

Networked Nonprofits and Campaigning

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What we are speaking about

- What non-profit does mean
- Understanding of public good
- Donor driven approach in post-soviet countries
- Volunteers and supporters role

Outreach circle



Communication patterns

- Old communications patterns
- Relationship with media
- Difficulties of regional outreach



- New communication tools
- Why not using them is not wise
- Modern information world – it exists if it is searchable

SEARCH

User-generated content

- Change of media approach
- New opportunity for non-profits (absence of monopoly and necessity of resources)

Role of Social Media

- Social media – vehicles for conversations
- Conversations activate natural creativity
- Conversations activate passion
- People bring cases they care about
- Simultaneously with social media and internet number of private foundations doubled in 10 years - 1998-2008

- Free activists – don't keep borders, be welcome;
- Let them go and back, focus on young, don't be afraid to follow

Hubs and new opinion leaders

- Hubs – old understanding and new forms.
- Hubs – are influencers in the network, the people who know everyone and are known by everyone
- What is opinion leader and why are they important to us?
- Problem of clusters and closed circles.
- Dealing with public and the State!

Bridge of engagement

- Bystanders,
- Spreaders,
- Donors
- “evangelists” with personal networks
- Instigators with personal content

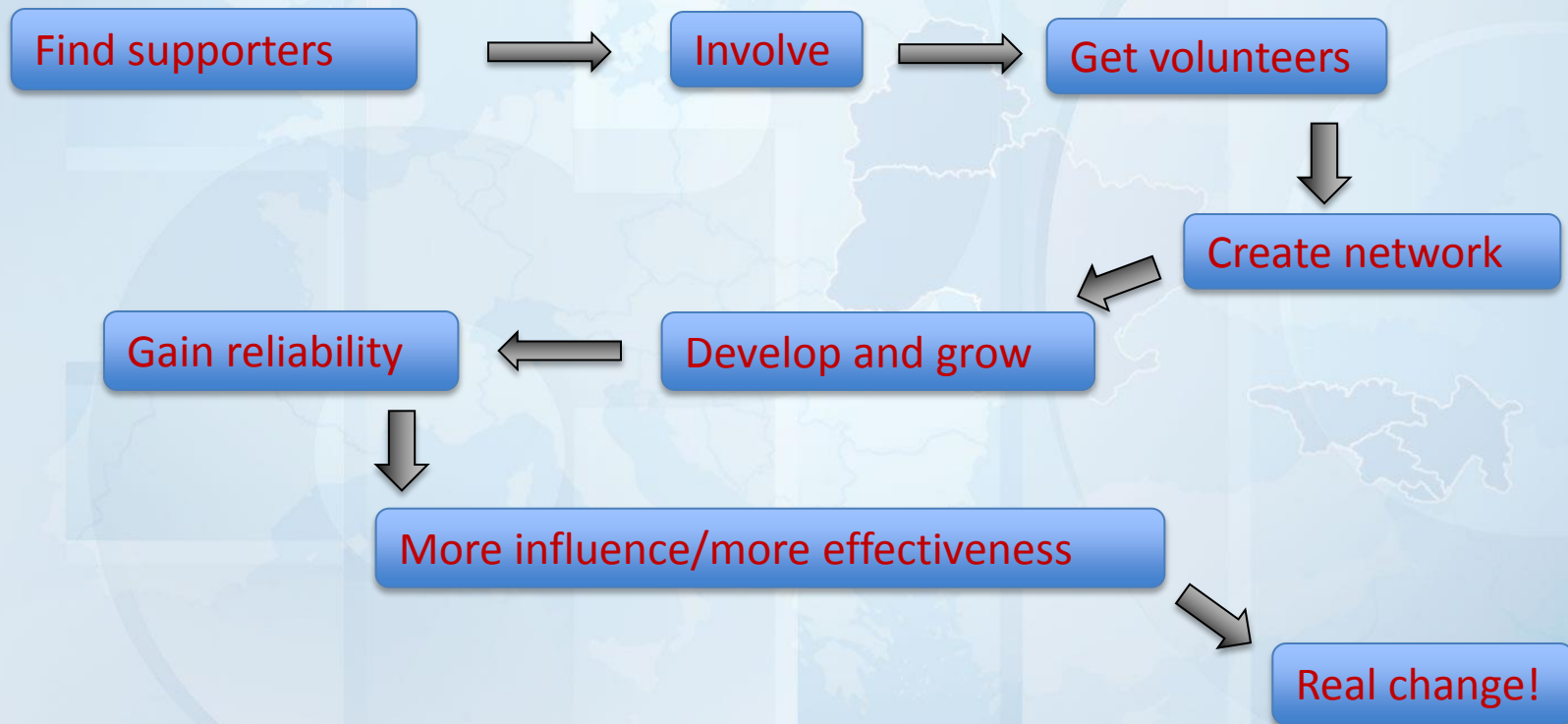
Building trust through transparency

- Trust will empower you in your community.
- None of the organizations or institutions has scrambled as a result of transparency.
- As bigger audience you have so as stronger is trust into you in you local community.

Do's and Don'ts

- Have a clear objective and metric on the from end
- Leave space for adjustment
- Have shorter and more frequent meetings
- Document your results along the way and leave some time for reflection
- Reward people publicly
- Be prepared – not every contribution will be stunning or of high quality

What is campaigning about?



Campaigning Cycle

Understanding

Trust

Supporters



Campaigning Cycle

Speak

Show

Get feedback

