

The Foundation for Civil Society

Marketing, Publicity and Communication Strategy

1.0 Introduction

The Foundation has completed three years since when it started its operation in 2003. Some efforts have been made to make the Foundation known to the Tanzanian Civil Society and the general public. However, during the last three years, marketing of the Foundation and Communication of its services were mainly limited to the Information Sessions and Annual Forums. That situation narrowed the publicity of the Foundation, hence a good number of players in the Civil Society sector and the general public are still not or less informed about the Foundation.

It has also been noted that there is also misconception of what really the Foundation is doing. For instance, several media have been reporting that the Foundation is a business company providing loans instead of a grant making organisation. Another case is that some people think that the Foundation is a government institution while others perceive it as an international funding NGO. Likewise, the Foundation's programmes, products, procedures and operation systems are not well known even to those who know its existence. For instance, there is a few number of people who know that grants application from the Foundation are made through a special form and that they are classified into Small Rolling, Medium, Strategic and Regurgitation Development Grants with specific dates for submission of each kind of grant programme.

Another concept, which is not well communicated in regard to the Foundation's services, is its area of support. When people read or hear that the Foundation supports projects whose activities are aimed at poverty reduction, the perception of the majority goes to income poverty reduction and not social poverty reduction and hence they think of designing projects, which are for income generation. Similarly, the thematic areas of the Foundation are also not well known and that is why the Foundation has been experiencing many applications in the area of Safety nets, especially HIV/AIDS. The reason is that people draw their experiences in areas which are commonly supported by many donors.

1.1 Rationale

Therefore, it is required to design and develop a marketing, publicity and communication system in order to make sure that the Foundation is widely and well know by the civil society and the general public in Tanzania. Such a system should make sure that people do know not only about the existence of the Foundation but also its programmes, products, procedures and systems of its operation. That will attract more and good and really informed applicants. In other words, the civil society will be clearly informed of what the Foundation is trying to achieve and therefore they will develop and implement projects which are in consistence with the Foundation's mission. Furthermore, the system will stimulate and enhance partnership of the Foundation with the government and the private sector.

2.0 General Objective of the Marketing, Publicity and Communication Strategy

The general objective of the Marketing, Publicity and Communication Strategy of the Foundation will be to create clear understanding of the Foundation as a Tanzanian Grant Making Organisation, its products, programmes, operations and areas of support among the civil society in Tanzania and the general public.

2.1 Specific Objectives

1. To create awareness and understanding of the Foundation and its services to the Civil Society sector in Tanzania and the general public.
2. To enhance communication and sharing of experiences, success and challenges among the players in the civil society sector.
3. To create positive attitudes towards CSOs and their critical role in poverty reduction and development in general while reminding CSOs to be a role model for transparency, governance and accountability.
4. To encourage partnership and dialogue between the civil society and the government, Development partners and the private sector in addressing different social problems and provision of support for development of the Tanzanians.

3.0 Important issues to be addressed

In the course of marketing, publicity and communication emphasis should be given to the following issues:-

- Enabling the Civil Society to understand the Foundation that is a Tanzanian Grant making organisation supporting projects which aim at social poverty reduction. Much emphasis should be given on the four thematic areas; Good governance, Policy, Advocacy strengthening and Safety nets.
- Marketing of the Foundation's products, programmes, systems and operation procedures and make sure that they are well known to the Civil Society in Tanzania.
- Enabling the government, private sector and the general public to understand and appreciate the role of the civil society in poverty reduction and development in general by drawing case studies from among the civil society organisations.
- To enabling the government to appreciate the Foundation's effort in supporting CSOs in Tanzania.
- Enhancing sharing of information and experiences, partnerships and networking among civil society organisations hence wide and high impact.
- Increasing partnership between the Foundation and the government, the civil society, development partners and the private sector.

Summary of the Marketing, Publicity and Communication Tactics and Tools

S/N	Purpose	Tactics/Tools	Timing/Frequency	Channel	Target group
1.	To enhance awareness and appreciation of the Foundation's services.	Press conferences, press release and TV/Radio interview	<ul style="list-style-type: none"> ▪ During disbursement of funds to grantees. ▪ During launching of new programmes and products. ▪ When holding annual events like the Annual Forum 	T.V. Radio and Newspapers	The Civil Society and the general public
2.	Marketing and creation of understanding about the Foundation, its programmes, production, operation procedures and its services in general.	Organising and participation in exhibitions	<ul style="list-style-type: none"> ▪ During Bunge sessions ▪ During Sabasaba shows ▪ During Nanenane Show 	Displays-posters, brochures and other visual and audiovisual aids and information presentations	The Civil Society, the Government and the Private Sector.
3.	Sharing of information and appreciation of achievements of civil society organisations in implementation of projects and their impact to the society.	Collection, documentation and publicising of the civil society organisation's success	<ul style="list-style-type: none"> ▪ Regularly 	The Foundation's newsletter and other local newsletters, website	The Civil Society and the General Public
4.	Ensuring constant image and understanding of the Foundation in civil society sector and the government.	Development of visual and print marketing and communication aids	<ul style="list-style-type: none"> ▪ Regularly 	Annual calendars, reports, brochures, posters, fact sheets, business cards, policy brief papers and leaflets.	The Civil Society and the Government

5.	Widely covering activities, achievements and constraints of the Foundation and civil society organisations.	Production of pullout newspaper for the civil society and T.V. and Radio programmes	<ul style="list-style-type: none"> ▪ During annual events 	T.V., Radio and local newspapers	The Civil Society, the Government, Private Sector and the general public.
6.	Information sharing and network strengthening	Development of electronic communication network	<ul style="list-style-type: none"> ▪ Regularly 	Email (Mailing list)	Civil Society
7.	Dissemination of information about the Foundation, its programmes, products and other services.	Targeted education and information dissemination.	<ul style="list-style-type: none"> ▪ At least once per region per year 	Presentations and printed materials	The Civil Society
8.	Dissemination of information about the Foundation, its programmes, products and other services.	Lobbing for provision of information and dissemination of the Foundation's printed materials.	<ul style="list-style-type: none"> ▪ During workshops, meetings and seminars of civil society organisations. 	Gatherings organised and/or attended by members of the civil society.	The Civil Society