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# Communication & Branding for not for Profit Organisation *A Report*

**Venue:** Siliguri Greater Lions Eye  
Hospital  
**Date:** 5<sup>th</sup> September, 2015

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VISION 2020 – INDIA



# Communication & Branding for not for Profit Organisation

*A Report*

## INTRODUCTION

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Today, there is a slow but sure shift emerging in the way charitable and philanthropist organisations are working as far as their communication approach is concerned. Keeping their core value of serving for a social cause intact, they are repackaging their look to be more professional. This is perhaps in response to a change in work culture emerging in the country where global companies are taking their social footprints more seriously and opportunities for collaborating between a NGO and a corporate opening.

Past years have also seen a rise in the number of non-profit organisations, and the increase in demand for donations. With the new rule for Indian corporate to invest 2% in CSR, possibilities are plenty. It needs to be rightly tapped and sustained.

### **Need and Relevance**



“Brand becomes critical when you’re seeking to create partnerships, when you’re seeking other funders, and when you’re looking to associate yourself with people in the field,” explains Diane Fusilli, a former communications director at the Rockefeller Foundation. “A strong brand helps bring greater credibility and trust to a project quicker, and acts as a catalyst for people to

want to come to the table.”

Communication is important as it is the vehicle that is primary to drive the branding. There is a need to look at communication inside NGOs or 'internal communication', and communication with other NGOs and funds or 'external communication'. With the increase use of newer technologies and advent of social media, this aspect needs a strong revamp and new way of telling your story.

VISION 2020 – INDIA organised a one day workshop on Communication and Branding for Not for Profit Organisation. This was the first ever workshop on this theme organised by VISION 2020 – INDIA.

The workshop was held at Siliguri Greater Lions Eye Hospital on 5<sup>th</sup> September 2015.

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### *Objective*

*The objective of the workshop was to strengthen the capacity of member organisations towards building their brand and effectively communicating – internally and externally – to serve the cause better.*

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## Workshop Participation

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A total of 37 participants from 17 organisations, mainly from east zone attended the day long workshop. The workshop was hosted by Siliguri Greater Lions Eye Hospital in their hospital premises.

## Workshop Programme

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The workshop was divided into three sessions:

Branding Strategy  
Communication Strategy  
Media Relations



The sessions were designed to be interactive and practical in nature for a tangible take away for the participants from the workshop. The session topics were a mix of branding and communication strategy with the perspective of an eye hospital.

The speakers were subject specialists drawn mostly from the VISION 2020 – INDIA member's pool:

- Dr Asim Sil, NNN, Haldia
- Dr Hanumanth Karad, DS Karad Eye Institute
- Ms Lavanya Sundararaman, Orbis
- Mr Parvinder Singh, CBM
- Mr Aaron Basaiawmoit, Bansara Eye Care
- Ms Sridevi Sunderarajan, VISION 2020 – INDIA
- External Resource: Mr Sabyasachi Ghosh, BraincellZ

## Session I: Branding Strategy

The first topic of this session: ***Building Blocks towards creating an effective and sustainable brand*** dealt with an understanding of branding, why any organisation needs to adopt and a broad strategy.

***A satisfied patient is the most powerful brand ambassador*** elaborated on various aspects of the hospital systems and departments that have to work together to make a patient satisfied.

## Session II: Communication Strategy

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The second session opened with the need for **Framing communication objectives: why is it important for an organisation** and how one can achieve this. What is effective communication – internally and externally.

**Efficient Use of Communication Tools: External and Internal** dealt with the content and marketing strategy; choosing communication tools; how to engage your audience; examples of different tools; annual reports and newsletters and google groups.

**Communication Strategy for Outreach Camps** was about sharing some best practice and also what aspects to be kept in mind while designing one.

**Evidence from new media: social media, mobile apps, campaigns, SEO and SEM etc. How it can best project your organisation?** Explained how the social media can be used effectively, what are the features of each one.

**Sharing a successful communication case study of a NGO** was the journey of one of the NGO eye hospitals who have revamped their communication and branding strategy. This was to emphasise why such a strategy is important.

**Story from the fields : everyone loves a success story well told and its impact: writing a case study:** Stories are an vital aspect of any community project and the session dealt with how best to tell the story of any aspect of the community work for an impact. The speaker here also shared a template for writing a good story and useful and practical tips for photography.

**Road map for developing "communications and branding" strategy** was a step by step strategy building of a communication plan. Plenty of examples and the pros and cons.

## Session III Media Relations

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**Media Management: building relations with the media:** elaborated on what makes news, the need to explore beyond events for news and a case study on dealing with the media during a crisis.

The workshop concluded with a presentation on **Technology and Eye Care**. This interesting presentation took the participants through Apps that can be used by hospitals for effective communication: its applications and uses.