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Let's learn

Promoting your NGO

Programme: Erasmus+

Action Type: Small-scale partnerships in youth

Key Action: Partnerships for cooperation and exchanges of practices

Project Reference: 2022-1-IT03-KA210-YOU-000081334



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What will we talk about?

Promoting your NGO effectively is crucial to raise awareness, attract support, and engage with your target audience.





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Develop a Clear Brand Identity

Establish a strong brand identity for your NGO, including a compelling mission statement, logo, and key messages that communicate your values and goals. Ensure consistency in your branding across all communication channels.

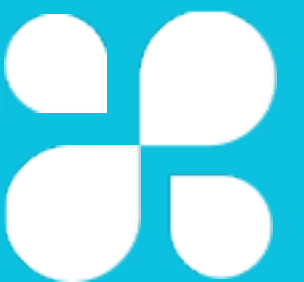




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Create a Professional Website

Build a user-friendly website that showcases your NGO's work, impact, and initiatives. Include compelling visuals, success stories, donation options, and clear calls-to-action. Optimize your website for search engines (SEO) to increase visibility.

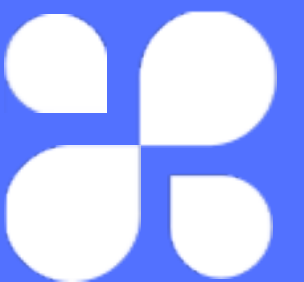




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Leverage Social Media

Utilize social media platforms to reach and engage with your target audience. Create engaging content, share impactful stories, and promote your initiatives. Interact with followers, respond to comments, and use relevant hashtags to expand your reach.





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Content Marketing

Develop a content marketing strategy to share valuable and informative content related to your cause. Create blog posts, articles, videos, infographics, and podcasts that educate, inspire, and raise awareness about the issues you address.

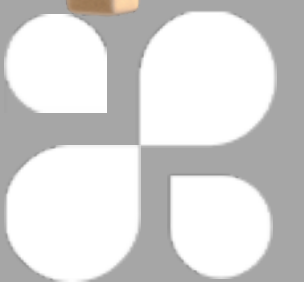




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Engage with the Community

Actively engage with your community both online and offline. Attend relevant events, participate in discussions, and collaborate with other organizations or influencers in your field. Foster partnerships and build a network of supporters.





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Utilize Email Marketing

Build an email list of supporters and stakeholders and send regular newsletters or updates about your NGO's activities, achievements, and upcoming events. Personalize your emails and include clear calls-to-action for donations or volunteer opportunities.





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Public Relations (PR)

Develop relationships with local media outlets and journalists to secure media coverage for your NGO. Issue press releases about significant events, campaigns, or milestones. Use storytelling to pitch compelling stories to media outlets.





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Collaborate with Influencers

Partner with influencers, bloggers, or social media personalities who align with your cause. Collaborate on campaigns, content creation, or events to reach new audiences and gain credibility.





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Organize Events and Campaigns

Plan and execute events, campaigns, or fundraising drives to raise awareness and funds for your cause. Host virtual or physical events, workshops, webinars, or campaigns that engage your audience and encourage participation.





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Engage Volunteers

Develop a volunteer program that allows individuals to contribute their time and skills to your NGO. Provide opportunities for them to engage in meaningful activities and share their experiences to attract more volunteers and supporters.





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Utilize Online Advertising

Consider using online advertising platforms, such as Google Ad Grants for non-profits, to increase your online visibility and reach a wider audience. Set clear goals and target specific demographics or keywords related to your cause.

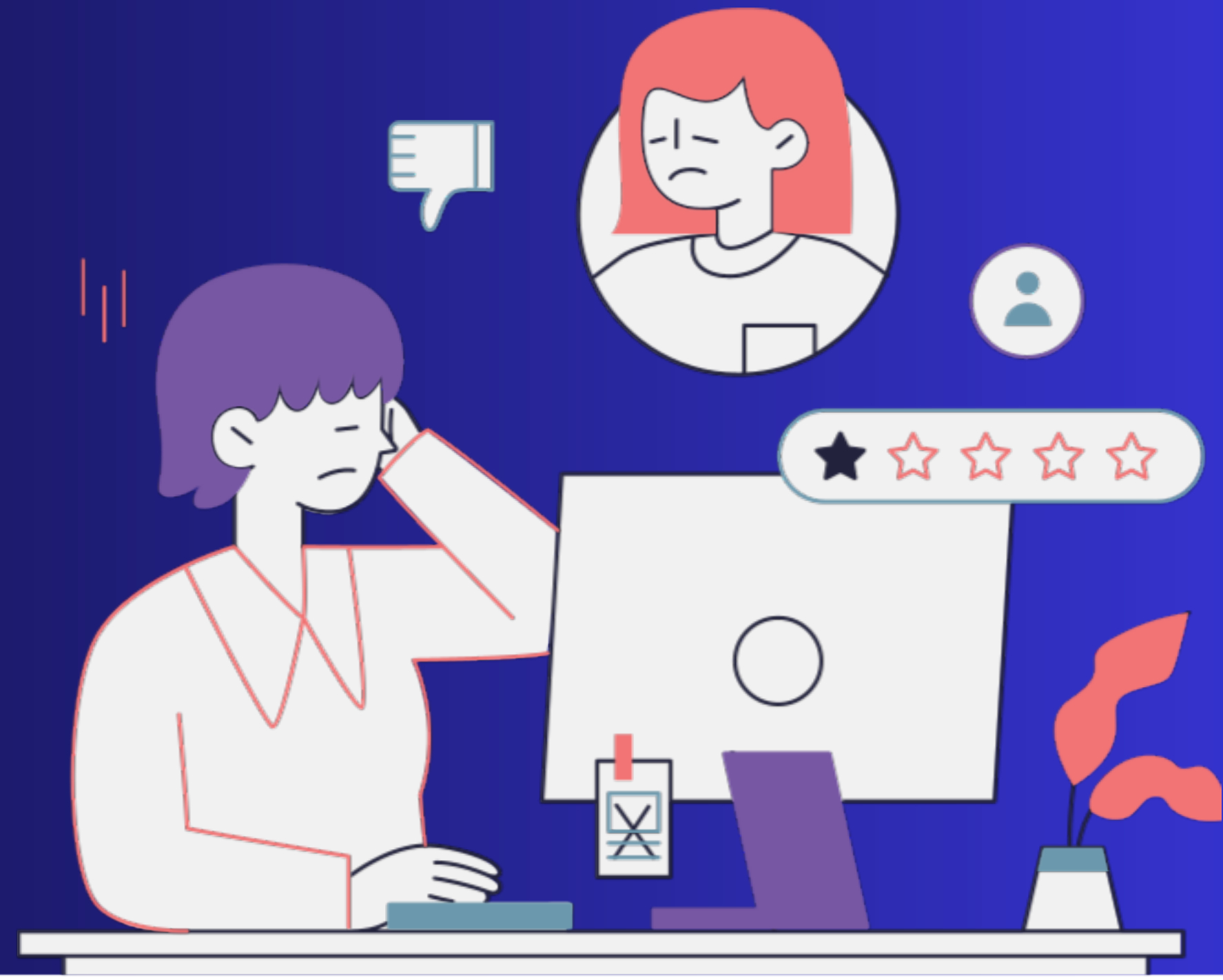




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Monitor and Evaluate

1 Regularly track and measure your promotional efforts. Monitor website analytics, social media metrics, and engagement levels to assess the effectiveness of your strategies. Adjust your approach based on the data and feedback received.





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