

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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