

Bridging the Gaps

Most of the organisations working on small scaled projects in developing countries do not have the expertise regarding marketing, promotion, fundraising, communication and how to start a decent organisation in general. If organisations, working on small scaled projects want to be successful, they need to be educated. So our DU SIFE team decided to educate the organisations on the fields of marketing, promotion, communication and fundraising.

In the first seminar we taught them about how to write a communication plans and business plans. In the second seminar our guest speaker, who is working on micro credits in Malawi taught the delegates about fundraising, especially aimed on small scale projects.

Besides the successful seminar sessions we offered the organisation the opportunity to present their projects on the Inspiration market, a special market organised on the biggest multicultural festival of the North part of the Netherlands by DU SIFE.

We have promoted the Inspiration market by creating cooperation with the biggest newspaper of the North part of the Netherlands, het Dagblad van het Noorden. As a result, the Inspiration market had more than 50 000 visitors.

Our Du SIFE team will educate the organisations on a structural level as an example by organisation more seminars. We will expand our network, bring people together to support those organisations with their future plans. The Inspiration market will return on a yearly basis, and need to gain a structural growth over the years. As it is a new initiative, we have lots of opportunities in front of us.