COMMUNICATION STRATEGIES FOR THE PROMOTION OF NON-GOVERMENTAL

ORGANIZATIONS ACTIVITIES IN NIGERIA (A STUDY OF FOUR NGOs)

BY

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CERTIFICATION

I certify that this work was carried out by SAM-JAJA, BOMA PLEASANT at the department of

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DEDICATION

This work is dedicated to the great God and to my parents for their support, love and constant encouragement throughout my academic journey and also for their financial support to help me come this far.

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ABSTRACT

This paper examines the importance of communication strategies to non-governmental organizations. Since, non-profit organizations are not profit oriented they have to find other means not just to get funds, supporters, but also to create awareness and credibility about what they do. And this where these communication strategies come into play. This paper examines these communication strategies, how they are utilized and how they influence the organizations performance and which of these strategies are the most effective to the organizations. This study was purely a qualitative research work, that made use of focus group discussion and in-depth interview with the staffs from four (4) selected non-governmental organizations in Nigeria. The findings from this work can be implemented in other non-profit organizations.

KEYWORDS*: NGOs, Communication Strategies, Performance, influence.*

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

The goal of this is to section of the paper is here to assist you comprehend what the paper is about. Communication has become an important aspect of human life. Numerous writers and dictionaries have come up with different meanings of communication over the years. The exchange of information between the sender and the recipient is referred to as communication.

Communication was done only face-to-face or on paper (letters) back in the day, and it was done not just for inter-personal reasons but also for commercial ones (trade). It has radically altered since the invention of technology. It is critical for people to consider all aspects of how they communicate information. Here's when communication tactics come into play. The blueprints for how this information will be communicated are communication strategies. Verbal, nonverbal, and visual communication techniques are all possible.

Non-governmental organizations (NGOs) have been active in Nigeria since the 1980s. In his study, (Delisle 2005) found that non-governmental organizations (NGOs) have contributed to the development of communities throughout the world and are important partners for many governments in their efforts to improve human development. It's impossible to say how many NGOs there are because there aren't many comprehensive or reliable statistics available. Some estimates put the total at a million if official and informal groups are included, although the number of registered NGOs getting international money is probably closer to "a hundred thousand." In

2000, the United Nations estimated that there were about 35,000 important established NGOs. There are also no precise numbers for the number of resources that NGOs were responsible for, which totaled about US$23 billion in overall aid money, or roughly one-third of overall ODA (Riddell, 2007: 53). According to Newsweek (5 September 2005), the official percentage of development assistance supplied by non-governmental organizations (NGOs) increased from 4.6 percent in 1995 to 15 percent in 2004, while the overall aid value increased from $59 to $78.6 billion. In terms of global financing and sponsorship, only in 1987 did an international non-governmental organization (NGO) transfer $5.5 billion from developed to underdeveloped countries. That's about a billion dollars more than the International Development Fund (UNDP, 1990). This article will look at the communication techniques that NGOs have used to promote their activities over the years, given the expansion of NGOs. Despite their expansion, non-profit organizations frequently face resource constraints, such as a lack of maintenance, a lack of networking, a lack of strategic planning funds, and so on. Communication is frequently at the bottom of the list of things to do. However, this should not be the case.

1.2 STATEMENT OF PROBLEM

"Change is the only constant thing in life," says a popular adage (Heraclitus). Change, as appealing as it is, does not always bring good fortune; some outcomes are beneficial, while others are harmful. What worked for non-profits in the 1990s, early 2000s, and even the preceding two years may no longer work. And this is because times change, human behaviors change, and supporters of a specific NGO may have evolved as well, and may no longer react in the same manner to a given strategy. And, with the introduction of new media, old media may no longer have the same impact as it once had as a result, the research issue is: how has communication skills and experience been utilized to manage change, as well as picking the proper communication

techniques in the promotion of their activities, do they use both new and conventional media, or do they use only one? Nigeria has around 221 authorized non-governmental organizations (NGOs), all of which have various ideas and activities. For example, some NGOs campaign for the female child, while others lobby for poverty, community development, rape, and so on... And, despite their various goals and visions, all of these NGOs are searching for the same thing: support, and the communication methods they use will set them apart from their competitors. New media is the most commonly utilized approach by the selected NGOs (Instagram, Twitter, YouTube, Facebook, etc.). This research aims to discover the communication techniques used by these NGOs and how they combine them to get the greatest outcomes, as well as why they utilize new media more frequently and how they promoted their organization when new media was not in use.

1.3 OBJECTIVE OF STUDY

The study has the following objectives:

1. Determine the various strategies used to improve communication in the selected NGOs

2. Determine extent to which the communication strategies adopted by the selected NGOs influence their organizational goals;

3. Examine the various factors considered by the selected NGOs before choosing a particular communication strategy;

4. Determine the relationship between the communication strategies used by the selected NGOs and their organizational profile/performance;

5. Determine the relationship between organization communication process and its performance.

1.4 RESEARCH QUESTIONS

1. What are the communication strategies used by the selected NGOs?

2. To what extent do the communication strategies adopted by the selected NGOs influence the organizational goals of these NGOs?

3. What are the factors considered by the selected NGOs before choosing a particular strategy?

4. Is there any relationship between the communication strategies used by the NGOs and their organizational performance?

5. What is the relationship between your communication process and your organizations performance?

1.5 SIGNIFICANCE OF THE STUDY

The findings of this study are meant to provide further information about NGOs' communication methods, how they help their performance and credibility, and how these NGOs' communication techniques have evolved through time and how they have managed to stay up with them. The importance of effective communication cannot be overstated. This research will also assist individuals who want to start an NGO in the future since it will teach them how to communicate effectively in their own organization. It's also for the business owner who wants to understand how to enhance their company by employing efficient strategies.

1.6 SCOPE OF STUDY

The impact of communication techniques on the promotion of NGOs' activities will be examined in this study. This study's geographical scope is confined to Nigeria. The research will include four NGOs from around the nation.

1.7 OPERATIONAL DEFINITION OF TERMS

The following terms were used in the course of this study:

Non-Governmental Organization (NGO): they are organizations that are not under the control of the government and are not profit oriented.

Communication: the process of passing information from one person to another or from a group of individuals to another.

Strategy: Strategy can be defined as a plan of action intended to accomplish a specific goal.

Communication strategies: Refers to the forms or modes of passing information from the source to the receiver. The mode can either be verbal, non-verbal or written.

Promotion: promotion can be defined as dissemination of information in order to increase its popularity.

Activities: it is the state or quality of being active; activeness; the state of having many things happening.

CHAPTER TWO

LITERATURE REVIEW

INTRODUCTION:

Communication activities help with awareness, in this chapter of this paper. The following would be examined; NGOs being an integral part of society and they promote different cause. And without the support of people, they would not be able to make any impact.

To make this impact communication strategies would be used to promote their activities. The goal of this chapter is to find out how it was done before the advent of the new media and how it has affected its activities; where the results better than now? And which was more effective. This chapter will answer it.

2.1 CONCEPTUAL FRAMEWORK

This section of this paper will explain the key concepts of this paper as they relate to this research topic.

2.1.1 Communication:

Communication is every important in human life. Everybody one way or another has used communication as a tool for social interaction with others. Communication process will be

successful if the sender and receiver understand each other. Therefore, communication skills are needed for good communication process.

According to (Hybels and Weaver 1992 as cited in churiyah,2013, p.3) communication is all activities between two people (two sides) or more to share information ideas and feelings.

Another, definition according to (Effendy 2003, p.9), the term of communication originates from the Latin word "communicatio", which means common. In this case common means "same meaning".

By its very nature, communication is meant to be functional since it's a means to an end. (Otagburuagu Okoriji and Ogenyi 2006) re-emphasize that communication starts from the sender to a receiver who understands the message and gives a response in form of feedback. When understanding does not happen, then, communication is not functional. The problem people have with communication is the assumption that communication is taking place when it's not.

Communication is a very important part of NGOs, as it is through communication that they get their message to their audience. Without communication there would not be a successful NGO.

For instance, if an NGO that advocate against early marriage and since they started, they have never made any advert on tv on any platform nobody will know who they are and what they do and they would not make any impact. Even they do not run an advert, telling people about it through conversations would help them, but if they do not, they won't grow.

(Stanton 1982) stated that: "approximately 70% of our waking time is spent in some form of communication with others. However, we must not assume that just because we spend a lot of time speaking, we are communicating effectively, we are doing it effectively". It may therefore be

erroneous if it is assumed that those in NGO operations have received some form of education which should enable them to communicate effectively in their areas of operations.

2.1.2 Communication strategies:

The definition of communication strategy is "the identification of particular brand awareness and brand attitude strategy as well as the selection of acceptable communication objectives" (Google web Definition). This approach must be connected to the organization's roots and addressed with seriousness. This means that all the staffs of the organization must understand the vision and mission and its commitment towards realizing the strategy 100%.

A communication strategy must define exactly what have to be done, and it shows what thus have to get done and it demonstrates what you should keep an eye on in the NGO.

NGOs communication strategies are not always written documents. Communication involves taking time to identify organization (NGOs) problem and how to fix them. There is little doubt that communication methods have changed throughout the course of the year.

Strategic communication is about linking the right message with the right target audience in the right manner. Communication is a two-way street, and effective communication needs an audience centered approach opposed to one-way information relaying. Strategic communication is a management technique in which communication is used as a tool to run organization to get to where it is now and future goals.

External communication, which is the fundamental foundation on which this communication strategy is built, should be viewed as more than a supplemental add-on. Furthermore, investigations on communication strategies employed outside the classroom have been conducted (David 1993; Susila 1994; Omar 2003; Cha 2007). These studies indicate that communicating a message to a listener is a challenge. Communication strategies, according to (Taron 1980), are attempts by two interlocutors to agree on a meaning or communicative objective in situations where the required meaning does not appear to be shared. (Chong 2009, p.7) states clearly that "The mechanisms used to repair and clarify an intended meaning are called communication strategies".

To have a successful communication strategy, an initial process must be developed must keep the objective to be achieved in mind. Without having a strategy that successfully achieves the intended target audience, there is no possibility for the organization is giving to spend It's time to figure out what their main message it is preferable to create an effective communication plan. This would guarantee ensuring the time was not wasted, and that the message was received by the general public easily.

There are two major aspects to consider when developing a communication strategy for your company, they are: branding and internet. Branding is an important component of a communication strategy because it relates your company to be associated with a concept or image. Once the idea or image is recognized as being associated with your company, anybody who sees the brand will think of you. The internet as the second element plays an important role in a communication strategy of the organization, as its targeting those born in the computer generation.

If a company is attempting to interact with the older generation, they may consider other means more than the computer or internet. The internet means may not be as effective as tv, radio or

newspapers or other printed materials. Even if the world now uses the internet the more some people in the older generation still use the older means.

Interestingly, there has not been much scholarly work on the communication aspect of NGOs, especially with regards to their strategic communication. As a human organization, NGOs communication is clearly strategic (Conrad & Poole, 1998). NGOs are well-known for their mastery of numerous communication methods for mobilizing and motivating individuals and communities. (Madon,1999; Nalinakumari & Maclean,2005; Pierce, 2001).

And with the advent of new media and vast technological advancement in the area of communication, everything has really changed. But before the advent of new media there was the print media: which include (newspapers, journals, newsletters) and other printed materials. Print media is considered to the oldest form of media, the broadcast medium which came after the print media (Radio & TV). They were the ways organization government, and individuals communicated to the general public.

2.1.3 NGO and Promotion:

The term, "non- governmental organization, arose into use in 1945 as the need for UN to differ ante in this charter between involvement rights for inter-governmental specialized agencies and those for intercontinental private organizations. At the UN, virtually all types of private bodies can be recognized as NGOs. They simply need to be free of government influence and not attempt to overthrow government either as a political party or by focusing on human rights exclusively, non-profit making and illegal.

The structures of NGO vary considerably. They can be worldwide hierarchies with a strong central authority or a looser federal system. They might also be located in a single country and operate

internationally. More locally-based groups, often known as grass-roots organizations or community-based organizations, have been active at the national or even global level as communication has improved. Coalition building is becoming more common as a means of doing this.

It is impossible to support or oppose all NGOs since they are so diverse and contentious. They may claim to represent the people's voice and to have higher legitimacy than governments, but this can only be true in authoritarian regimes. Their participation in democratic discourse, on the other hand, is not contingent on any claim to active legitimacy.

Within a civil society, NGOs are components of social movements. Non-governmental organizations (NGOs) can play an essential role in strengthening the foundations of emerging civil society. The issue of independence is an important one in the credibility of an NGO. On the other hand, developmental and providing humanitarian NGOs require a significant amount of funding, making it critical for the organization's activities and aims to be transparent.

NGOs are commonly referred to be private, self-governing organization that works to enhance the quality of life of underprivileged people via a dedication to common ideals (vakil, 1997). According to (Vakil 1997), NGOs are divided into generations and stages of activity. Based on ideological principles, (Korten 1990) divided NGOs into four generations. Welfare alleviation, community development, sustainable development, and people's movement are the four generations.

These typologies are important in understanding the functions of NGOs throughout time, even though they do not give a clear unit of analysis since they get muddled among NGOs that span more than one generation (Hall, James, & Duong, 2010). NGOs can be distinguished into two

groups: operational and advocacy NGOs. This might be change brought about directly through initiatives or change brought about indirectly through political influence.

Operational NGOs are responsible for mobilizing resources and informing the public about money donations, supplies, and volunteering. This procedure may need a great deal of planning. Grants and contracts, whether from governments, foundations, or businesses, need time and skill spent on planning, application preparation, budgeting, accounting, and reporting.

Advocacy NGOs will do many of the same tasks as advocacy NGOs, but with some differences. Fundraising is still essential, albeit on a smaller scale, and it can act as a signal for the donor's affiliation with the cause. It is important to persuade individuals to contribute their time. External contributors may not impose onerous administrative obstacles, but supporters must be provided with timely and accurate information.

When programs confront similar challenges on a recurrent basis and the effect of the projects appears to be minimal, operational NGOs frequently turn to advocacy.

Similarly, advocacy NGOs frequently feel compelled to address the immediate practical issues that individuals in their policy area face.

NGOs develop a wide variety of events. In certain cases, they directly provide services such as health care and education or they subsidize their supply. This particularly concerns developing countries. Industrialized countries where public services are more developed, their contribution to the provision of public goods is usually less direct.

According to (Ngeri- Nwagha 1995), in 1940 there were only 7 NGOs, many of the NGOs in Nigeria at present were established much later. (Ngeri- Nwagha 1995) stated that: NGOs Because of their relative administrative simplicity, proximity to the grassroots, and capacity to recognize

the people's felt needs, they have a comparative advantage as successful development agents. And their efficient and cost-effective mode of operation."

Promotion according to (Philip Kotler), promotion includes all the activities the company undertakes to communicate and promote its products to the target market. Another definition, according to W.J Stanton, "promotion is the element is an organization marketing mix that serves to inform, persuade and remind the market of the organization or its products.

The process of commercial communication that involves information, persuasion, and influence is known as promotion. The goal of promotion is to provide marketing information to customers, users, and resale individuals. Promotional activities serve as effective competitive tools, keeping the company's whole marketing campaign on the cutting edge.

Promotion can be very useful in the non-profit word. The availability and benefits of the service are communicated to the target audience through promotion. It is used to inform target groups about an organization offers and programs. (Tscirhart, 2012, p191). Promotion involves all instruments employed to convey the right message, to the right group of constituencies, at the right time. Many factors (noise, inappropriate media or person, vague message etc.) can distort the message (Sargearn, 1999), thus before developing and conveying message is counter-effective.

Hence, communication clarity and consistently to have maximum impact (Kotler and Keller,2006) a promotion mix is used which is known as integrated marketing communication" (Kotler, 1999, p766). Promotion mix involves:

Advertising, according to (Kotler 1999, p766), is any paid type of non-personal presentation and promotion of ideas, commodities, or services by an identifiable sponsor

Sales/benefit promotion known as short-term incentives to encourage purchase (Kotler, 1999, p766: sergeant, 1999) or in a particular situation of non-profits changes in the attitudes. This can be achieved through gifts, discounts, premiums contests, leaflets or product demonstration, that give immediate results in terms of fund raising and service provisioning (Sergeant, 1999):

The public relation is defined as relation building activity 'with various stakeholders by obtaining favorable publicity…' Kotler (1999, p766), through press, releases, publicity, NGO bulletins, provision of expert speakers, lobbying and counselling tools (Sargeant, 1999);

Direct marketing is customized message prepared quickly to appeal to the individual customer; moreover, the message can be changed as per received response (Kotler and Keller, 2006, p556); it is conducted through direct mail and email (during holiday seasons or when organizing any events) tele-marketing (providing toll-free number for donors and clients to contact the organization), door- to- door and personal setting.

2.1.4 About the selected NGOs

- Courage Education Foundation

- Modupe Cole memorial child care and treatment home/school

- New Nigeria Foundation

- Project Alert

Courage Education Foundation

In 2006, the nonprofit had only twelve grantees, but by 2015, it had grown to 126. The Courage Education Foundation is a 501(c)(3) non-profit organization dedicated to empowering Nigerian

children through quality education. So far, more than 130 people have benefited from the Courage Education Foundation. They have participants come from 25 states of the federation. Our present beneficiaries are from the states of Abia, Akwa Ibom, Anambra, Bayelsa, Benue, Borno, Cross River, Delta, Edo, Ekiti, Enugu, Imo, Jigawa, Kwara, Kaduna, Kogi, Lagos, Nasarawa, Ogun, Ondo, Osun, and Oyo, but they are all residents of Lagos.

Since our start, they have hosted 30 life-changing events. They fund the education of outstanding students whose chances of receiving a formal education are hampered by poverty, allowing them to attend university or other post-secondary institutions.

Modupe Cole memorial child care and treatment home/school

Mrs. E. Modupe Cole founded the Modupe Cole memorial child care and treatment home/school in January 1960. The school was formerly located in Surulere, Lagos, but is now located in Akoka Yaba, Lagos, at No. 1 St. Finbarr's College Road.

In 1960, the school became a non-governmental organization (NGO). Originally, the school was known as a child care and therapy home/school, However, upon the founder's death in 1980, the school was renamed Modupe Cole memorial child care and treatment home/school in her honor.

In the late 1960s, the school was transferred from Surulere to its current location. Between 1960 and 1976, the school's day-to-day operations were mostly private. Mrs. Modupe Cole, in collaboration with a "women voluntary organization," was responsible.

This organization helped her with finances as well as other resources like staff and materials.

Modupe Cole is currently the only special school owned by the Lagos State government that has accommodation facilities, attracting and admitting children with various disabilities from almost

every state in the country, but it was originally designed and meant for children with intellectual disabilities and physical and health impairment.

New Nigeria Foundation

In November 2000, the corporate affairs commission (CAC) incorporated the New Nigeria Foundation (NNF) as a non-governmental organization to support sustainable community development initiatives through public-private partnerships.

NNF raises funds from foreign development and UN organizations, corporate and public institutions in Nigeria, federal and state governments, and other sources to carry out development projects.

The foundation was established on December 8, 2000, at the Nicon Hilton in Abuja. Mr. President, Chief Olusegun Obasanjo, the chairman of Citizens International, Mr. Joseph P. Kennedy ii, Mr. Brian Atwood, and Mr. Mack Mallock Brown, the administrator of the United Nations Development Programme, were among those who attended the event (UNDP).

Their goal is to keep communities' socioeconomic growth going by forming public-private partnerships. Their objective is to provide a venue for commercial and public sector collaboration on policies targeted at encouraging long-term socioeconomic development in communities.

Project Alert

Project Alert is a non-governmental women's right organization set up in January 1999 by Josephine Effah- Chukuma. It was established to promote and protect the rights of women. It does this by providing information on all forms of violence against women or young girls, advocating for zero tolerance to all forms of violence against women and young girls an providing practical support services to female victims of violence (services like: counselling, legal advice, temporary housing, Etc.).

The organization is located at 21 Akinsanya street, off- isheri road Ojodu- Berger, Lagos. Project Alert created the first battered women's shelter temporary houses these victims until they get back on their feet.

The founder was not a victim of abuse she came from a very loving family but she saw all these wrong things around her and she wanted to change them so she established Project Alert, and in the year 2020 the organization turned 20 years' old.

2.2 THEORITERICAL FRAMEWORK.

INTRODUCTION:

NGOs and communication strategies are the keywords for this research study, and this portion of the essay will evaluate, assess, and pick the theories and models that best fit those keywords. If NGOs do not have excellent communication methods, they will be ineffective. I'd make a comparison and contrast the speculations of the various creators.

2.2.1 ARISTOLE MODEL OF COMMUNICATION:

The Aristotle model of communication is considered as the first model of communication and it was proposed before 300BC. This model of communication was founded by Aristotle (384-322BC) was a Greek philosopher and writer born in Stagora, northern Greece.

The Aristotle model of communication is a lineal model of communication in which the sender sends the information or message to the receiver to influence them and make them respond accordingly.

In this type of communication, information is only transmitted from one point to another or to many points at a single point of time. Although the receiver is included in the model this role is viewed as more of a target or end point rather than part of an ongoing process. We are left to presume that the and understands the message or does not.

In this model the sender takes complete charge of the communication. The sender first prepares a content which he does by carefully putting his thought in words with an objective of influencing the listeners or the audience. The model says that the speaker communicates in such a way that the listeners get influenced and respond accordingly (Aristotle 350BC, part 3).

The speaker must be very careful about his choice of words in this model of communication. (DeVito,2013:20).

Non-profit organization usually seem to be at one-way communication. And this is because NGOs put out information or messages there is feedback but it's not often and sometimes there is little to no feedback. Research carried out by love joy et al (2012). That NGOs communication on social media are mostly the organization passing information and there is little to no feedback or interactivity.

2.3 EMPRICAL FRAMEWORK

This study paper focuses on communication techniques and how NGOs may benefit from them. However, keep in mind that NGOs' tactics are a combination of methods, and with the world developing, social media is one of them.

(Waters and Feneley 2013) examine the top 100 non-profit organizations' websites as well as social media (possibly more participatory platforms). They discovered that these businesses prefer to utilize their websites to cultivate connections with stakeholders and are less likely to use social media platforms in their entirety. Similarly, prior study has revealed that NGOs seldom use social media in a manner that encourages interaction, which might contribute to a better civil society. (Waters et al. 2009), for example, look at the Facebook usage of 275 non-profit organization's and discover that they don't use all of the platform's capabilities, such as posting multimedia materials.

Furthermore, they discovered that organizations did not give many opportunities for supporters to become more active in the organization, resulting in a lack of interaction.

(Edwards and Hoefer 2010) discovered that social work advocacy groups seldom use social media for advocacy, and when they did, it was in ineffective ways. (Love joy et al. 2012) 4655 tweets from 73 charity organizations are analyzed, and it is discovered that these organization's predominantly use Twitter for one-way communication. They discovered that less than 20% of tweets had direct discussions with users, while around 16% contained indirect connections to individuals. These data indicate that non-profit organizations are not using Twitter in an engaged manner. This is true for more than just Twitter.

Non-profit organization's may strengthen their organizational support and brand by utilizing social technology, according to (Kanter and Fine 2010) and (Carboni and Maxwell 2015). Non-profit

organizations, on the other hand, typically construct fortresses and dread what is shared with the broader public, according to (Kanter and Fine 2010). They propose that NGOs may become networked non-profits by using social media to connect with their stakeholders and the society at large in a true and transparent way (Kanter and Fine, 2010; Kanter & Paine, 2012).

(Altamurto 2012) addresses the shifting role of non-profit organizations in network organizations, from middleman to platform facilitator. She also believes that non-profits should drastically reduce the distance between contributors and recipients (Altamurto 2011).

As it relates to this study article one of the reasons behind this is that NGOs have problems, whether financially or in terms of attracting funders or supporters, is that they fail to leverage social media platforms. These social media platforms (such as Facebook, Twitter, and Instagram) are inexpensive and reflectively free to use.

CONCLUSION

To summarize this portion of the study, it has assessed previous literature on this and related topics.

During this process, I discovered NGOs do not effectively use social media as a strategy communicating, and that the communication methods employed by NGOs are rarely addressed. It would then be addressed in greater depth in following chapters

CHAPTER THREE

METHODOLOGY

INTRODUCTION

This chapter will focus on the methodology, research design for the research paper, the instrument that the researcher wants to utilize to collect the essential data for the study, as well as a discussion of the study's population and sample size.

3.1 Research Design

In any field of knowledge, research is critical because it allows researchers to explore new avenues for fulfilling human needs, making society a better place to live. Research is the foundation of any serious-minded researcher which he/she is responsible for carrying out in order to save a nation's deteriorating economy while also ensuring the country's progress.

The qualitative research design format will be used in this investigation. In-depth interviews and focus group discussions will be utilized conduct the research.

In-depth interview on the is a measurement instrument also called, oral questionnaire. It is a way by which a researcher asks respondents for information through conversational contact. While a focus group discussion involves a group of individuals discussing a topic in order to get their opinions on this topic.

Before meeting with respondents to get their thoughts on the issue, a researcher would have prepared a set of structured questions relevant to the study. Focus group discussions will be utilized to gather direct responses to research questions, while in-depth interviews with top employees or communication specialists from the four chosen NGOs on how they make use of their communication techniques to help push their promotional activities or to gain supporters and donors. The interview questions would be both structure and unstructured interview.

3.2 Population

The participants in this study will be employees from the four NGOs chosen. Ten staff members from each of the NGOs will be chosen, and one (1) senior staff member will be interviewed and the remaining nine (9) of the staffs will participate in the focus group discussion. These employees are expected to express their opinions on questions that are posed to them.

3.3 Sampling technique

For the selection of this study's element, the researcher used a non-probability sampling approach. As a result of this, the purposive and convenience sampling techniques were used. Purposive sampling has been observed to be compatible with a variety of data collection strategies (Godambe 1982) quoted in (Tongco 2007)). As a result of this, the researcher chose the elements for this study based on their convenience, closeness, and accessibility. (Nworgu in Tobechukwu, 2008; www.experriment resources.com/convenience sampling. httm).

3.4 Sampling Size

A sample is a representative of a bigger population in a smaller size. It gives the researcher the ability to make choices that ensure that all aspects of a population are properly represented.

This research will also require the input of persons working in the field of non-profit. These individuals would be NGOs' personnel or NGOs' public relations specialists. This is to acquire knowledge on the topic matter, particularly about the subject matter, and specifically in relation to the researcher's research questions.

3.5 Research Instrument

The focus group discussion and in-depth interview would be the research instruments employed for this research study. Both closed and open questions would be discussed in the focus group. While the interview will be in-depth and open-ended, this is done so that as the interview proceeds, follow-up questions will arise from the answers they offer, allowing for more accurate results. The interview would be taped and written, and the focus group discussion would be taped as well.

3.6 Validity and Reliabity of Researcher Instrument

The capacity to consistently measure the same item (of a measurement showing the degree to which the measure is consistent; that is, repeated measurements would yield the same findings) is referred to as reliability. Validity is a measurement characteristic that indicates how well the measure represents the underlying construct, or if it measures what it claims to measure. (From the Oxford English Dictionary). The findings gotten from this research will be transferable in the sense that the findings can be applied to other NGOs in Nigeria.

3.7 Method of Data Collection

The data for the research was gathered through interviews and focus group discussions. Focus groups and interviews will be conducted with communication experts from NGOs or their staffs in order to obtain their feedback on NGOs' communication strategy.

3.8 Method of Data Analysis

The qualitative methodology approach of data analysis was employed for this investigation. Thematic analysis was used to evaluate the information gathered from the interview and focus group discussion. Thematic analysis was used to analyses the findings from the comprehensive interview and focus group discussion, which required organizing the information, collecting field notes, evaluating and exploring the data, creating codes and combining them into themes, and presenting it in an understandable form of data.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

Introduction

This chapter of this paper is all about the presentation, analysis and interpretation of the interview and focus group transcript of the selected NGOs communication experts or personnel. The findings from the focus group discussion are one table to see if they complement each other and because they share the same themes and codes. The findings are presented to examine the impact of the communication strategies and how they aid an organizations performance. To get this information, four persons where interviewed, and nine people took part in the focus group, they were all from the selected NGOs

Table 4.1

Codes	Content	Themes
Media tools	*Interviewee A: "we make use of social media, print media and electronics, and a blog".* *Interviewee C: "we use verbal*	Media utilized by non-profit organization.
Consideration	*Interviewee B: "we consider best diverse channels for reaching the audience "*	Consideration of organization before choosing a strategy.

	Interviewee C: "we chose these strategies to get to a lot of people out there"	
Effectiveness	*Interviewee B:" to some extent people get to know what we are doing.* *Interviewee D:" it has helped in raising more funds for us and we are becoming widely known"*	Effectiveness of the selected communication strategies.
Stakeholders' opinion	*Interviewee A: "yes we do consider our internal and external public when choosing a particular strategy"*	Stakeholder's perception on the selected strategies.
Strategy change	*Interviewee B: "we review it annually during our staff retreat".* *Interviewee D: "for now we don't change it often".*	Frequent change of the communication strategies.
Influence	*Interviewee D: it has influenced us positively".* *Interviewee B: "we have greater visibility and more credibility".*	Influence of the selected media tools.
Communication process	*Interviewee B: "we use a committee system, so it's definitely two ways."*	Impact of organizations communication process on its performance.

	Interviewee D: *"we plan and vet what we put out before eventually posting the information online".*	
Feedback	Interviewee A: *"it depends if it's something we need to work on as an organization".* Interviewee B: *"yes, people send us emails sometimes.* Interviewee D: *"yes we do allow feedback."*	Feedback and how they are treated.

Source: fieldwork (2021)

Table 4.2

Codes	Content	Themes
Media tools	Discussant 2: *"we use social media, and print"* Discussant 4: *"we use word of mouth"*	Media utilized by non-profit organizations.
Consideration	Discussant 6: *"we look at how best to reaching the audience"* Discussant 10: *"we think about the reach"*	Consideration of organization before choosing a strategy.

Effectiveness	*Discussant 15:" people get to know what we are doing.* *Discussant 18:" it has helped in raising more funds for us and we are becoming widely known"*	Effectiveness of the selected communication strategy.
Stakeholders' opinion	*Discussant 23: "we consider our internal and external public when choosing a strategy"* *Discussant 5: "we run a committee system and the end they bring the end product for the whole house to discuss".*	Stakeholders' perception on the selected strategies.
Strategy change	*Discussant 9: "we only improve on it".* *Discussant 37: "we don't change it often".*	Frequent change of the communication strategies.

Influence	*Discussant 13: it has influenced us positively".*	Influence of the selected media tools.
	Discussant 34: "we have greater visibility and more credibility".	
Communication process	*Discussant 22: "it's definitely two ways."*	Impact of organizations communication process on its performance.
	Discussant 25: "we vet what we put out together before putting the information out"	
Feedback	*Discussant 7: yes, people send us mails sometimes"*	Feedback and how they are treated.
	Discussant 30" we respond to them objectively"	

Source: fieldwork (2021).

Media tools utilized by the Selected non-profit organization

Times are changing and the way organizations use tools will vary. From the interview conducted most of the interviewed non-profit communication personnel agreed that they made use of a

combination of media tools to promote their activities. These communication strategies are social media, print and electronics, blogs, website and word of mouth.

Interviewee A: the interviewee explained that her organization makes use of social media a lot, print media and electronics.

The same with, **interviewee B** and **D. Interviewee B** said "we use newsletters, social media platforms, website and email.

Interviewee D said" we therefore decide to use the following media platforms; (Facebook, Instagram, LinkedIn, website, WhatsApp, telegram, text messaging, telephone calls, our twitter account is on hold due to the ban by the federal government."

Interviewee C said "we use verbal communication (word of mouth).

Consideration of the organization before Choosing a Strategy

For your communication strategies to have a particular goal you want to reach and those goals will determine the choose of strategies. According to the interviewees they have different things that they put into consideration but most of them agreed with each other.

Interviewee B said "we consider best diverse for reaching the audience". Another interviewee "said that" they are the platforms most people use for communication and receiving of message and information".

Stakeholders' Perception on the Strategies

It is important for an organization to involve both its internal and external publics to get their perception about the selected strategies to get good results from the strategies. The selected non-profit organization few said the they put them into consideration.

Interviewee B, A and C said "yes to involving both the external and internal publics. Only **interviewee C** said "they do not involve their internal and external publics.

Effectiveness of the Selected Communication Strategies

It is important for the strategies by a non-profit to be effective or bring about positive to the organization. If not, there is really no need for it if it does not bring about good results and achievements.

Some of the interviewees agreed that the strategies were effective. **interviewee A** said "of course they have helped in their achievements". **Interviewee B** said "to some extent people get to know what you are doing". **Interviewee B** "also said that newsletter, media coverage of NNF's events and social media platforms". **Interviewee C** "said we have some of our students have competed outside like Olympics and they have gotten a lot of awards"

Change of the Selected Strategies

Communication strategies are constantly changing and as these changes occur organizations tends to move with these changes. And as these changes with these strategies can be positive. The **interviewees B** said "its reviewed annually during our staff retreat". **Interviewee A** said "the strategies are never changed instead they are just improved upon". **Interviewee D** said "it is not changed often".

Influence of Media Tools

For an organization like an NGO is very important for their strategies to have good influence on their activities. All the interviewees agreed that their communication strategies have influenced the organization in a good way. **Interviewee B** said "it brought about greater visibility and more credibility. **Interviewee D** also said "it influenced their organization positively"

Impact of organization Communication Process

Communication is very important in day-to-day life. It is Important in an organization, because the kind of communication process an organization adopts will determine the success of the organization. All of the interviewees agreed that the communication process of their organization is a two- way process of communication. **Interviewee B** said "we use a committee system"

Interviewee C with similar response said "we plan and vet what we put out before eventually posting the information online."

Feedback and how they are treated by the non-profit organization

Feedback is very important to us human beings and organizations because it helps us to know if we are doing a job well-done or we need to improve on something that we are lacking behind at. All of the interviewees agreed to that their organizations allow for feedback**. Interviewee D** when asked said" yes to allowing feedbacks." And when asked how they treat these feedbacks the interviewee said" we take notes as much as possible, act on them". Similarly, **interviewee C** said "sure we welcome feedbacks". **Interviewee C** also said that they interact with private schools that travel abroad and learn from them".

4.2 **Interpretation and discussion of findings**

In this section of the paper, the findings of this paper will be defined and analyzed. The four interviewees and the remaining thirty-six discussants from the selected organization gave these information's and they would be included in this paper and will be presented. The four interviewees from the different NGOs are named interviewees A, B, C and D while the discussant is numbered from one to thirty-six. These findings have been broken down into different themes.

Research question one. What are the communication strategies used by the selected NGOs?

This research question was meant to find out the communication strategies that the selected organization make use of. Three organizations out of the four organizations said they made use of social media, print and electronics, email, website and blog, expect for one which said that they made use of only verbal communication (word of mouth).

Interviewee B who was a female *said "we use newsletters, social media platforms, website and email".*

Interviewee A who also was a female said*" that her organization makes use of social media a lot, print media and electronics".*

While another interviewee from another organization, who was a man said *"we use verbal communication"*

When the discussant from the different organizations were asked this same question, they all agreed. **Discussant 1** who said she has worked at the organization for three or four years said *"Yes, we make use of social media, print media, we mainly use the print media during our outreach".*

Discussant 11 who said he had worked the organization for close to 13 years said*" we make use of strictly verbal communication".* as seen on table 4.2

Effective communication is strategic for achieving organizational goals, according to Musheke et al. (2021). As a result, non-profit organizations must employ a variety of techniques in order to achieve their objectives.

Research question two. To what extent do the communication strategies adopted by the selected NGO influence the organizational goals of these NGOs?

This research question was coded as effectiveness on the table as its aim was to measure the effectiveness of these communication strategies to the organizations goals that they have set for themselves and has it helped with their achievements since inception and also their visibility.

When **interviewee A** was asked if these adopted strategies helped their achievements *she said "of course, because you cannot do anything great and close the door you need to showcase it you need to push it out there for people to see".*

When she was asked which media tool was the most effective? *She said "they all go together because they bring positive results but I think social media has more impact because of the wider reach".*

When **interviewee B** was asked the same question, she said *"to some extent. People get to know what you are doing; people regard you as credible"*

When she was asked which was the best tool she said*" newsletters, medias coverage of NNF's events and social media platforms.*

Interviewees D, she said *"it has helped in raising more funds for us and we are becoming more know"* and as for her organizations best communication strategy she said" *our Facebook account has so far been the best. This is because followers repost our posts thus making us reach more people."*

And last but the least **interviewee C** he said *"the verbal communicatio has been effective and has brought about achievements."* When the discussants were asked this question, this was their response. **Discussant 3** she said *" Definitely, another discussant said" it has helped them in raising funds and increasing their awareness".*

Discussant 11 said *" it has helped with our credibility".*

The ultimate goal of communication, according to the World Bank (2001), is to support a change in action in order to achieve management objectives. This demonstrates that strategies are adopted to assist the company in achieving its objectives.

Research question three. What are the factors considered by the selected NGOs before choosing a particular strategy?

This questions aim was to find out what these various organizations put into consideration before selecting a particular strategy or strategies. When the interviewees were asked these where their response.

Interviewee B *said "her organization considers the type of audience, reach and effectiveness in achieving visibility for the organization".* while **interviewee D** said *"ease of use, and the amount (number) of people we hope to contact".*

Interviewee A *said "we look at how many people do we want to reach out to, what do we seek to achieve".* She gave a similar response to **interviewee D**. This was what the discussants had to say; Discussant **10** said **"we consider how best to reach the audience".** **Discussant 9** said *" It considers the Programme at moment, the people that are meant to be reached out, but either way we actually use different strategies at different points".* as seen on table 4.2

(Dunog 2017) affirms that the strategies must also be based on techniques and approaches that will help NGOs access a wide variety of audience through suitable appeals and communication channel.

Research question four. Is there any relationship between the communication strategies used by the selected NGOs and their organizational performance?

The aim of this research question was to establish if there is a relationship between the selected organizations performance and its communication strategies. Do the communication strategies influence its performance, are the results gotten from it good results? This is what the interviewees had too so.

When asked how many (children, community, women) had helped in the past two years? **Interviewee D** said *"we have been able to help a total of 147 children"*

To that same question **interviewee B** said *"we don't have a database and that would take a bit of time, but we have reached 35 states and we have reached many communities in the 35 states, particularly in the Niger-delta".* Similar response was gotten from the remaining interviewees.

Also, when asked how the strategies influence their performance, the interviewees gave similar response **interviewee D** said *"it has influenced their organization positively"*

While **interviewee B** said *"greater visibility and more credibility"*

When asked if their organizations would be where they are now without employing these strategies? **Interviewee B** said *"yes, but fewer people may know about what we are doing"*.

Interviewee A *said "she does not think the organization would be where it is without these strategies"*. **Interviewee C** said something similar to interviewee A he said *"sure it has brought the organization this far"* **interviewee D** gave similar response also.

And lastly, they were asked if these selected strategies help them with problem solving. All the interviewees agreed that it has helped them on way or another. **Interviewee B** said *"it helps with fund raising"*.

The discussants agreed with what the interviewees had said, this was their response; **Discussant 19** said *"that their word-of-mouth strategy has helped them in their achievements"*.

Discussant 16 said*" For me I think project alert is well known if not in Lagos, Ogun and other places"*.

An organization's strategy represents the most likely paths to the organization's objectives; a successful organization is the outcome of effective implementation of organizational strategy and leadership (Raham et al,2019).

Research question five. What is the relationship between your communication process and your organizations performance?

The performance of an organization can be related to its performance. It an organizations communication process allows for feedback it would be more successful. This not only for the external but also internal publics.

All the interviewees agreed that their organization communication is two way and it's the same when they receive feedback.

Interviewee B said*" we use committee system" when she was asked about her organizations communication process.*

Interviewee D said *"we plan and vet what we put out before eventually posting the information online".*

When they were asked how they treat feedback and if they interact with their audience. They all said yes.

Interviewee D said *"yes we allow feedbacks and we interact by reading their comments and replying to them".*

Interviewee B said *"yes people send us mails sometimes, when the interviewee was asked about interacting, she said" we respond to them objectively".* This was their responses. They all agreed that it was a two-way communication. **Discussant 21** said *"before we put out a message the whole house seat on it".* Another discussant said *"It's not a one-way thing, we already have our social media tools so before a message comes out depends on the project we are handling, we will access our target audience, for instance if it's for people with disabilities, we have to consider them as well, we can hold a workshop to develop a message, we also come in house to work on them, it not just one person what brings it out".*

And lastly **discussant 35** said*" we all seat and vet the information before putting it out".*

When asked if their communication process allowed for feedback and how they tread this feedback they all said yes. **Discussant 26** said*" we allow for feedback and we respond to them".*

Discussant 15 said*" Yes, a lot, our Facebook account, Instagram and twitter are active and our lines are open, we are there as long as the need arises".*

As a result, managers must communicate effectively with their employees. A manager's ability to communicate effectively impacts how well he accomplishes company goals. Managers use communication as a source of information while making decisions that affect the organization's performance (Musheke et al, 2021). Organizations' communication tools will influence how far they travel, and the information or comments received from the audience will aid the organization in achieving its objectives.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS.

Introduction

This chapter presents the findings, conclusion and recommendations of this paper in line with the purpose for the study.

Summary of the paper

The purpose of this study was to find out the communication strategies utilized by the selected non-governmental organization and how it influences their organization performance. In achieving these objectives, these research questions were instigated:

1. What are the communication strategies used by the selected NGOs?

2. To what extent do the communication strategies adopted by the selected NGOs influence the organizational goals of these NGOs?

3. What are the factors considered by the selected NGOs before choosing a particular strategy?

4. Is there any relationship between the communication strategies used by the NGOs and their organizational performance?

5. What is the relationship between your communication process and your organizations performance?

5.1 Summary of findings

Focus group discussion and interview were adopted for this research to get gain qualitative data for the study. The focus group and interview questions were open-ended and unstructured. A total of 40 participant were used for this data gathering process.

The data gathered from these participants shows that they are aware of the strategies utilized by their organizations. They also know how to implement these strategies. They also confirmed that somehow these strategies have gotten them to where they are in the things they have achieved over the years.

The also agreed that the strategies used by their organization has helped with their reach, visibility and awareness to people around. As some of these organizations are known around Lagos, Ogun, Niger-delta, international and all thanks to these strategies.

Through the use of these strategies, they have been able to raise funds for their different projects and reach their desired audience. The findings also show that these strategies are never changed instead they are improved upon and they always bring about positive results.

And lastly it reveled their communication process and how they treat the feedback and how they interact with their audience. They make use of two communication process that allows for feedback and they interact with their audience as often as they can and they respond to them objectively.

5.2 Conclusion

To conclude this paper, it is obvious that the selected media strategies have helped them in their activities and they would not be where they are now without these strategies as it helps to raise funds, spread their information, promote their actives and help people aware of them and what they do.

They have helped in their achievement since their inception and they have not changed these strategies.

5.3 Recommendations

This study was conducted using the participation of 40 respondents and there all NGOs. It is recommended that this research should be conducted with a larger audience over a long period of time to check there is any new information or any new gap to fill.

Looking that the response gotten the researcher recommends that NGOs who are supported or sponsored by the government should try to utilize social media, print media (use of flyers, leaflets) once in a while as this will help them get more supporters as the government cannot do it one their own. Also, bearing in mind that these funds from government may not come quickly all the time.

The study recommends that the NGOs should try to utilize all the tools that social media has to offer. For instance; running adverts on Facebook, Instagram, creating polls on social media where they educate people on certain issues and this will help increase their media presences.

NGOs should have people that all works on their social media platforms who will help them respond to comments, mails, calls etc. as it would help supporters feel like they are cared about and they would want to support your organization more.

They should have dedicated time every day or during the week for supporters' messages to be answered as most NGOs take time to respond expect they are called on their office line.

5.4 limitation of study

the researcher was not able to conduct the interview and focus group discussion because some of the NGOs did not respond on time.

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APPENDIX

INTERVIEW GUIDE

INTRODUCTION

Thank you for taking time out of your demanding schedule to partake in the research I am carrying out. My name is Sam-Jaja, Boma, Final year student of Mass communication at Mountain Top University Ibafo. I am carrying out research on "**Communication strategies for the promotion of NGOs activities in Nigeria (a study of four NGOs)**". The interview is strictly to gather data for the research work. Your responses will be treated with utmost confidentiality and be used only for academic purposes. Only your first name will be used in the report. Is that okay by you?

INTRODUCTORY QUESTION:

1. What is the name of your organization?
2. Respondent's name and position in the organization?
3. How long have you worked here?

INTERVIEW QUESTIONS:

1. What are the communication plans and media tools used by your organization?
2. How long has your organization made use of the selected strategies?
3. Why did your organization select these strategies?
4. Could you give me examples on how you implement these strategies?
5. Since inception, what are the achievement of your NGOs?
6. Did your communication strategies help you to make these achievements?
7. Which is your best media strategy or tool for promoting your organization and her activities?
8. How often do these selected strategies bring about positive results?
9. How often do you use these media tools?
10. Do you think the media strategies your organization utilizes has helped increase your support base and visibility if yes, why?
11. What factors are considered before choosing a particular media strategy?

12. Does your organization consider what other stakeholders like your internal and external publics before choosing a particular strategy?

13. How often does your organization change its strategies?

14. How many women (children) have you helped in the past 2 years?

15. How has the selected media strategies influence your organizations performance?

16. Would you say your organization would have been where it is now without employing these media strategies?

17. When faced with challenges do you think the selected strategies help in solving them?

18. How well know is your organization in Ogun state, Nigeria, Africa, globally?

19. What is your communication process like?

20. Do you think your communication allows for feedback?

21. Do you interact with your audience, If yes how?

22. How do you treat these feedbacks received?

FOCUS GROUP DISCUSSION GUIDE

INTRODUCTION

Thank you for taking time out of your demanding schedule to partake in the research I am carrying out. My name is Sam-Jaja, Boma, Final year student of Mass communication at Mountain Top University Ibafo. I am carrying out research on "**Communication strategies for the promotion of NGOs activities in Nigeria (a study of four NGOs)**". This discussion is strictly to gather data for the research work. Your responses will be treated with utmost confidentiality and be used only for academic purposes. Only your first name will be used in the report. Is that okay by you?

INTRODUCTORY QUESTIONS:

1. Introduce yourself?
2. What is your position in the organization?
3. How long have you worked here?
4. Does your organization use the media to promote or create awareness about their activities?
5. What are the communication plans and media tool used by your organization?
6. Why do you think your organization chose these communication strategies?
7. Do you think your organization's strategies impact its achievements? If yes, how?

8. Which of the strategies utilized by your organization do you think has the best impact on its goals?
9. Do you think your organizations choice of strategies brings in supporters?
10. Does your organization ask for your opinion before selecting a particular communication strategy?
11. Does your organization change its strategies often? If yes, how often.
12. What do you think your organization consider before choosing its communication strategies?
13. How many women (children) do you think your organization has helped in the last two years?
14. Would you say your organization would have been where it is now without employing these media strategies?
15. How much support has your organization received from outside sources?
16. Can you access how well know your organization is known in Ogun/ Lagos state, Nigeria and the world at large?
17. Do you know about your organization's communication process, if yes how do you see it?
18. Do you think your organization communication is a one-way process?
19. Do you think your organizations communication allows for feedback?
20. How often you interact with supporters?
21. How do you think your organization treats these received feedbacks?