Communications Strategies

Partnering for More Outreach
Our Approach to Comms Partnerships

2012 – The start of our Communications Partnership Strategy

2013 – Identify, Attract (to the partnership), Engage (in reciprocal partnership), and Retain

2014 – Balance (partners in all impact areas), Retain and Deepen (existing partnerships)
Our Goals in the Strategy

WHAT:

• Further Tostan’s organization-wide efforts to work in partnership with others for sustainable, community-led development.
• Engage communications partners in online activities to grow awareness of work being done in the international development sector around key Tostan themes.
• Create an environment where partner engagement around Tostan’s communications aims and 2014 priorities is collaborative and streamlined.

WHO:

Small to mid-size organizations, large organizations, donor-focused partners, implementing partners, partner networks, new organizations
Has it worked for us? **YES!**

- Increased growth and engagement from our communications partners
- Increased and more diverse followers on our social media relationships
- Strengthened relationships and trust, which have gone beyond just communications into programmatic collaboration too.
Learning Points

- Find effective and consistent tools for collaboration
- Targeted AND organic outreach are essential
- If something is not working, give it time. If it is still not working, change it up.
- Collaborate internally
Thank you! Please share any questions or comments.