

English Copywriting for NGOs and Non-Profits (1-Day In-House Training Programme)

Nowadays, NGOs and non-profits are required to have an online presence. However, running online marketing and public relations activities can be a huge challenge for small organisations with a limited budget/staff. **Copywriting for NGOs and Non-Profits** is a one-day, in-house training programme which brings together fundamental skills from 3 fields: communication, public relations, and online marketing.

Firstly, you'll learn proper English copywriting skills to help reach and persuade your audience via social media channels. We'll take a look at great examples of social media campaigns by other NGOs/non-profits, and this will serve as a source of inspiration for your own future campaigns.

Thereafter, you'll learn how to write effective press releases and media statements for publication on your organisation's website. You'll examine the style and tone necessary for press releases in to reach journalists and media folk.

Lastly, you'll combine your knowledge in a basic online marketing and communication plan which can serve as a guide for your communication/marketing staff members.

Ability Level: Beginners to intermediate

Language: English (you need to have at least a B1/B2 level of English to fully participate). You are welcome to do the practice exercises in the language of your choice.

Course Duration: One-day in-house training (from 10am – 3pm)

Writing for NGOs Course Outcomes:

1. Improve Overall English Copywriting Skills
2. Brush Up On Your Grammar, Punctuation, Sentence Construction etc.
3. Learn How To Write Press Releases/Media Statements
4. Create a Basic Online Marketing Campaign For Non-Profits/NGOs
5. Create a Basic Online Marketing/Communication Plan for Your Organisation