

☐☐ 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.

Revision #3

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