Find Your Audience

Why should an organisation be discoverable?

- **to create awareness about your work among the general public**
- **to be visible to funders**
- **finding volunteers/new hires**
- **information for government bodies**
- **to be an authentic source of information and contact space for everyone, like researchers, policy makers, media**
- **for some of you, it may be that you have products or services that need to be reached out to the public**
- **telling your story the way it should be told | brand building**



Who are the stakeholders?

- **organisation staff**
- **board**
- **volunteers**

- **vulnerable communities**
- **field workers**
- **funders**
- **donors**
- **govt departments/compliance**

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