



# RAISE YOUR VISIBILITY

## online course report

### THE COURSE

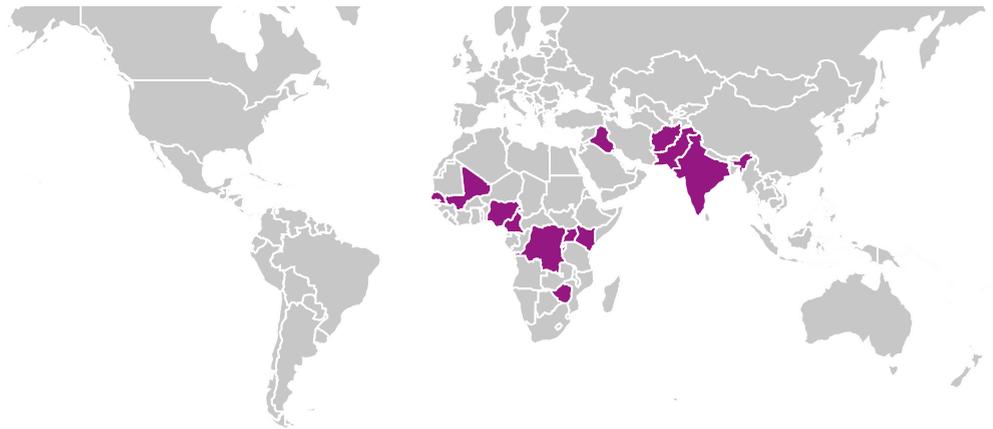
Women Thrive Alliance's communications training course, Raise Your Visibility, equips organizations with the skills to build their presence online to effectively communicate impact and reach new supporters.

During the course, organizations learned how to:

- communicate how and why their organization works towards gender equality;
- establish a presence online;
- identify target audiences and adapt compelling messages; and
- develop and carry out an online engagement strategy to grow and deepen engagement with supporters online.

### PARTICIPATION

33 Alliance members from 15 countries participated in the 2017 Raise Your Visibility online course.



Participants worked to implement their learning by completing practical exercises like creating problem trees, mapping stakeholders, writing advocacy objectives, targeting messages to audiences, and planning campaigns. They also took part in lively group discussions on the course materials on Skype, and had one-on-one "office hours" with facilitators.

### OUTCOMES

Before the course, only **24%** of participants said they understood **how to engage audiences online**.

Only **18%** of participants said they understood how to **cultivate deeper relationships** with supporters online.

And only **38%** said they could confidently develop and **carry out an online engagement strategy**.

Now, **100%** of participants **have these skills**. All participants reported that they can now confidently communicate their organization's impact and put into practice an effective online engagement strategy. These skills are critical to improving their visibility with donors, decision-makers, and the public.

"Right now I am committed to making things happen for our organization... I am very edified."

Chantal, WOMED, Cameroon

"I am very happy with the participative and active methodology. I am in a hurry to adapt our tools."

Giscard, Debout Fille, DRC

"It's a very nice idea of interacting with different people from different backgrounds, secondly we as an organization, we understood more how to share information with other people."

Chris Paul, Msasi, Kenya

"I actually start by appreciating you for the good course...it will help me reach supporters...work together to see way forward to improve gender equality in my community and create a difference in the society."

Florence, BACRC, Uganda

"So impressed with the materials...am happy to be learning new ideas which i will gladly share with others immediately."

Rita, WFaC, Cameroon

"I am much better equipped as a result of what I have learned in this course."

Dan Marshal, WACENA, Uganda

"My learned skills from this course will help make my organization more visible and improve our advocacy. I have learnt the right steps to engage."

Philipa, ISRC, Nigeria