

Optimisation - Visibility

- We are easily discoverable & have strong sector presence. Contents are curated and managed by dedicated resource/s regularly. Data & analytics of these platforms are studied periodically.
- We do not have strong discoverability as we have minimal digital and non-digital platforms. Shared resources (staffing and budget) are used to keep them running
- We do have a website and some social media pages that are rarely improved upon and is maintained mainly for statutory or market need
- We do not have any meaningful marketing mediums in the digital or other space and hardly or never use them for fundraising

☐☐ We are easily discoverable & have strong sector presence. Contents are curated and managed by dedicated resource/s regularly. Data & analytics of these platforms are studied periodically.

“Highly developed: Strong systems and processes are in place to enhance visibility consistently.

Reflection:

- No action required.
- Others -

Action:

- No actions are necessary as we have strong visibility to attract outside interest.
- Others -

Notes for Development:

1. Strong systems and processes are in place to enhance visibility consistently.
2. Very proactive in enhancing visibility consistently, and conversion of the tractions created into tangible fundraising results.
3. Systematically using multiple mediums to interact with the external world effectively, and thereby positively influencing fundraising results consistently.

□□ We do not have strong discoverability as we have minimal digital and non-digital platforms. Shared resources (staffing and budget) are used to keep them running

“Under developed: Minimal mechanisms are in place to enhance visibility.

Reflection:

- Marketing capacity and scope assessment; identify immediate action plan.
- Is it necessary for us at all to enhance visibility, as the sector is mostly non competitive?

- Are we telling our stories effectively?
- Others -

Action:

- Improve our storytelling abilities.
- Others -

Notes for Development:

1. Minimal mechanisms are in place to enhance visibility.
2. Conduct a need assessment based on market context and funding need. Assess internal ability on storytelling.
3. Create a development plan for the next twelve months- for enhancing visibility, that is linked to fundraising strategy and plan.

☐☐ We do have a website and some social media pages that are rarely improved upon and is maintained mainly for statutory or market need

“ Poorly developed: Very basic mediums were created to enhance visibility. Its effectiveness is not known.

Reflection:

- Marketing capacity and scope assessment; identify immediate action plan.
- Establish process for updating all marketing tools regularly with fresh contents and other technical optimisation.
- Others -

Action:

- Develop a comprehensive marketing communication plan.
- Develop a comprehensive marketing communication plan.
- Hire a specialist; determine JD, profile etc.
- Others -

Notes for Development:

1. Very basic mediums were created to enhance visibility. Its effectiveness is not known.
2. Conduct a need assessment based on market context and funding need. Assess internal ability on storytelling.
3. Conduct a basic internal assessment and take concrete, time-bound steps to introduce the basic mediums, that are extremely necessary.

☐☐ We do not have any meaningful marketing mediums in the digital or other space and hardly or never use them for fundraising

“ High risk: Did not develop robust systems or processes to enhance visibility.

Reflection:

- Collaborate with specialist service providers to increase visibility- social media handler, PR agencies, web developer, content writers, illustrators etc.
- What are some of the concrete and tangible steps we can take now to improve visibility?
- Others -

Action:

- Develop a comprehensive marketing communication plan.
- Hire a specialist; determine JD, profile etc.
- Improve story telling abilities.
- Others -

Notes for Development:

1. Did not develop robust systems or processes to enhance visibility.
2. Identify immediate actions around building organisational knowledge in terms of its need and importance. Assess internal ability on storytelling.
3. Conduct a basic internal assessment and take concrete, time-bound steps to introduce the basic mediums, that are extremely necessary.