

Communication & Advocacy Department (CAD)

Established to strengthen PIN's communication and advocacy efforts and sustain an enabling environment for our programming



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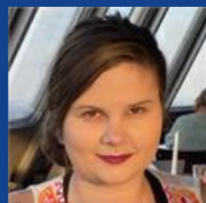
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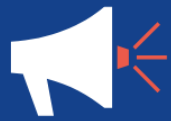
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Communication & Advocacy

Advocacy and communication have become an integrated part of PIN's work and are an organisational priority of RDD.

“Every long-term country programme should formulate an advocacy strategy and communication framework.”

CAD focuses on three interlinked areas:



COMMUNICATION & MEDIA

At the country programme (CP) level, we work to increase the quantity and quality of communication with local press, partners, donors, stakeholders and beneficiaries.

In the Czech Republic (CR), we promote PIN's work and strive to increase understanding and support for development cooperation and humanitarian aid. Internationally, we work to increase the quality and quantity of communication about our work with donors, partners, media and the general public.



ADVOCACY & CAMPAIGNING

At the CP level, together with External Relations Unit we support advocacy efforts and the creation of strategic, long-term advocacy strategies. In the CR, we advocate for the increase in quantity as well as quality and effectiveness of Czech development cooperation and humanitarian aid. Internationally, we influence key decisions and policies in the field of development cooperation and humanitarian aid by bringing evidence and recommendations from our programmatic experience.



VISIBILITY & BRANDING

In our countries of operation, the CR and internationally, we contribute to the increase of PIN's credibility, visibility and branding.

Has PIN been present in the country for a long time and/or has added value for making change around a particular issue?
Do you want more strategic and better targeted communication about our activities at local, CR and/or international levels?

CAD can support you to:

- **Develop and implement long-term advocacy and communication strategies in line with the mission & RDD strategy**
- **Build capacities for developing and implementing advocacy and communication strategies, as well monitor the outcomes**

Develop long-term communication and advocacy strategies for and with the CPs

Do you want to organise an awareness raising campaign, put together an exhibition, or develop information materials?
Do you want to organise a round table for decision makers?
Do you want to approach officials to promote best practice or a change in attitude/policy?

Design and implement advocacy and communication activities in current projects or resolve ad hoc issues

CAD can support you to:

- **Design and implement advocacy actions and communication activities**
- **Advise on how to target a campaign or lobby officials**
- **Recommend effective use of resources**
- **Generate media outputs**
- **Support development of promotional materials, position papers, statements etc.**

CAD can support you to:

- **Identify communication and advocacy activities in line with the project objectives**
- **Help formulate and budget activities**
- **Identify obstacles, key target audiences and allies**
- **Design a strategy for implementation**
- **Set up M&E for advocacy activities and follow up actions**
- **Advise on formulation of visibility sections**

Design and propose advocacy and communication activities for future projects

Do you see a problem in the communities where we work that PIN is well positioned to address and advocate around for change?
Do you want to include advocacy and communication activities into a planned project?
Do you need to include visibility activities into a planned project?

Build PIN's profile towards donors, governments, partners, public, EU etc.

CAD can support you to:

- **Coordinate press and donor visits**
- **Develop high quality media outputs**
- **Target and deliver messages towards key influencers**
- **Build contacts and maintain relationships**

Do you want to build PIN's profile around an issue/sector and build recognition for our work at different levels?
Do you want to improve communication with donors and partners, and make outputs more strategic and better targeted?

How to contact CAD

How do I specify what kind of support my country's programme needs to meet my expectations?
For clarification and specification of your needs, you can use
the Request Form and send it to cad@peopleinneed.net



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