

LCRM – Legal Resources Centre from Moldova

Moldovan NGOs representatives have learned how to effectively implement an information campaign on the 2% mechanism

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On 28 February 2020, 15 representatives of non-governmental organizations (NGOs) from Moldova participated in the training workshop “How to effectively carry out a 2% information campaign”. During one day they learned how to effectively communicate about the 2% mechanism to their beneficiaries and supporters and how to promote their cause to raise funds.

During the training, the participants learned about the stages of a 2% communication campaign, techniques for identifying the target group and the resources needed to carry out such a campaign. There were also practical exercises to develop a message that corresponds to the proposed objectives. Also, participants were guided in the use of a free digital tool to be able to create promotional materials that are attractive to the public.

The workshop served as a space for the exchange of experience between NGO representatives on their successes and challenges encountered in communicating with their public about the 2% mechanism.

The event was held within the project “[Promoting rule of law in Moldova through civil society oversight](#)“, implemented by the Legal Resources Centre from Moldova with the financial support of the United States Agency for International Development (USAID).

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