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[Home](#) > Online Training - Communication for non-profits / Gender sensitive communication

Online Training - Communication for non-profits / Gender sensitive communication

Thu, 06/09/2018 - 09:58 -- Dora Deak

Type of tool:

Multimedia tool – Report

Duration:

120+ min

Topics addressed:

Communication

Gender issues

Organisational management

An online training for non-profit organisations to build their capacity in communication and marketing. Including 3 modules with focus on combating gender based violence and on gender equality.

Aim:

The aim of the tool is to build the capacities of non-profit organisations on communication and marketing, targeting civil society organisations in general and organisations who work with women.

Methodology:

E-learning, simulation

Step by step process:

The training course is available in four languages (English, Spanish, Italian, Hindi) through the following link: <http://www.maghweb.org/the-sound-of-silence-training-online/> [1]

The training is composed by the following modules:

Module 0 – What is communication

Module 1 – Difference between Non-profit and For-profit communication

Module 2 – Definition of Vision, Mission and Values

Module 3 – Stakeholder Analysis

Module 4 – Tools for Communication

Module 5 – Channels of Communication

Module 6 – How to create and evaluate a Communication Strategy

Focus module 1 – Gender sensitive communication

Focus Module 2 – Harmless communication

Focus Module 3 – Advocacy

Learners who pass the final test at the end of the course, receive a certificate.

Materials and resources:

Internet connection, laptop

Outcomes:

Improved communication skills and capacity of organisations to approach their beneficiaries, sensitize communities and to attract donors.

Rating:

No votes yet

Source URL:

<http://educationaltoolsportal.eu/en/tools/online-training-communication-non-profits-gender-sensitive-communication>

Links

[1] <http://www.maghweb.org/the-sound-of-silence-training-online/>