

Title of the method	Create a Marketing and Communications Strategy
Short description	By giving the participants some information, keywords and questions, they need to think of a Marketing and Communications Strategy for their own NGO.
Aim	That the NGOs can create a Marketing and Communications Strategy that helps them to become sustainable.
Objectives (including the learning outcomes)	<ul style="list-style-type: none"> - To give some useful information to the participants, in terms of Marketing and Communications. - To make the participants reflect about their current situation at their NGOs. - To inspire the participants to create their own Marketing and Communications Strategy .
Time spent	60 minutes
Number of participants	10-20
Needed materials (and links to other online material too)	<p>Paper, Colour Pencils, Pens.</p> <p>Marketing Plan: http://www.businessnewsdaily.com/4-creating-effective-business-marketing-plan.html</p> <p>Marketing Communications: http://www.marsdd.com/mars-library/what-is-marketing-communication-marcom/</p>
Detailed description of the activity (describing each stage and step of	<p>STEP 1: 5 minutes</p> <p>Facilitators give the participants some information about Marketing and Communications that could be useful during the workshop, in terms of helping them to understand some</p>

the activity and how they address the objectives)

important concepts regarding to the topic.

Facilitators write in a board 4 words related with Marketing and Communications, as well as 2 questions, in terms to inspire the participants and and make them think deeply about the topic.

Words: TARGET - TOOLS - MEDIA - RESOURCES

Questions: Do I have a Marketing and Communications Strategy? How properly do I use my resources in my Marketing and Communications Strategy?

This words and questions can be written in any part of the board; it is not necessary to put an order.

STEP 2: 10 minutes

With all this "inspiration", the participants need to elaborate at least one question themselves, individually, and write it down in a piece of paper that the facilitators will give them.

The question/s must be related with their own situation in their NGO, so they can analyze and see if they actually have a strategy or not. Examples of these questions could be the ones written above.

By doing this activity, participants could reflect about their current situation at their NGOs.

STEP 3: 10 minutes

Participants are given colour pencils to underline which they consider "key words" within their questions.

After that, the facilitators split the participants into groups randomly (1, 2, 3, 4...). Groups should be of maximum 4 people.

STEP 4: 25 minutes

Once the groups are established, the participants start to think (taking into consideration all the keywords that they have underlined) about a possible Marketing and Communications

Strategy for their NGO, as a group.

Facilitators, in the meanwhile, give the participants a piece of paper with 2 questions: "Why?" and "How?"

Participants write their idea in the paper, introducing it as a possible Marketing and Communications Strategy, following these 2 mentioned questions.

STEP 5: 10 minutes

Once they finish, they share between the groups their different Marketing and Communications Strategies, one by one, making a little and informal presentation as a way to conclude the workshop.

If all the groups can do this activity, the main objective of inspiring them to create their own Marketing and Communications Strategy in terms to help their NGO to be sustainable, will be accomplished.