

NETWORKING & EXTERNAL COMMUNICATION STRATEGIES



Developed by Asociación Empresas CON VALORES



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1. Overview

In a saturated digital and social landscape, **effective external communication and strategic networking are no longer optional for Migrant Supporting Organisations (MSOs)—they are essential.** This module is designed to support MSO leaders in strengthening their capacity to communicate with clarity and confidence, while building partnerships that enable long-term, mission-aligned impact.

According to project data, **57.9% of MSOs identified public relations as a key area for development.** Many organisations are doing transformative, life-changing work on the ground, but struggle to effectively share their outcomes, mobilise supporters, attract the right partners, or explain their mission in ways that connect with wider audiences. This module addresses that gap by combining **communication strategy, digital storytelling, social media fluency, and stakeholder engagement.**

Participants will learn to craft a coherent, values-driven public image; use communication platforms with purpose; and develop messages that connect authentically with donors, institutional partners, policymakers, and migrant communities alike. But beyond visibility, this module provides tools to help MSOs identify key actors in their ecosystem and **build sustainable, mission-aligned networks** that enable trust, collaboration, and access to critical resources.

In today's funding landscape, **strategic networking has become a structural requirement.** Access to public funds—especially **European programmes such as Erasmus+, CERV, AMIF or Horizon Europe**—typically requires the formation of **international consortia**, with clear evidence of prior collaboration, shared methodology, and value alignment among partners. This makes the ability to identify and engage with like-minded organisations not a soft skill, but a **strategic and operational imperative.**

As a result, **networking is no longer about occasional contact-building; it is a foundational strategy for accessing institutional funding, participating in**



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transnational programmes, and ensuring your organisation has the capacity to grow and operate sustainably. MSOs that do not proactively cultivate networks risk exclusion from EU calls for proposals where multi-actor partnerships are mandatory and evaluated as a core selection criterion (European Commission, 2021; OECD, 2023).

On the communication front, **external visibility is critical not only for positioning, advocacy and outreach—but also for compliance**. Most European donors now require **communication and dissemination plans** as part of project implementation, including clear visibility of EU support and alignment with branding and dissemination guidelines (European Commission, 2021). Failure to meet these standards can result in financial penalties or reputational risk. Furthermore, consistent and inclusive communication helps MSOs demonstrate transparency, attract co-funding, engage communities, and showcase results with credibility.

This module therefore explores both the **strategic and regulatory dimensions** of communication and networking. Participants will reflect on their current practices and learn how to integrate external communication into the DNA of their organisation—not as an afterthought, but as a cross-cutting priority that supports advocacy, funding, trust-building and sustainability.

So... why Module 5 Should Be Delivered face to face?

This module will be implemented through in person workshops on messaging, brand storytelling, and stakeholder engagement; real-time simulation of networking scenarios and public speaking exercises, collaborative activities to co-design communication campaigns and pitch decks and group feedback sessions and storytelling circles to refine clarity and impact

The face-to-face format fosters trust, feedback, and real-time learning—key to developing authentic communication and relationship-building skills. Networking is



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fundamentally human, and this setting allows participants to experience the power of presence, body language, and genuine connection.

Asociación Con Valores (Spain) will coordinate this module's *Community Involvement & Social Innovation* track, drawing from its extensive expertise in visibility strategies, social entrepreneurship and engaging marginalised groups through inclusive communication.

Let's explore why this matters

- Because 57.9% of MSOs lack a structured approach to public communication.
- Because mission-driven work cannot create impact if no one knows it exists.
- Because the success of inclusion efforts depends on community support, visibility, and alliances.
- Because networking is not a luxury—it is the foundation of sustainability in the Third Sector. No MSO thrives in isolation.



2. Training Objectives (T.O.)

This module is designed to empower MSO leaders with communication and networking strategies that are aligned with their mission, values, and community impact. It combines practical techniques with strategic thinking to help participants not only improve visibility but also build long-term, trust-based relationships with partners, supporters, and stakeholders.

By the end of this module, participants will be able to:

- **T.O.1: Define and articulate a compelling external communication strategy**
Learn to develop a communication plan that aligns with your mission, resonates with your target audience, and reinforces your organisation's identity.
- **T.O.2: Build and manage networks that align with the organisation's mission and values**
Understand how to identify, engage, and nurture meaningful relationships with stakeholders, partners, and collaborators that support long-term impact.
- **T.O.3: Use storytelling and public speaking to enhance visibility and reputation**
Gain skills in crafting authentic narratives and delivering them effectively in public settings to build credibility and emotional connection. Includes a practical storytelling dynamic: *"How we tell our stories."*
- **T.O.4: Design and deliver impactful communication or outreach campaigns adapted to their MSO context**
Practice creating practical, goal-oriented campaigns that promote your work, engage the community, and inspire support. Includes a session on **"Social Media Trends 2025"** with a focus on targeting key groups such as women,



youth, migrants, and elderly audiences.

T.O.1: Define and articulate a compelling external communication strategy

How to achieve this objective as an MSO leader

Developing a strong external communication strategy doesn't start with flashy materials or perfect language—it starts with **clarity of purpose**. As an MSO leader, your first task is to deeply reconnect with your mission: why does your organisation exist, and who do you serve? Once that foundation is clear, everything else—your tone, your audience, your channels—can be built around it.

Here are five practical steps to guide you:

1. Start with your WHY

Go back to your mission and ask: ***Why does our work matter today?*** Your communication strategy must reflect not only what you do, but why it matters in the current social and political context.

- **Action:** Write 3–4 bullet points that express your organisation's purpose in plain, non-technical language. Share it with a volunteer or supporter and ask: *Does this make sense to you?*

2. Identify your audiences

One size doesn't fit all. You may need to communicate with donors, volunteers, local government, media, and migrant communities—and each has different expectations, channels, and sensitivities.

- **Action:** Make a simple audience map. Who are your top 5 audience groups? What do they need to know from you? Where do they spend time (online or offline)?



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3. Clarify your message

Develop 2–3 key messages that reflect your organisation’s mission, values, and current work. Keep them consistent across all channels. Think in terms of *headline + one strong example or fact*.

- **Action:** Try the Message Box exercise:
 - What is the problem we respond to?
 - What is our solution?
 - What is our evidence?
 - What do we want others to do?

4. Choose your tools and platforms wisely

Avoid spreading yourself too thin. Focus on 2–3 communication channels where you can be consistent and impactful. These could include:

- A Facebook page (for community updates)
- A newsletter (for stakeholders)
- Occasional press releases (for local media)
- A WhatsApp group (for community users)
- **Action:** Assess your current communication channels: *Which are active? Which need improvement? Which could you drop or replace?*

5. Align your visual and verbal identity

Your logo, colours, and language should match your values. If your mission is about inclusion, your communication should feel accessible, diverse, and human.



- **Action:** Review your last five social media posts or flyers. Do they feel like they belong to the same organisation? Do they express who you are?

A communication strategy isn't a document it's a culture. It's about how your team communicates daily, how your organisation shows up in public, and how you invite others to join your mission.

Strong communication builds credibility, opens doors, and helps your MSO reach beyond crisis response into long-term, systemic impact. So ask yourself:

- ***Are we being heard by the people who matter most?***
- ***Are we consistent in how we speak about our work?***
- ***Are we telling a story that inspires trust, action, and connection?***

If the answer is no—or not yet—then this module will help you get there.



T.O.2: Build and Manage Networks that Align with the Organisation's Mission and Values

Understand how to identify, engage, and nurture meaningful relationships with stakeholders, partners, and collaborators that support long-term impact.

Why this matters?

No Migrant Supporting Organisation (MSO) thrives in isolation. The most resilient, impactful MSOs are those that **cultivate strong networks**—not only to access resources, but to create shared ownership of the mission.

In today's interconnected environment, **networking is not an event—it's a strategy**. For MSO leaders, cultivating effective networks is no longer optional—it's a foundational element of organisational sustainability. Well-developed networks provide access to **legitimacy, peer learning, collective voice, political influence**, and **cross-sector visibility**. But beyond their operational value, networks are now also a **strategic gateway to funding**.

Accessing public funds—particularly **European Union opportunities** such as Erasmus+, AMIF, CERV, or Horizon—requires MSOs to position themselves not only as service providers but as **reliable and connected partners within consortia**. Increasingly, funding calls demand cross-border, cross-sector collaboration, where applicants must demonstrate existing alliances, complementarities, and shared impact frameworks. Being part of the “right network” isn't just helpful—it's often what determines whether your proposal gets shortlisted or not.

Strategic networking enables MSOs to **co-create proposals, scale innovative practices**, and **influence policy spaces** that affect migrant inclusion across borders. It allows you to move from being a local actor to a European contributor—without losing your roots or values.

Building these networks takes time, intention, and trust—but the payoff is long-term impact, increased credibility, and sustained access to resources that match the scale of your mission.



Key Concepts

- **Stakeholder:** Any individual, group, or institution that affects or is affected by your work. This includes funders, local authorities, community members, NGOs, volunteers, and even the media.
- **Partner:** An organisation or individual with whom you collaborate intentionally over time to achieve common goals. Partnerships may involve co-funded projects, shared events, mutual referrals, or strategic support.
- **Collaborator:** Someone you actively co-create with—on content, ideas, resources, or services—even if temporarily. Not all collaborators are formal partners.
- **Alignment with mission and values:** This means choosing who you work with based not only on what they offer, but whether their vision, language, and approach match yours. A large funder or visible partner is not always a good fit if the relationship pulls your organisation away from its core purpose or compromises inclusion, equity, or community voice.

So how can MSO leaders begin building meaningful, mission-aligned networks?

Networking with purpose requires more than showing up or exchanging contact information. It demands a thoughtful, values-driven approach that positions your MSO as a trustworthy, collaborative actor. Whether you're working locally or preparing to join an international consortium, your relationships should be guided by clarity, reciprocity, and long-term vision.

Below are several practical strategies to help you get started or strengthen your current networking practices:



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1. Map your current network

Create a visual or spreadsheet-based map of:

- *Who you are connected to (by name or institution)*
- *How strong the relationship is (scale 1–5)*
- *What they bring to your organisation*
- *Whether the relationship aligns with your values and mission*

Tip: Use three categories: **Core Allies**, **Potential Partners**, and **Risky Misalignments**.

2. Clarify your collaboration criteria

Before entering a new partnership:

- *Ask: Does this partner share our commitment to dignity, inclusion, and empowerment?*
- *Evaluate: What are they asking from us? What are we gaining? Who benefits most—and who might be left out?*

Tip: Create a short checklist of red flags (e.g., pressure to change your messaging).

3. Invest in existing relationships

Networking is not only about growing—it's about maintaining. Trust is built through consistency, mutual care, and transparency.

- Invite partners to your events.
- Send regular updates about your work.
- Celebrate shared successes publicly.
- Acknowledge their contributions sincerely.



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Tip: Plan 3 small gestures this month: a thank-you note, a call to check in, or an invitation to collaborate on something meaningful.

4. Be visible and approachable

Many MSO leaders focus so much on internal work that they forget to “show up” in spaces where connections happen:

- Attend conferences, policy forums and community events such as Funds Week and Match Up event
- Speak up in roundtables, even if your voice feels small.

Tip: Practice your 60-second pitch:

5. Prioritise long-term value over short-term gain

Not all relationships need to become formal partnerships, and not every opportunity is worth pursuing. Stay focused on your mission, and don’t rush into alliances that could stretch your values, overburden your team, or fragment your message.

Tip: Say yes to collaborations that feel reciprocal and energising. Say no when the cost to your purpose is too high. Let’s see an example:

Your MSO is invited to join a project on digital education for youth. The topic is interesting, and the funding is attractive—but the lead partner wants to exclude migrant communities from the pilot phase to “simplify logistics.”

What **to** **do?**

Say no—because while the collaboration brings funding, it compromises your mission of inclusion. Instead, look for partners who embrace your values and share your vision.

Say yes to those who not only bring resources, but also **respect and strengthen your identity**.



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T.O.3: Use Storytelling and Public Speaking to Enhance Visibility and Reputation

Gain skills in crafting authentic narratives and delivering them effectively in public settings to build credibility and emotional connection. Includes a practical storytelling dynamic: “How we tell our stories.”

Why it matters?

In the work of Migrant Supporting Organisations (MSOs), facts are important—but **stories are what people remember**. Data informs; stories inspire action.

Whether you’re speaking at a public event, applying for a grant, engaging a policymaker, or simply explaining your mission to a potential partner, your ability to **communicate with clarity, emotion, and authenticity** is what gives your organisation its public voice.

Storytelling humanises your impact. It puts faces to statistics, and meaning behind your mission. In a world of digital noise and funding competition, organisations that can tell real, powerful stories are those that build **credibility, trust, and visibility**.

Public speaking reinforces your leadership. The way you speak on behalf of your organisation reflects your confidence, your values, and your readiness to lead in partnerships, consortia, and social change spaces.

In the case of EU-funded projects, storytelling and public speaking are also key elements of **project dissemination and communication**, helping you meet visibility requirements and demonstrate your social impact to funders and stakeholders.

What storytelling means in the MSO context

Storytelling isn’t just creative writing. It’s about choosing a real moment, voice, or transformation that reveals:

- ***Why your organisation exists***
- ***Who benefits from your work***
- ***What challenges you face***



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- ***What change is possible***

In migrant support, stories can highlight:

- A participant who found employment after attending your workshop
- A volunteer who overcame bias through working with newcomers
- A cross-sector partnership that changed how a local service is delivered

These stories don't need to be perfect—they need to be real, respectful, and relevant.

The storytelling arc: A simple structure

You'll learn to apply a basic narrative model:

1. **Situation** – What was the context or challenge?
2. **Struggle** – What obstacles or tension did the person/organisation face?
3. **Solution** – What was done or changed?
Outcome – What is different now, and why does it matter?

Why public speaking builds trust

MSO leaders often speak in public without preparation—at roundtables, events, community forums, or funder briefings. But visibility requires strategy. When you learn how to:

- Speak clearly and confidently
- Read the room and adjust your tone
- Use emotion without manipulation
- Ground your speech in lived values and evidence

...you don't just inform—you move people. And that's how support grows.

How we teach this: “How We Tell Our Stories” Dynamic



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This exercise allows participants to:

- Write a 1–2 minute real story from their MSO experience
- Share it in small groups
- Receive peer feedback on tone, clarity, emotion, and authenticity
- Practice re-delivery using voice, pacing, and presence
- Reflect: *What did people remember from my story? What feeling did it leave behind?*

This dynamic turns abstract concepts into personal skill—and transforms nervous leaders into **confident, mission-driven communicators**: *If you don't tell your story, someone else will tell it for you—or it won't be told at all.*

As a leader, your words shape how others see your organisation, your team, and your cause. Through storytelling and speaking, you not only share your work—you honour the people you serve and build bridges that numbers alone cannot cross.



The poster features the European Union flag and the text 'Funded by the European Union' in the top left. The MISUP logo is in the top right. The title 'Networking with peers' is centered. Below it, an illustration shows a man and a woman sitting at a table, looking at a laptop. To the right of the illustration is a bulleted list: '• 11 minutes per round.', '• Two organizations meeting each other', '• Suggestion: speak about funds/project exchange', and '• Listen before speaking'. The bottom of the poster contains several logos: 'Akademijski centras', 'Socialinių inovacijų centras', 'netwerkpro', 'Programma integra', and 'CON VALORES INCUBADORA'.

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Networking with peers

- 11 minutes per round.
- Two organizations meeting each other
- Suggestion: speak about funds/project exchange
- Listen before speaking

Akademijski centras Socialinių inovacijų centras netwerkpro Programma integra CON VALORES INCUBADORA



T.O.4: Design and Deliver Impactful Communication or Outreach Campaigns Adapted to the MSO Context

Communication campaigns are not about noise, they are about *intentional visibility*. For MSOs, this means reaching the right people, with the right message, at the right time, in ways that respect cultural diversity and drive collective action. Whether it's engaging local communities, mobilising voters, increasing service uptake, or showcasing impact to funders, campaigns can be a powerful tool to amplify your voice and mission.

In 2025, communication is increasingly visual, digital, and audience-segmented. MSOs must go beyond traditional flyers and reactive posts, and instead *design outreach campaigns that are strategic, inclusive, and purpose-driven*.

Social media trends—including micro-videos, influencer collaboration, and multilingual access—are shaping how underrepresented voices gain traction. When MSOs know how to apply these trends ethically and effectively, they not only grow visibility but build *a community of support around their work*.

Key Concepts

- **Campaign:** A focused, time-bound effort to raise awareness, drive engagement, or change behaviour using coordinated communication activities.
- **Audience Segmentation:** Adapting content to specific groups (e.g., women, youth, policymakers, migrants, elderly) to improve relevance and impact.
- **Digital-first Strategy:** Prioritising digital tools (social media, newsletters, mobile-friendly visuals) in campaign planning.

Practical steps

1. **Define your goal:** What do you want people to do—donate, share, attend, apply, or support?



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2. **Know your audience:** Which group needs to hear this, and how do they access information?
3. **Craft a central message:** One sentence that everyone on your team can repeat.
4. **Select your channels:** Prioritise 2–3 platforms that your audience already uses. For example, LinkedIn, Instagram, Tik-Tok, Facebook, and others.
5. **Build a content calendar:** Spread posts over days or weeks, mixing visuals, text, quotes, and live content.
6. **Include a call to action:** What’s the next step you want the audience to take?

Evaluate reach and impact: Use simple tools (e.g., post analytics, email open rates) to assess what worked and adjust accordingly.

Let’s walk through these steps with a real-world example.

Designing an effective outreach campaign begins with a single, strategic question: *What do you want people to do?* Do you want them to apply, donate, attend, or simply spread the word? For a Migrant Supporting Organisation (MSO) working with young migrants, this might mean encouraging sign-ups for a digital skills bootcamp. For one focused on adults over 40, the goal might be to invite participants to a legal rights information session. Once your goal is clear, the next step is knowing your audience. Young people are more likely to engage on **TikTok**, **Instagram**, and **WhatsApp**, while older audiences tend to prefer **Facebook**, **email newsletters**, or even printed flyers in familiar community spaces. Your message should be short, sharp, and easy for your entire team to echo—something like: *“Level up your skills—join our free coding camp!”* or *“Know your rights—come to our legal info evening.”* Based on that audience insight, choose 2–3 communication platforms where your message will actually be seen and heard. Then, create a weekly content plan: combine visuals, short videos, testimonials, and countdowns to build momentum. Every post should include a clear call to



action—“*Sign up now*,” “*Tag a friend*,” or “*Click here to register*.” Finally, evaluate impact using simple tools: track video views, RSVPs, email open rates, or messages received. The more your campaign reflects your audience’s communication habits and interests, the more likely it is to not just reach them—but move them to act.

Activity Highlight: “Social Media Trends 2025”

In this session, participants explore current communication formats gaining traction with underserved groups. They’ll analyse real campaign examples and co-design sample posts targeted at key audiences like:

- Migrant women navigating local services
- Youth activists seeking training
- Elderly community members in need of digital literacy support



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MISUP

NETWORKING & EXTERNAL COMMUNICATION STRATEGIES

- ✓ CREATE A COMMUNICATION STRATEGY ALIGNED WITH YOUR MISSION AND AUDIENCE.
- ✓ BUILD NETWORKS THAT REFLECT YOUR VALUES AND SUPPORT LONG-TERM GOALS.
- ✓ USE STORYTELLING AND PUBLIC SPEAKING TO BOOST VISIBILITY AND TRUST.
- ✓ DESIGN OUTREACH CAMPAIGNS TAILORED TO YOUR MSO AND KEY TARGET GROUPS.









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LEARNING BY DOING

CREATING A VISIBILITY CAMPAIGN FOR DONORS AND PARTNERS



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Let's create your organization
visibility campaigns for donors
and partners exchange
Duratio: 12 months
What to do?





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Suggestions:

- Create a single topic
- We do not share what we do
- We share a story
- We focus on:
 - Campaign actions
 - Goal
 - For whom
 - How:
 - By whom: email marketing, media, social media, opinion leaders, etc.
 - Gantt
 - Dreamer results

Time
to
work



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T.O.5: Integrate Communication and Networking into Organisational Strategy

Communication and networking are often treated as “add-ons”—something to be addressed after service delivery or funding is secured. But for Migrant Supporting Organisations (MSOs) operating in complex, cross-sector, and politically sensitive environments, they are not extras—they are **core leadership functions**. They shape how your organisation is perceived, who you can partner with, how you access funding, and how you influence long-term systems change.

Thriving organisations are those that treat communication not as a task for one person, but as a **strategic culture woven into planning, governance, evaluation, and team practices**. Similarly, networking must go beyond the occasional event or contact—it **should be a shared responsibility grounded in mission, values, and vision**.

Moreover, integrating communication and networking is no longer optional from a compliance standpoint. **Most institutional donors, especially European funders like Erasmus+, CERV, AMIF, or Horizon Europe, explicitly require clear visibility and communication of the projects they finance**. This includes not only logos and disclaimers, but also proactive dissemination strategies that reflect EU values and enhance public awareness of the initiative. **Failing to meet these requirements can result in reputational risk, penalties, or reduced chances in future funding rounds.**

Key Concepts

- **Strategic Integration:** Aligning comms and networking with mission, priorities, and growth plans.



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- **Internal Culture of Communication:** How your team talks, shares, and listens—internally and externally.
- **Feedback Loops:** Mechanisms to learn from partners, communities, and audiences.
- **Donor Visibility Requirements:** Obligations to show public acknowledgment of funding support through communication campaigns, branding, and dissemination efforts.

Practical Steps

1. **Audit your current practices:** What comms and networking activities already exist? Where are the gaps?
2. **Involve your team:** Build ownership across departments—everyone contributes to visibility and relationship-building.
3. **Set SMART objectives:** Include communication and networking goals in your strategic or operational plan.
4. **Create feedback mechanisms:** Regular check-ins with stakeholders and partners ensure your efforts are responsive, not just performative.
5. **Celebrate learning and visibility wins:** Acknowledge internal efforts—this reinforces communication as a valued function.

The organisations that lead change are those that *sound like their mission and connect like their vision*. When your strategy makes space for dialogue and collaboration, your MSO doesn't just communicate—it resonates.



Practical Steps for Integrating Communication and Networking into Organisational Strategy

1. Audit your current practices

Begin by examining how communication and networking currently operate within your organisation. Ask:

- *Who leads external communication?*
- *What channels are used (e.g., Facebook, newsletters, LinkedIn)?*
- *Are efforts consistent or sporadic?*
- *How often do you engage partners or share updates?*

To gain a clearer picture, conduct an internal review and gather external input—ask partners or community members, *“Do you know what we’ve been working on lately?”* If the answer is uncertain, your visibility likely needs strengthening.

Tip: Create a simple communication flow chart to visualise who communicates what, when, and where.

2. Involve your team

Communication and relationship-building shouldn’t sit on one person’s desk. It should live across your organisation. Train all staff—programme officers, volunteers, administrators—to represent the organisation’s mission clearly and confidently.

- Host storytelling workshops where staff can learn how to share success stories or testimonies.
- Encourage programme teams to collect media (photos, quotes) regularly.



- Involve finance or admin staff in crafting updates about transparency and accountability.
- Integrate communication into team meetings and internal planning.

Tip: Appoint visibility focal points in each team—making communication a shared, not siloed, function.

3. **Set SMART objectives** Make communication and networking goals Specific, Measurable, Achievable, Relevant, and Time-bound.

Examples:

- “Increase Instagram engagement by 25% over six months by posting 3x weekly.”
- “Secure 3 cross-border partnerships by Q4 to prepare for the next AMIF call.”
- “Ensure all 2025 projects have a branded visibility plan aligned with donor requirements.”

Include these objectives in annual strategies, programme plans, or donor proposals to ensure they are institutionally recognised.

4. **Create feedback mechanisms** Build structures to gather feedback from all your stakeholders:

- **From beneficiaries:** Use short surveys, WhatsApp polls, or informal focus groups.
- **From partners:** Send quarterly check-ins or collaboration reviews.
- **From your own team:** Reflect together on what messages are landing—or missing.



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This ensures your communications remain responsive, inclusive, and impactful—not just top-down or donor-driven.

5. Celebrate learning and visibility wins

Recognition fuels motivation. Celebrate when:

- Your Facebook post reached 10,000 people.
- A community member responded to a newsletter call.
- A donor complimented your project visibility materials.

Share results in team meetings, spotlight great content, and thank contributors.

Tip: Treat communication victories like programme outcomes—because visibility *is* impact.

6. Track and analyse your metrics with purpose

To move from guesswork to strategy, use digital tools like **Metricool** to monitor how your content performs. This platform allows you to:

- Analyse engagement across all social media accounts.
- Track growth in followers and impressions.
- Monitor the best times to post.
- Generate automated reports for donor visibility requirements.

By consistently reviewing metrics, you can see what's working, adjust your strategy, and build credibility with funders and stakeholders.

Tip: Assign one team member to review your metrics monthly and share insights with the team to support data-informed decisions.



3. Conclusion, Building V-V-V: voice, value and visibility

Inclusion without visibility is silence. And strategy without relationships is isolation. This module has demonstrated that for Migrant Supporting Organisations (MSOs), communication and networking are no longer side tasks—they are central pillars of sustainable leadership. They are how your mission travels beyond internal teams and local events, and how your values are translated into action that resonates with communities, partners, funders, and policymakers alike.

MSOs today are operating in an ecosystem shaped by **shifting public narratives, increasing digital complexity, and stricter donor compliance.** In this context, visibility is not vanity—it's viability. Your ability to communicate clearly and credibly determines not only who listens to you, but who stands with you. And your ability to cultivate genuine, trust-based networks determines whether your organisation can grow, adapt, and access the resources it needs to serve with impact.

You don't need a perfect brand or polished language to lead in this space. You need clarity of purpose, ethical alignment with your collaborators, and the confidence to speak truthfully about your work—its successes, its challenges, and its dreams. Whether it's a WhatsApp post reaching a newly arrived migrant, a policy roundtable where you share lived realities, or a consortium application to a European programme, **your words are not just tools—they are testimony. They build identity, trust, and collective momentum.**

By integrating communication and networking into your strategic DNA—not as last-minute deliverables, but as proactive, cross-cutting practices—you are not just becoming more visible. You are becoming more credible, more connected, and more capable of driving change beyond your immediate environment. You are shifting from



survival to **systems leadership**—leading partnerships, shaping agendas, and amplifying migrant voices where they most need to be heard.

This is what sustainable impact looks like: not working alone, not speaking to the void, but being part of something larger—a constellation of values-aligned actors building a more inclusive Europe together.

So let this module be a starting point, not a checklist. Let it be the moment you stop whispering your mission and start **owning your voice**.

Because no MSO thrives in isolation. Because no community can be supported if it remains invisible. And because no mission—no matter how just—should go unheard in the noise of indifference.



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