



**COURSE CODE: C14128**

## **BUILDING COMMUNITY SUPPORT FOR YOUR ORGANISATION**

### **TRAINING OUTLINE**

This workshop provides participants with a step-by-step approach to building grassroots support for a cause or initiative within the wider community. It is aimed at the PRO/Communications Officer on boards or committees or staff involved in a communications role within a non-profit organisation.

By the end of the workshop participants will:

- Explain the importance of identifying community influencers
- Identify important issues to consider when selecting a spokesperson for an organisation
- Understand how to write an effective press release and build relationships with local media
- Explain how to map out a step-by-step communications campaign to build community support

### **TRAINING OVERVIEW**

**Delivery Mode:** Workshop

**Contact Hours:** 3

**Completion Certificate:** No

### **PARTICIPANT PROFILE**

This workshop is suitable for volunteers, board members and staff of non-profit and voluntary organisations.

To enquire about eLearning, workshops or seminars, please email: [learning@cramdentech.com](mailto:learning@cramdentech.com)

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