

Communications Policy

2016

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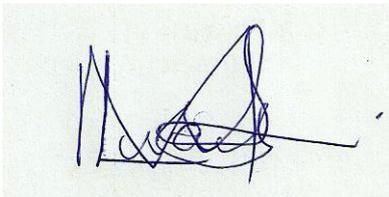
FOREWORD

This policy document stipulates how International Transformation Foundation (ITF) will handle communication between its internal and external stakeholders. This policy is founded on ITF's desire for a two way process; open communication from the ITF secretariat to its stakeholders and a system that encourages feedback.

ITF aims to address the concerns of our audiences by providing the necessary communication infrastructure to ensure that information reaches our audiences using the most effective means. This policy demonstrates that ITF is among the institutions that have embraced best communication practices. It defines how communication is structured and practiced.

The policy puts in place a solid communication structure that will give every facet of ITF adequate visibility. ITF has chosen its path to realize its vision of moving towards excellence that emphasizes the centrality of the stakeholders in its communication web. We appreciate feedback in any format as the best way to strengthen our organization.

The ITF Management commits itself to the implementation of this policy and will subject it to periodic reviews to ensure its relevance in line with the changing circumstances and needs of stakeholders.

A handwritten signature in blue ink, appearing to read 'Lucky Mwachi', on a light-colored background.

Lucky Mwachi
International Relations Assistant

INTERNATIONAL TRANSFORMATION FOUNDATION: COMMUNICATIONS POLICY

ABOUT ITF

Youths of 30 years and below constitute about 75% of East Africa's population; forming the largest human resource. However, many of them who are productive and energetic remain unemployed and continue to suffer from idleness's social ills. Due to the growing sense of alienation felt by young men and women dropping out of schools to join gangs, violence and drug addiction as part of their everyday life where the future seems dark, Poverty and unemployment being the norm. They have remained on the periphery of countries' affairs and their status has not been accorded due recognition. This unemployment crisis requires a change and transformation to give these youth an environment enabling them to pursue self help-Initiative. Consequently in December 2009, International Transformation Foundation (ITF) was established by amalgamated youth across East Africa countries and dully registered in Kenya on 25th August 2010 as an International Youth led nonprofit organization to provide youth leadership and entrepreneurship programs to harness creativity for a Youth system that provide jobs; offering security, opportunities to grow, and contribute to the development of our communities.

Since its establishment, ITF has been developing and operating youth development programs to lead the youths of today as leaders with strong heart and mind as true workers of society with honest, self-controlled, developed, creative and progressive thinking. Through projects like:

Slum 100 Computers Project



Provides free computer training and entrepreneurship mentoring to disadvantaged youths in Eastern Nairobi slums to design profitable computer based business. At completion of the training and mentorship, ITF loans them computers and other technological devices to help them set p designed business.

Jijenge Kijana Fund



A youth livelihood pathway offering microcredit; micro-saving and training enabling youth to engage in productive and stable livelihood.

Join the Pipe Project



Financing community based schools to set up water kiosks at school. Managed by students, the water kiosks at school present multiple benefits for students, school and community including financial, education, sanitation, health and social economic opportunities.

Leadership & Entrepreneurship Training



Consist of Debates and workshop on a wide range of topics giving East Africa's youth's life principles that shoves them to expand their boundaries of knowledge and mold them into great leaders and entrepreneurs.

COMMUNICATION PRINCIPLES

International Transformation Foundation aims to have excellent internal and external communication practices that will advance its mission, inspire its stakeholders and increase its impact. ITF aims to engage stakeholders with impactful communications to ensure public engagement in our organization. ITF's internal communication aims to motivate, inform, and counsel members, employees and volunteers and to set the stage for excellent external communication. ITF's external communication aims to attract and retain stakeholders; raise public awareness; and increase understanding, commitment, and funding for our organization.

PURPOSE OF THE COMMUNICATIONS POLICY

1. Help to enhance public engagement, raise awareness on ITF, show ITF's impact and enhance our relationships to attract stakeholders mainly youth and donors.
2. Act as a tool for enhancing strategic planning and refining operational evaluation.
3. Increase public understanding of ITF, its roles, contributions and impact.
4. Control the communications between the ITF and its external stakeholders.
5. Protects and prevents the improper use or disclosure of material information and confidential information.
6. Serve as a guideline for ITF to implement practices that are legal, ethical, and effective.

COMMUNICATIONS PROCEDURES

✓ INTERNAL COMMUNICATIONS

The ITF's internal communication is guided by clear policies and practices. The internal communications procedure at ITF welcomes alternative perspectives and encourages participation at all levels in order to build and maintain camaraderie.

Internal communications at ITF is guided by the following principles:

1. **Appropriate communications channels** (between volunteers, members and board members): Management should actively, listen carefully and respond respectfully to the views of the volunteers and members. The line of communication between staff volunteers, members and the board of directors should be clearly defined and well understood, as should appropriate methods for conveying information, processes, concerns, and accomplishments.
2. **Inclusivity**: The ITF Secretariat works on the spirit of team work. The volunteers and secretary general make decisions as a team through consultations and regular meetings. This way, all volunteer staffs feel involved in all the undertakings and share in the achievements and challenges.
3. **Reporting schedules**: The ITF Administration Assistant is responsible for drafting weekly and monthly reports for the organization. These reports are used in creating a final annual report at the end of each year. ITF's Project Assistant is responsible for Monitoring and Evaluation of all ITF Projects and records this information in the Monitoring and Evaluation Report regularly.
4. **Feedback mechanisms**: The ITF Secretariat holds weekly meetings on Mondays where the volunteers and the Secretary General discuss their achievements for the week and their plans for the next week. On the first Monday of each month, the ITF Secretariat and Secretary General hold a monthly meeting to take stock of the activities of the previous month and make plans for the coming month. The Secretary General also holds regular meetings with the Board to update them on the progress made by the Secretariat.
5. **Rules regarding volunteer staffs use of communications tools**: Phone, Internet, email, social media channels, etc.; ITF's International Relations Assistant is responsible for all of the organizations Communication tools. Their responsibility includes updating social media, answering email enquires and updating the website.
6. **Policy outlining security of passwords for various communications channels**: All the staff at ITF has access to a password protected computer. ITF documents are stored in a synchronized Box folder which is also password protected and only accessed by the Secretariat.

✓ EXTERNAL COMMUNICATIONS

ITF's External Communications policy addresses key communication roles, the organization's official spokesperson, who is authorized to approve messages, staff/board communications procedures, messages and talking points for specific programs/audiences and appropriate uses for each message (print, website, social media, speeches).

1. **Graphic Standards:** The ITF's graphic standards provide the rules for the organization's fonts, primary colors, accent colors, logos and other details in accordance with the organization's brand and communication plan. ITF has a logo that is used in all its official communication. ITF is branded with the colors blue, red and green. The ITF logo and motto is used in all official letterheads. ITF uses Calibri font, size 11 with double spacing. However, we also adapt our communication to print, website, social media and emails as needed.



The ITF logo

2. **Public Accessibility:** In order for ITF to demonstrate transparency and accountability, communications should be clear, accessed and kept up to date. ITF strives to keep its publics up to date with relevant information through various communication platforms including emails, social media, regular website updates, brochures and newsletters.
3. **Spokesperson:** The ITF has a key spokesperson who provides appropriate, accurate and timely information for internal and external audiences. The Secretary General is responsible for speaking on behalf of ITF. He/she is assisted by the International Relations Assistant who prepares Communication messages. The ITF Secretary General also approves all messages before they are relayed to the public.
4. **Privacy and Consent:** ITF has clear rules regarding confidentiality of certain communications, images and personal information. Sensitive, private or confidential information is not shared without express consent. This includes information from all our partners, donors and members.
5. **Grievance Policy:** ITF has a written grievance policy that guides the organization to promptly and respectfully respond to grievances and complaints from stakeholders. ITF Secretariat has a general email; volunteers@itfsecretariat.org , volunteers.itf@gmail.com and secretariat@itfsecretariat.org which all stakeholders can use to communicate and air their grievances and complaints. ITF responds to emails during working days (Monday-Thursday). ITF stakeholders can also communicate through ITF social media accounts where ITF staffs respond almost immediately to any questions, grievances and complaints.
6. **Social Media Policy:** ITF has adopted a social media policy that outlines clear rules around the use of social media. The International Relations Assistant oversees all social media efforts with the help of the Secretary General. ITF has an official social media presence on Facebook (International Transformation Foundation), Twitter (@ITFSecretariat), Youtube (ITF Volunteers), LinkedIn (@ITF Secretariat) and Google Plus (ITF Volunteers). ITF's social media sites are linked thus we do not customize messages for a particular social media site unless there is need for that. Social media content consists of ITF's achievements, update on ITF's projects and interactions with various stakeholders. The tone of messages is in between casual and official since most of our social media followers are the youth. ITF strives to update its social media sites regularly so as to build the ITF brand and keep our members regularly updated.
7. **Crisis Communications Policy:** The ITF's crisis communications policy helps to ensure that ITF is in the driver's seat and out of the hot seat. It enables ITF to effectively manage communications through a formal, clearly defined channel in order to mitigate a crisis or serious negative repercussions. The crisis communications plan also provides ITF with the opportunity to proactively demonstrate strong organizational leadership to the community.

ITF COMMUNICATION TOOLS

As a nonprofit organization, ITF communication tools come in two pieces: internal and external. ITF's internal communication tools are integral to keeping the organization effective at what we do. Equally important are the external communication tools that ITF uses to communicate its works to the public.

1. **Website:** The ITF website (www.itfsecretariat.org) uses up to date and modern design standards; it is mobile friendly and mimics social media browsing and sharing capabilities. ITF uses its website to keep its publics regularly updated with up to date information. ITF's partners and well wishers can also donate to some of ITF's projects through online link on the website. Anyone interested in being an ITF member or volunteer can also fill the volunteer or member application form on the website. The ITF website is easy to access and maneuver.
2. **Brochure:** ITF has a brochure that summarizes ITF's purpose, projects and all relevant information concerning the organization. ITF uses its brochure to introduce itself to its target audience. The ITF brochure comes in two forms; electronic or e-format and hard copy format. The e-format brochure is found in the ITF website and the hard copy brochure is printed on high quality colored paper.
3. **Social Media:** Social media is forming an increasingly central part of how we all communicate. Its online communities carry a strong and influential voice, and there is much to be gained from engaging directly with people through these channels. ITF has an official social media presence on Facebook (International Transformation Foundation), Twitter (@ITFSecretariat), Youtube (ITF Volunteers), LinkedIn (@ITF Secretariat) and Google Plus (ITF Volunteers). ITF uses its social media sites to monitor our brand through comments and posts. We also use social media to communicate with the youth, advertise our opportunities and gain feedback. The ITF International Relations Assistant is responsible for keeping all social media sites up to date and addressing any concerns from our social media audience.
4. **Annual Report:** At the end of each year the ITF secretariat drafts an annual report which is the first port of call for our stakeholders and prospective stakeholders to familiarize themselves with the organization. Along with ITF's brochures and the ITF website, the annual report is a key communications tool. It helps our stakeholders inform their opinions which ultimately influences their decision making process. The content of the ITF Annual report comes from a compilation of monthly reports and activities. It summarizes ITF's projects, highlights ITF plans and recognizes ITF's achievements over the year. The Annual Report serves as an accountability mechanism to our current stakeholders and partners.
5. **Media:** ITF has maintained a good relationship with the media since its inception and we are working on improving this relationship. So far, ITF has gotten special attention from various media houses such as Daily Nation News paper, XNews Paper, GBS TV, Family TV and Elimu TV.
6. **Email:** ITF has bulk email software that enables us send specific emails to a large number of people. We use the bulk email software as a tool for conducting effective campaigns at a cheap cost and to market our organization to the media, our members, our volunteers both past and current and other stakeholders.
7. **Quarterly Newsletter:** ITF has plans of launching a quarterly newsletter. The newsletter will have information on ITF activities each quarter. It will also act as an accountability tool for our stakeholders.

ITF AUDIENCE

In order to effectively fulfill its duties as a nonprofit organization, there is a need for ITF to classify their audience so as to communicate effectively. The ITF audience consists of:

1. **Partners:** since its inception, ITF has partnered with various individuals and organizations in order to effectively fulfill its purpose.
2. **Members:** ITF is a membership based and accepts members' application through an annual subscription fee.
3. **Media:** ITF values its relationship with various media houses and is working to improve this relationship through regularly updating the media on our activities.
4. **Volunteers:** ITF values its volunteers; past and present and we maintain regular communication with them.
5. **Project Beneficiaries:** ITF runs various awards winning projects and all beneficiaries from these projects form part of the ITF audience.

COMMUNICATIONS ANNUAL BUDGET

Activity	Description	Quantity	Unit cost	Total cost
Projects / activities Documentaries	Video Shooting	4		
Brochures	Printing	1000		
Annual	Printing	50		
Branding items	T-Shirts	Printing	200	
	Pens	Printing	100	
	Calendar	Printing	100	
	Umbrella	Printing	50	
	Posters	Printing	1000	
	Stickers	Printing	1000	
Media	Radio	Features	1	
	TV	Features	1	
	News paper	Features	1	
Annual event	Organizing	1		
Website	hosting and maintenance	1		