

Title of the method	Create a marketing and communication strategy
Short description	A group work to learn how is important an effective marketing and communication strategy for NGOs also showing some good examples from famous social entepreneurships.
Aim	Focus on the importance of an effective marketing and communication strategy in order to self sustain NGOs.
Objectives (including the learning outcomes)	<ol style="list-style-type: none"> 1) Focusing on the meaning of “marketing” and “communication” 2) Group work to create an effective marketing and communication strategy 3) Focusing on good examples of effective m.c.s.
Time spent	60 minutes
Number of participants	from 10 to 20
Needed materials (and links to other online material too)	<p>1)For the Powerpoint introduction:</p> <p>1.a)marketing definition: http://image.slidesharecdn.com/socialentrepreneurshiptopic7-150526102015-lva1-app6891/95/social-entrepreneurship-topic-7-3-638.jpg?cb=1432635699</p> <p>1.b)important marketing definitions: http://image.slidesharecdn.com/socialentrepreneurshiptopic7-150526102015-lva1-app6891/95/social-entrepreneurship-topic-7-5-638.jpg?cb=1432635699</p> <p>1.c)communication definition http://image.slidesharecdn.com/communication-20process-130911042036-phpapp02/95/communication-process-4-638.jpg?cb=1378873475</p> <p>1.d) the importance of the feedback in communication http://3.bp.blogspot.com/-68cxCtBRU44/UfKKKFcjsgI/AAAAAAAAAp4/vj_PhCnEZY/s1600/Meaning+of+Communication.png</p> <p>2)Good examples in marketing communication for social entrepreneurship: http://www.toms.com/ http://3.bp.blogspot.com/-S5Ef9z5ydZU/U1IGyuBUful/AAAAAAAHOW/MYc4hxfcybg/s1</p>

600/TFF_300+toxins+square.jpg http://designgood.com/wp-content/uploads/2015/04/DesignGood_OneforOneBrands_BetterWorldBooks.jpg <http://italy.ashoka.org/i-progetti-italia>

Detailed description of the activity (describing each stage and step of the activity and how they address the objectives)

- 1) Introducing the theme “marketing and communication” by showing point 1 in needed materials slides in order to make the topic clear and to let participants know that is necessary to have a good m.c.s. to self-sustain their NGOs and their social purpose. (5 minutes)
 - 2) Splitting participants into groups randomly (count 1,2,3... depending on the number of people.Max 5 ppl per group. They don't have to be all the same number of elements.)
 - 2.a) facilitators will have at least 3 groups of pieces of paper in wich are written words concerning (1 per piece of paper)
 - Business to promote (a pen, a book, a social event, a service)
 - The target they have to reach (schools, families, kids, other NGOs, social stakeholders)
 - The media they have to use to reach the target in order to promote the business (facebook, a webpage, newsletter, a flyer)
- and they will let each group of participants pick a piece of paper . In the end all the groups will have at least 3 pieces of paper (e.g. a pen, families, webpage) and
- 2,b) they will have to fill a form that will be given them by the facilitators in order to create a good m.c.s. The form will be like

What	(the business to promote)
How	(the media you have to use)
Target	(the target you have to reach)
Title or slogan	(of the m.c.s.)
Description	
When	(how often do you want to promote your business/service/product/event) e.g everyday, a save the date via email, a fix fb ad..)

	<table border="1"><tr><td data-bbox="574 212 781 302">Image</td><td data-bbox="781 212 1386 302">(optional, if you want to draw or describe the image linked to the mcs)</td></tr></table> <p data-bbox="574 310 737 342">(25 minutes)</p> <p data-bbox="574 350 1386 533">3) Each group will be given 5 minutes more or less (according to the number of groups) to present their m.c.s. meanwhile they can be compared to good examples of m.c.s. in social entrepreneurship. (see point 2 in needed materials) (from 10 to 20 minutes)</p> <p data-bbox="574 541 1114 573">4) Debriefing + questions (5-10 minutes)</p>	Image	(optional, if you want to draw or describe the image linked to the mcs)
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