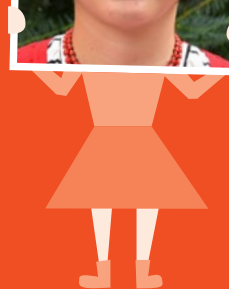
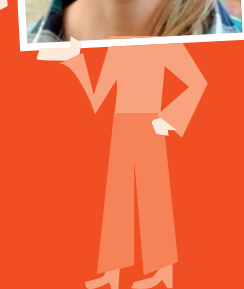
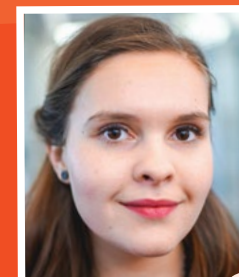
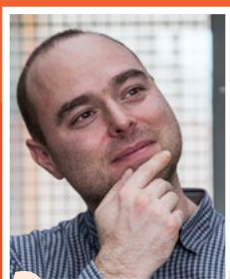




# COMMUNICATION & ADVOCACY DEPARTMENT (CAD)

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



Kateřina Gabrielová  
Head of CAD

Petr Štefan  
Communication  
Officer

Eleanor McClelland  
Communication &  
Advocacy Officer

Tomáš Komm  
Advocacy Officer

Monika Ticháčková  
Media Officer

Tereza Hronová  
Media Officer

Nina Damova  
Graphic Designer

Charlota Dědková  
Support Communication  
Officer

# COMMUNICATION AND ADVOCACY

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



PIN RDD strategy for 2017 - 2021, pages 12 - 13

“An advocacy strategy and communication framework **should be formulated by every long-term country programme by 2021.**”

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, 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.

# SUPPORT PROVIDED

*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 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.

*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?*

## 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

# HOW TO CONTACT CAD

→ How can I request support for communication, advocacy and visibility matters?

Fill out [Support request table 2018](#) or contact CAD directly at [cad@peopleinneed.cz](mailto:cad@peopleinneed.cz)

→ How do I specify what kind of support my country programme needs to make sure that my expectations are met?

For clarification and specification of your needs, you can use the [Request Form](#) and send it to [cad@peopleinneed.cz](mailto:cad@peopleinneed.cz)

→ If I want an in-country visit for the development of strategies or training, where can I find the availabilities of CAD staff?

Check the [CAD travel plan](#)

## CONTACT LIST



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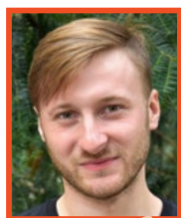
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