

# How can communication initiatives become more sustainable?

Know your audience

Sense of ownership and accountability

Know your audience.

To use and diversify marketing channels

Defining key competences and investing in key competences to strengthen Catholic media

improve strategy planning

When teams of activists are trained in participatory video, not only can they produce more valuable content for their own organizations, but their skills can also be used for commercial endeavors that can bring them funding

Cooperation with local organisations/NGOs, Universities, etc

Capacity building in marketing as a process: workshops, follow-up with consultants, sharing experiences; marketing should involve the whole team and not just the marketing officer



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Strengthen their comparative advantage as local alternative to big media.

Te users can and should contribute according to their own financial capacities.

Don't forget sustainability can't be reduced to the economic viability

Durch mutimediale reports

We need a business plan done by skilled people. Relying mainly on volunteers is not sustainable on long run. Need of a core staff of employees.

Using a functional network

Need to diversify funding as much as possible, be creative and don't depend solely on donors though that can be part of a sustainable mix

Get sponsors who have similar advocacies ss you