

# Public Relations for Development Organizations Training Course

Professional Development Training Course Outline

|          |                  |               |                         |
|----------|------------------|---------------|-------------------------|
| Category | General Training | Duration      | 5 Days                  |
| Base Fee | \$1,500 USD      | Delivery Mode | Online / On-site Hybrid |

## Course Introduction

Public Relations (PR) is a powerful tool for development organizations aiming to create social impact, mobilize communities, and foster stakeholder engagement. In the fast-evolving landscape of humanitarian aid, social development, and sustainability projects, effective PR strategies can amplify your organization's voice, build trust, and drive meaningful change. Public Relations for Development Organizations equips professionals with advanced communication techniques, digital storytelling skills, and media engagement strategies to influence policy, attract funding, and promote social innovation.

Participants will explore contemporary PR frameworks, including crisis communication, brand reputation management, and digital advocacy. Emphasizing evidence-based practices and strategic planning, this course prepares development professionals to design campaigns that resonate with diverse audiences, strengthen community partnerships, and enhance organizational credibility. Case studies from global NGOs and development agencies will provide practical insights, ensuring learners can immediately apply their skills to real-world development contexts.

## Programme Curriculum

### Public Relations for Development Organizations

#### Introduction

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### **Course Duration**

5 days

### **Course Objectives**

1. Understand the principles of strategic PR for development organizations.
2. Master digital storytelling techniques for social impact campaigns.
3. Develop effective media engagement and press relations skills.
4. Enhance internal communication to boost organizational efficiency.
5. Create compelling content for social media and digital platforms.
6. Manage organizational reputation in crisis situations.
7. Apply evidence-based advocacy strategies to influence policy.
8. Utilize analytics and monitoring tools to measure PR campaign effectiveness.
9. Strengthen partnerships and community engagement through communication.
10. Explore ethical communication practices in development contexts.
11. Integrate influencer marketing for social causes.
12. Design campaigns that align with Sustainable Development Goals (SDGs).
13. Build capacity for long-term PR planning and brand positioning.

### **Target Audience**

1. Development communication officers
2. NGO and nonprofit PR managers
3. Fundraising and advocacy specialists
4. Social media and digital content managers
5. Community engagement coordinators
6. Policy advocacy professionals
7. Program managers in international development
8. Young professionals entering the development sector

### **Course Modules**

#### **Module 1: Foundations of PR in Development Organizations**

- Key principles of PR and development communication
- Understanding stakeholder mapping and audience analysis
- Role of PR in achieving social change
- Differentiating PR strategies from marketing and advertising
- Case study: UNDP's community engagement campaigns

#### **Module 2: Digital Storytelling & Content Creation**

- Creating compelling narratives for social impact
- Utilizing multimedia

- Effective blogging and article writing for NGOs
- Social media campaigns for advocacy
- Case study: Water.org's digital storytelling for funding drives

### **Module 3: Media Relations & Press Management**

- Building relationships with journalists and media houses
- Writing press releases and media kits
- Hosting media events and press conferences
- Managing media interviews professionally
- Case study: Oxfam's press coverage during humanitarian crises

### **Module 4: Crisis Communication & Reputation Management**

- Identifying potential organizational risks
- Crafting crisis communication plans
- Transparent messaging during emergencies
- Reputation recovery strategies
- Case study: Médecins Sans Frontières' response to public criticism

### **Module 5: Social Media & Digital Advocacy**

- Leveraging social platforms for social change
- Campaign planning and hashtag strategies
- Influencer partnerships for advocacy
- Tracking engagement and impact metrics
- Case study: UNICEF's #ForEveryChild campaign

### **Module 6: Monitoring, Evaluation & Analytics**

- Tracking PR campaign performance
- Social listening and sentiment analysis
- KPIs and impact measurement
- Feedback integration for continuous improvement
- Case study: World Food Programme's PR monitoring framework

### **Module 7: Ethical PR & Policy Advocacy**

- Principles of ethical communication
- Advocacy strategies aligned with development goals
- Transparency and accountability in messaging
- Engaging with policymakers effectively
- Case study: Amnesty International's ethical advocacy campaigns

### **Module 8: Strategic PR Planning & Sustainability**

- Designing long-term PR strategies
- Aligning campaigns with SDGs
- Budgeting and resource allocation for PR activities
- Capacity building for PR teams
- Case study: CARE International's sustainable PR initiatives

## Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

Send us an email: [info@fineskilltrainingcenter.org](mailto:info@fineskilltrainingcenter.org) or call +254769199797

### Certification

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

### Tailor-Made Course

*We also offer tailor-made courses based on your needs.*

### Key Notes

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e. One-year post-training support Consultation and Coaching provided after the course.
- f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date  | End Date    | Location | Price   |
|-------------|-------------|----------|---------|
| 07 Sep 2026 | 11 Sep 2026 | Online   | \$1,000 |
| 07 Sep 2026 | 11 Sep 2026 | Physical | \$1,500 |
| 14 Sep 2026 | 18 Sep 2026 | Online   | \$1,000 |
| 14 Sep 2026 | 18 Sep 2026 | Physical | \$1,500 |

| Start Date  | End Date    | Location | Price   |
|-------------|-------------|----------|---------|
| 21 Sep 2026 | 25 Sep 2026 | Online   | \$1,000 |
| 21 Sep 2026 | 25 Sep 2026 | Physical | \$1,500 |
| 28 Sep 2026 | 02 Oct 2026 | Online   | \$1,000 |
| 28 Sep 2026 | 02 Oct 2026 | Physical | \$1,500 |

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: [info@fineskilltrainingcenter.com](mailto:info@fineskilltrainingcenter.com) | Website: [www.fineskilltrainingcenter.com](http://www.fineskilltrainingcenter.com)