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GETTING YOUR MESSAGE ACROSS



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ELEMENTS OF A COMMUNICATIONS STRATEGY

- What are your main issues or topics?
- Who is your **audience**?
- What message would be most effective?
- What channels (tools) can you use to communicate your message?



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DEFINING YOUR MESSAGE

You on You

You on Them

Them on Them

Them on You



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IDEAS AND RESOURCES

Persuading Colleagues and Decision-Makers - Oxfam

- <http://www.siyanda.org/static/women.htm?em=0811&tag=QG>

Girls Count – Center for Global Development

- <http://www.cgdev.org/content/publications/detail/15154>

Girl Effect

- <http://www.girleffect.org/>

Advocacy Tools and Resources – The Advocacy Institute

- <http://tools.iscvt.org/>

Summer Institute on Integrated Marketing and Communications (training course – recommended by Syliva)

- <http://www.comminit.com/en/node/279249/ads>