

☐☐ 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.

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