gifs from photos

☞ to do educational quizzes

Videos

There are different **types** of video: to tell an experience (experiential), to tell a story (storytelling), to catch you and make you want for more (teasing)...

FaceBook put forward videos and has developed many **formats** for them, for example:

Lives | they are live videos. They are favored in the news feed. FaceBook sends a notification to the community to let them know. Lives receive three times more engagement than classic videos but are mainly visible to account followers (there is little virality). It may be interesting to do a live video to communicate about an event with your community.

Premiere | allows you to announce the launch of a video that has never been published online. There is a countdown until the video starts.

Video session | allows you to invite your community to see a video posted by another user on FaceBook.

FaceBook360°, **Watch**, **Creation**...

On Instagram: **Real** (flash video of 30 seconds maximum), **IGTV** (longer videos, up to 1 hour)
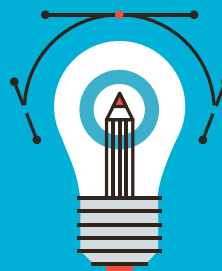
Best practices for videos:

Vary the formats

Post a video every 7 or 10 days

Create playlists, for example, by theme

Cross-post your partners' videos. That is, share their videos as they will share yours.

Hashtags

Hashtags are clickable keywords, allowing you to make referencing on micropublication sites, like Twitter. When users click on a hashtag, they are taken to a page that displays all of the public content associated with the hashtag. Any word or phrase can be turned into a functional hashtag; just start with the pound symbol (#).

Do not hesitate to use hashtags in all your narratives. However, don't hashtag words that are too common, too general, and don't describe the post. Since hashtags are all about content discovery, they can help you reach your target audience and users who have never interacted with your organization. For example, the hashtag #nature includes posts devoted to nature and will be used by nature-lovers.

You can create your hashtags. Base them on word games, funny formulas; they will be more easily remembered and relayed. Then, check out other users' posts regularly with the hashtags you created.

Hashtag your partners and other relevant accounts. This practice will allow you to be relayed on their accounts.

Good to know:

Twitter does not offer the possibility of having trending topics by country. Therefore, tweeters use dedicated hashtags to specify the country. For example, in Senegal, they can use #kebetu, which means "tweet", to indicate that the tweet is about the country.

The "at" signs (@) allow, on FaceBook, to link pages to each other. So, for example, NGOs which put "@PPInitiatives" in their publication see it relayed on the PPI page after validation by the administrator of this page.

Highlighting Your Posts

For the algorithm of FaceBook put forward your posts, observe the following tips:

Post regularly.

FaceBook highlights the posts of dynamic pages, so you have to post regularly. A good rate of posting is two or three times a week. Try to keep up the pace all year round to keep your readers interested.

You can prepare several posts **in advance** to be published a few days apart. This habit will allow you:
- to dilute the content that would otherwise have been posted all at once
- to choose the optimal time of publication
- to maintain a frequency of publication necessary for the algorithm
- to save the time spent on FaceBook

You can use an **editorial calendar**, that is to say, a document that centralizes the publications made and to be made each week on each network.

☞ Here are some tips

You can use evergreens(recurring and predictable events) but always making the connection with your organization.

☞ Check out the oncoming events

Post before connection peaks.

The lifespan of a post on people's news feeds is 20 minutes. However, you want your publication to be visible during consultation hours. It is, therefore, necessary to publish before the connection peaks. You can set the time of publication in the "publication tools".

☞ The best posting times for each social network

Once the post is published, the more time passes, the less weight it has (it appears less in the newsfeeds).

It must therefore be relaunched, for example, by responding to comments. It is more impactful to relaunch a post than to make a new one.

Make the connection with the people you want to reach out to.

On average, only 12% of your social network friends will see the post in their newsfeed, and the publication goes in priority to the people with whom you have the most affinities. Before posting, it is therefore necessary to interact with the people you aim for. It is good to know that the algorithm prioritizes interactions: a comment creates more affinity than a sharing, which itself creates more affinity than a liking.

Pay FaceBook.

You can also highlight a publication by paying FaceBook.

Fostering Interaction

That is, getting people to click. This is what will make the publication go up. Getting a reaction to an existing post is better than making a new post: your posts will appear more in people's newsfeeds.

Ask to click

Don't hesitate to say things explicitly and make calls to action:
- "Like if you agree."
- "Subscribe to our page."
- "Express your support."
- "Comment on this post."
- "Go to our website."
- "Subscribe to our newsletter."
- "Book your place at this event."

Make click

Play on curiosity: put a catchphrase in the publication that links to a website (for example, your organization's site) so that people are forced to click for more information.

Ask for advice:
- "What do you prefer..."
- "What do you think of..."
- "What would you do if..."
- "Have you ever experienced something similar..."

Ask your followers to choose the photo for the site at each change of season, for example.

Also, people like to be notified before others, so announce things in advance and add a "book" button to your events.

An example of an engaging post: "Like if you prefer Von Miller, comment if you prefer JJ Watt."

Feed your post

Like your own posts, with your profile and all of your pages.

Continue the conversation in the **comments**: answer, ask questions, thank…
To trigger discussions, it is essential to answer all comments (including simple
ones like: "Too beautiful!"). The answers must be as precise and personalized
as possible. Give maximum importance to the quality of interactions. Don't he-
sitate to refer to links.

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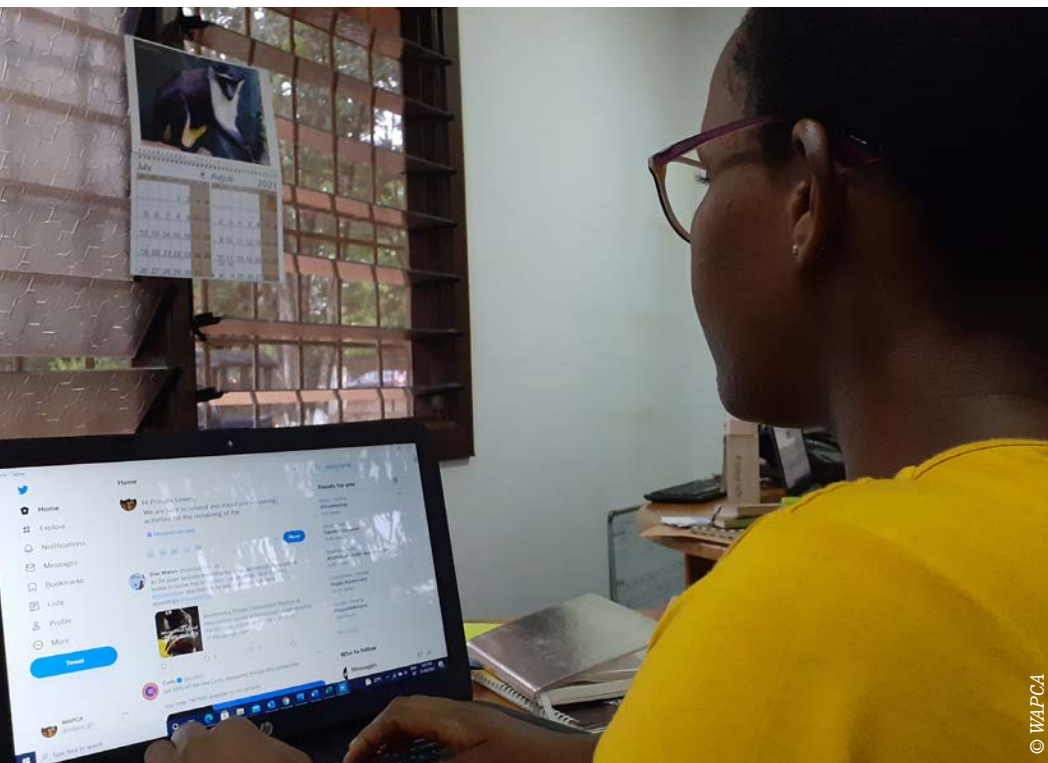
**TAKE TIME FOR
CONSTRUCTIVE
REVIEW OF YOUR
POSTS:**

*Have the principles just given been
observed?*

*Does your organization's page on
the social network make you want
to subscribe?*

*Do your organization's publica-
tions make you want to relay them?*

Relations
with the Press

Press relations are carried out with a target, journalists. The main objective is to obtain a positive editorial impact by maintaining good relations with journalists and regularly providing them with information about your organization and your actions.

The Press Release

The press release gives journalists unique, precise, and up-to-date information. A journalist can then write, for example, a short news item in a daily newspaper or a large article in a monthly magazine.

Writing a press release meets standards. Get inspiration from agency dispatches.

- The press release must mention its nature ("Press release"), contain the date, logo, name of your organization, as well as a contact person (name and contact details).
- The title should summarize the main information, developed in short paragraphs answering the essential questions: who, what, when, where, how, why? A preamble can summarize the essentials at the beginning of the text.
- The press release must be concise (1 page maximum in general). Its tone must be informative, neutral, and direct: it is the raw material that the journalist will use in his article.

The Press Kit

The press kit provides more complete information (historical, technical, facts, key figures, photos, samples, etc.
Writing a press kit also meets standards.

- An attractive presentation to stand out, especially the cover.
- A cover letter for the recipient.
- A summary to make it easier to find information.
- Journalistic headlines and subtitles to structure the text.
- A varied and informative content: photos, interviews, portraits, a history….
- Maximum size of ten pages

Other Means
of Communication

PowerPoint Presentation

Building the Presentation

Start by defining your goal. You must determine the messages you want to convey and only then build your presentation. Define 2 or 3 messages maximum: the less they are, the more they will be understood and assimilated. Once your goal is defined, write down your ideas and organize them according to a detailed plan. Finally, create your slides and look for illustrations.

Structure your presentation with an introduction that makes the auditory want to know more about the subject (a personal anecdote, a story...), a presentation body with the explanation and the solution, and finally, a conclusion with a call to action. Pay attention to your transitions so that the sequence of slides is logical, with a flow.

Personalize your presentation according to the auditory and the context. Don't just recycle your previous productions, but build your presentation around your audience, then you can pick up material in previous works. Adapt the vocabulary and tone. Use the current news or regional information to illustrate. Add the logo of the organization or event.

The size ratio 16:9 has become the standard (instead of 4:3). Define this ratio when creating the PowerPoint do-cument and before even starting your slides since it will distort the images if you change the format later.

Respect a graphic charter for the entire presentation: background colors, positioning of titles, writing characters (font, size, and color), etc., should be the same from start to finish.

Choose a maximum of one or two colors for your theme. Use an appropriate and sober assortment of contrasting colors (i.e., each one contrasts with the other).

Use suitable fonts. No more than three, for example:

One for the table of content, transition slides, and slide titles,

One for the messages you want to get across, keywords and key figures,

One for the "winks": exclamations, quotes, definitions...

Create your own slide template using the "slide masks" functionality. You can create templates for transition slides and content slides. Avoid the original software themes; they have been overly seen. Avoid "corporate" themes; they don't suit your audience.

Resources for color palettes: https://www.design-seeds.com and https://color.adobe.com

Resources for fonts: https://www.fontsquirrel.com and https://www.dafont.com/

Creating Slides

Pay particular attention to the introductory slide (which should raise the interest of your listeners) **and the concluding slide** (which your listeners should remember). Your very first slide should raise the curiosity of your audience even before you open your mouth. The last one should print your messages in your audience's memory.
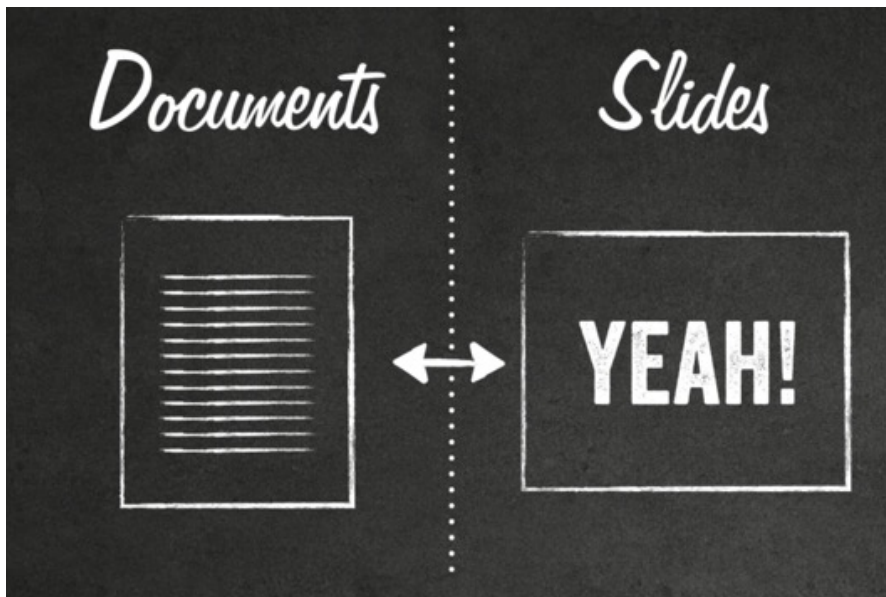
The slide should not be drafted. A PowerPoint presentation is a support for an oral presentation. The slide should only give the keywords and key figures for the idea you develop, as well as an illustration.

Banish text blocks and incomprehensible diagrams: they are unreadable on the screen; if they are readable, they are not read; and if they are read, then you lose your audience's attention. They only give an amateurish impression of your presentation.

To have a slide background in your colors:

Take a free image editing software like Picassa, Paint, or Photo Filter.

Create a blank image of the size of your slide (1024 x 768 pixels) (16:9 aspect ratio).

Personalize the image, for example, creating borders of the colors of your logo and putting your logo in a corner.

Paste this image as the slide background in the "slide masks".

PowerPoint is the art of synthesis, and you should only write the bare minimum.
Don't be afraid of empty spaces; your speech will be all the more clear and understandable.
Use simple, relevant, and impactful words.
Write your messages in very big so that they are easily readable.
Simplify your slides to the extreme: that's how people will remember them.

To have more impact with your audience, you can:
- **Pass emotion** (via a story, an image…) to make auditors project themselves in your story.
- **Use quotes** to give weight to your demonstration.
- **Cite your sources** to gain credibility.

Using a quote.

90%
of the creative process
IS DESTRUCTIVE

- Nancy Duarte

Tthe golden rule: SIM-PLI-FY

A slide is:
- a sentence that sums up the message you develop orally, written in large font
- and an appropriate illustration

If you make a list: put a maximum of 6 points to stay in the brain's processing capacity. Put pictograms next to each point to illustrate it.
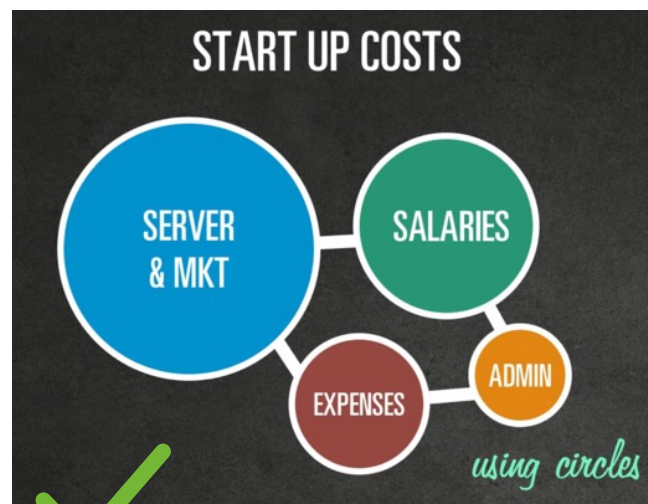
👉 Resources for symbols:
https://picol.org

Don't put graphics, or so very simple and understandable in a few seconds. To understand relative values, do not put an array of numbers but symbols of different sizes.

Presentation of a graphic.

Illustrations

Because a picture is worth a thousand words, the whole point of using PowerPoint during an oral presentation is to **reinforce your message with images**! PowerPoint slides are essentially visual: find for each message an impactful image that illustrates it.

Here's the professional way to use **pictures** in PowerPoint presentations:
  • Put no more than one picture per slide

  • Use a good quality picture to avoid pixelation
  • Enlarge the picture so that it covers the entire slide.
  • When you change the size of the picture, respect its proportion and do not distort it in width or height.
  • Write the text of your message on top of the picture, on a plain background.
  • Position the text so that the gaze or movement of the living being in the picture goes in its direction.

Using a photo.

Slide animations should be used sparingly, only if relevant. They should not distract from the content. A presentation without animations looks more serious.

We've seen that a slide should present only one idea. Reversely, **an idea should only be carried by one slide**. So don't pile up slides thinking that the more, the better.

Consider putting a slide with the **table of content** at the beginning of your presentation. Then, throughout the presentation, put **transition slides** that show where we are in the table of content.

Give Your Presentation

A PowerPoint presentation is never perfect; you can always find something to improve. Know how to declare it complete and enjoy it.

Time your intervention so as not to make it too short or too long. Allow 2-3 minutes per slide. **Rehearse it** in front of colleagues or by filming yourself with your smartphone.

Proofreading

For each slide, ask yourself the following questions:
- Is the slide understandable in 3 seconds?
- Is the slide pleasing to the eye?

If the answer is no, put some more work into it.

Once your presentation is complete, proofread it carefully to eliminate any spelling mistakes.

Imagine the reaction and the questions that will cross the mind of the person who will discover it. Is there any information missing?

To print the presentation (as a reminder for you or to distribute it to the participants): Under PowerPoint, click File > Export > Create Handouts in Microsoft Word. Then, in the "Send to Microsoft Word" box, click the page layout you want, preferably the table layout with the slides on the left and the text on the right.

How can you be comfortable with the content and detach from your notes?

Write everything you want to say, including transition sentences between slides.

Read this text several times, starting several days before the presentation (memorization is done overnight), or record this text on your smartphone and listen to it regularly (visualizing the slides in your head, at the same time).

Without really knowing it by heart, your memory will be able to draw from this text during your oral presentation.

Avoid stressful last-minute issues by checking in advance:
- If you use your computer, that the video projector works well with it: resolution, VGA or HDMI socket…
- If you use another computer, that your presentation looks good on its PowerPoint version: the fonts are the same, the resolution is identical, the links to videos work, the video codecs are installed...

You can get a pointer to flip the slides without having to stay close to the computer.

When you address your audience, **you should state**:
- the meeting's agenda (duration, schedule)
- the purpose of the presentation (to demine expectations that will not be met)
- the main messages of your presentation
- the outline of the presentation
- when listeners can ask their questions
- that you will email the presentation to listeners after it.

Take care of your appearance. **Have a positive, open, smiling attitude**… that's what the audience will remember the most! Use your body language and facial expression to convey dynamism and a positive attitude to make your presentation lively and interesting.

Make eye contact with your audience. Don't look at your PowerPoint presentation: turn your back to the screen, not to your audience! If the audience is large, scan the room with your eyes to make everyone feel involved. For friendly cues, ask your co-workers to sit in different places in the audience.

Sending the presentation.

Ideally, share the presentation after you give it. Indeed, if you do not share it, the audience will take notes instead of listening to you. If you share it at the beginning of the presentation, they will read it instead of listening to you. This transmission will be an opportunity to share information that you removed from your presentation to gain clarity.

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Don't just read your document. There is nothing more sedative and demotivating! Instead, bring your presentation to life by varying the intonations and the rhythm, putting on enthusiasm, making puns, repeating terms to hammer out an idea...

Use interactivity. Ask the audience questions ("Who is concerned by…", "Currently, how do you…", "What do you think of…", etc.). Pick someone up at random: this greatly helps maintain attention.

Take your time between slides, be quiet after a key point. It will give your audience time to digest what you just said and more impact to your speech. Do not hesitate to repeat the strong ideas of your speech to get the message across.

Repeat the main messages of your presentation at the end of your presentation.

End with a **question-and-answer session**.

👉 Resource with themes, icons…: https://www.themepowerpoint.fr

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The Newsletter

The newsletter is a message giving the news of your organization for a given period. It's a regular meeting between your organization and the people who support it. Define its frequency. On your website, suggest that readers subscribe to your newsletter.

Writing a newsletter cannot be improvised. It is necessary to put some care into the design and the content. It must be concise, have a clear editorial line, present recurring sections, have an architecture that can be easily understood. It must begin with a preamble that explains in a few lines the content of the newsletter.

The content of the newsletter should answer the question "What's new?"It's up to you to define the subjects you want to address (tips and tricks, new actions, website developments, highlighting of community members…). All topics are good. Your community expects information and transparency from you, and the newsletter is an opportunity to meet this expectation.

An HTML newsletter is a web page transmitted via an e-mail delivery service. The HTML format includes graphics and color, which makes the newsletter more attractive than plain text newsletters.

To layout a poster or newsletter

Some tips:

Create the template of your newsletter with HTML design software. Your newsletter must use your graphic charter (logo, colors).

Create the content in a basic text editor, like NotePad, in.txt format. This avoids the funny characters that can replace texts in Word format.

Use software or a newsletter sending service. The newsletter must not exceed 250 Kb to get through.

Avoid capitalized words, exclamation points, and the word "free", which may cause your newsletter to be considered spam by the mail software.

Direct Mailing

Direct mailing consists in sending a call to action to your contact list.

An effective direct mail, whatever its topic, should have at least four elements:
- A **teaser** intended to immerse the reader in the e-mail from the first line
- A **proposal**, precise and direct
- An unmistakable **call to action**
- A **postscript** that reinforces the call to action.

The message must be clear, maintain some consistency, and get to the point. It should be brief, convincing, and precise. Use short sentences and descriptive, prominent keywords (that you can put in bold).

To write a direct mail (for example, a call to sponsor improved cookstoves):

- Catch the reader's attention with a hard-hitting catchphrase. The teaser will push the reader to go further, so it must be intriguing, funny...
- Highlight a problem (e.g., deforestation)
- Present the solution you are proposing (e.g., improved cookstoves)
- Give recommendations from other people for your organization or your actions ("IUCN-France supports us")
- Show in detail the benefits provided by your solution ("the improved stove allows to reduce wood consumption")
- Integrate testimonials (an improved cookstoves user explains what it has changed for her)
- Add a postscript, which will make an additional offer ("our first hundred donors will receive an invitation to...»)

In addition, follow these presentation rules:

- Write a brief, clear and straightforward subject line
- Personalize the message by indicating, for example, the first name of your recipient
- Take care of the title and the first line, as they are the most read
- Segment and ventilate the text using paragraphs, dashes, headings
- Don't forget to insert illustrations
- Make the different parts clickable, if necessary
- Use a simple and adapted vocabulary
- Opt for the active voice, involve the recipient in your message
- Sign the direct mail and provide your contact details
- Do not exceed 70 characters per line
- Do not attach an attachment
- Send rather at the beginning of the week and not during peak activity.

To create texts
for its subscribers

The Leaflet

The leaflet presents your organization and actions on an A3 or A4 sheet, folded in two or three. The leaflet must attract interest and convey a message. The content must be understood by all and meet everyone's expectations.

Plan for several reading levels to make the leaflet attractive:

1 / A quick scanning of the document should give the main information.

2 / To catch the eye, there are data displays: a table, an image.

3 / The body of the text will give thorough information for those who have the time to read the entire leaflet.

Some tips:

- Select the messages and emphasize the positive aspects.
- Start by writing a plan to define the sequences and not to forget anything.
- Respect the natural reading direction, from left to right and from top to bottom.
- As with other means of communication, take care of the catchphrase, keep sentences and paragraphs short, get to the point, have a striking style.
- Plan for breathing in the text (cut the brochure into sections, plan for titles and sub-titles).

- Insert visuals at least on a third of the brochure. Vary the formats of the images.
- Give credibility with logos, certifications.
- Use your graphic charter.
- Repeat the key figures and essential information in a box.
- Insert testimonials.
- For printing, opt for a slightly heavier weight than the conventional sheet, for example, 250 g/m^2.

Thank you.