

## Training on Communication Strategy, Advocacy, Policy, and Report Writing

**Organization:** AF Development Care (AFDC)

**Status:** Ongoing Course

**Contact:** Sachi Satapathy, Director, afdcdirector@gmail.com

### Training Overview

This **3-day, intensive, individualized online Training** focuses on **Communication Strategy, Advocacy, Policy Development, and Impactful Report Writing** for NGO relief workers and development professionals in humanitarian response, disaster relief, and community development. Led by **Sachi Satapathy**, Director of AF Development Care, the training equips participants with practical strategies and tools to excel in communication, advocacy, and reporting.

**Duration:** 3 Days (3 hours daily one-on-one coaching)

**Dates:** Flexible scheduling; book at least 7 days in advance

**Location:** Virtual (Online via Zoom)

**Training Fee:** USD 298 (includes materials, certification, and coaching)

**Registration Deadline:** Rolling applications

### Who Should Attend?

- **Entry-Level Professionals:** Build foundational skills in communication and advocacy.
- **Mid-Career Managers:** Enhance influence as communication specialists or advocacy coordinators.
- **Senior Leaders:** Refine strategic communication and reporting skills.
- **Relief & Development Professionals:** Working in disaster response, education, health, or advocacy.
- **Aspiring UN/International Agency Staff:** Preparing for roles in global humanitarian organizations.

**Prerequisites:** Basic understanding of NGO/humanitarian work; medium-level English proficiency.

### Key Learning Outcomes

Master skills to influence stakeholders and drive impact:

- **Communication Strategies:** Design strategies to amplify your NGO's mission.
- **Advocacy Campaigns:** Build campaigns to influence policymakers and donors.
- **Policy Development:** Write policy briefs for systemic change.
- **Impactful Report Writing:** Create donor reports and stories with data and visuals.
- **Stakeholder Engagement:** Tailor messages for diverse audiences (donors, communities, governments).
- **Data Visualization:** Use tools like Canva or Tableau to enhance reports.

## Why Choose This Training?

- **Individualized Training:** Tailored to your role, organization, and advocacy goals.
- **Expert Facilitation:** Learn from Sachi Satapathy, a seasoned humanitarian leader.
- **Practical Focus:** Develop real strategies, campaigns, and reports with feedback.
- **Career Boost:** Earn a globally recognized certificate for UN and NGO roles.

## Training Agenda

### Day 1: Effective Communication Strategies

- Principles of NGO communication in humanitarian contexts.
- Audience analysis and stakeholder mapping.
- Practical Exercise: Develop a communication strategy for a humanitarian project.
- Tools: Communication templates, messaging frameworks.
- Outcome: Draft communication strategy tailored to your goals.

### Day 2: Advocacy Campaigns & Policy Development

- Advocacy strategies to influence policymakers and donors.
- Writing policy briefs for systemic change.
- Case Study: Analyse a successful advocacy campaign.
- Tools: Advocacy planning templates, policy brief formats.
- Outcome: Draft advocacy campaign plan or policy brief.

### Day 3: Powerful Report Writing & Impact Storytelling

- Write donor reports and impact stories with compelling narratives.
- Use data visualization (charts, infographics) for maximum impact.
- Case Study: Craft a donor report for a disaster relief project.
- Tools: Report templates, storytelling frameworks, Canva/Tableau.
- Outcome: Polished donor report or impact story.

**Daily:** 180-minute one-on-one coaching with Sachi Satapathy.

## Career Impact

- Stand out in competitive roles with a global organisations.
- Influence policy and secure donor support with advocacy and reporting skills.
- Build confidence to lead high-impact communication initiatives.
- Network with Sachi Satapathy and peers for future collaborations.

## Testimonial:

*"This course gave me the tools to advocate for my community and write reports that impressed our donors. Sachi's one-on-one coaching was a game-changer for my career."* – Lina M., Advocacy Officer, Jordan

## Sachi Satapathy's Tips

- **Know Your Audience:** Tailor messages to donors, communities, or policymakers.
- **Be Evidence-Driven:** Use data and stories to build credibility.
- **Simplify Complex Ideas:** Write clear, concise policy briefs and reports.
- **Leverage Visuals:** Use infographics to make your impact tangible.
- **Build Alliances:** Collaborate to amplify advocacy efforts.
- **Stay Consistent:** Align communication with your mission for authenticity.

*"In humanitarian work, communication and advocacy amplify the voiceless. Master these skills, and you'll drive change at the highest levels."* – Sachi Satapathy

## Fee Information

- **Training Fee:** USD 298
- **Includes:** Course materials, case studies, templates, 180 minutes of one-on-one coaching daily, and a certificate.

## How to Register

Email [afdcdirector@gmail.com](mailto:afdcdirector@gmail.com) with:

- Full name/ Country of Resident and contact details.
- Current role/organization (if applicable).
- Brief statement on why you want to take the course.
- Preferred training dates.

Receive payment instructions and training confirmation.

Book at least 7 days in advance to secure your slot (limited seats).

## About Training Coach- Sachi Satapathy

Sachi Satapathy is a globally renowned lead training coach in Monitoring, Evaluation, Accountability, and Learning (MEAL), Project Management, Proposal Development, Communication Strategy, and Report Writing, with over 19 years of hands-on expertise in international development and humanitarian initiatives. As Director of AF Development Care in New Delhi, he has spearheaded 47 high-impact evaluation projects across 27 countries—including India, Nepal, Sri Lanka, Myanmar, Philippines, Afghanistan, Gaza, Lebanon, Democratic Republic of Congo, Papua New Guinea, Bangladesh, Vietnam, Maldives, and South Africa and all of Global South countries—partnering with prestigious organizations such as Welthungerhilfe (Germany), NOMI Network (USA), Global Campaign for Education (South Africa), International Catholic Migration Commission (Switzerland), USAID, UNICEF, American Leprosy Mission (USA), World Health Organization, GIZ/BMZ-Germany, World Vision, SAARC, World Bank, UNFPA, International Union Against TB and



Lung Diseases (The Union), ChildFund, World Federation of Haemophilia (WFH), Montreal, Canada. His work spans critical areas like public health, women's economic empowerment, AI in education, WASH sanitation, child protection, neglected tropical diseases, tobacco control, and sustainable livelihoods, driving evidence-based policy advocacy aligned with SDGs such as 3, 4, 5, 8, and 17, while securing multi-million-dollar funding from governments, multilateral agencies, and foundations. What makes Sachi the best training coach in these domains is his proven track record of training over 450 professionals and 45 organizations worldwide—equipping 130+ from 25 NGOs in MEAL, 300+ from 20+ organizations in project management, and many more in proposal development—through globally recognized programs like the AFDC Youth Ambassador and Young Women Humanitarian Leadership initiatives, combined with his thought leadership in 70 op-eds, peer-reviewed journals, and books, ensuring participants gain practical, scalable skills for transformative impact in development and relief sectors.