UNIT 5  PUBLIC RELATIONS IN NON-GOVERNMENTAL AND VOLUNTARY ORGANISATIONS

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5.0 OBJECTIVES

You are already familiar with the general tasks of a PR practitioner. This unit familiarises you with the specific tasks of a PR person working for a voluntary organisation. By the end of this unit, you should be able to:
- distinguish the nature of a Voluntary Organization from that of any profit making organization;
- enumerate the reasons why Voluntary Organizations need PR;
- state the need for NGOs to build up public opinion in their favour;
- list the various publics of a Voluntary Organization;
- discuss the suitability of various media that could be employed by NGOs both for internal and external communication;
- list the various ways of raising funds; and
analyse the various tools that could be used to promote better understanding between NGOs and their public.

5.1 INTRODUCTION

Voluntary Organizations or VOs and Non-Governmental Organizations or NGOs are created by certain individuals or groups through voluntary efforts to bring about a change in the system or to serve the weaker sections of society.

These organizations are of three types:

1) Organizations working to bring about a change in the systems by fighting against exploitation and oppression.
2) Organizations working towards reforms.
3) Organizations providing service and charity.

Therefore, many of these organizations have to deal with such aspects as human rights, injustice to women, bonded labour, child labour, welfare of orphans, unwed mothers, deserted women, protection of aged etc. In doing this VOs may become the target of attack if their policies are not explained to the public properly. For this, it is important to have PR activity, which is only the promotion of communication both within and outside the organization, to project its image and earn the goodwill of the public. Besides, PR is needed for their very sustenance as most Voluntary Organizations depend on public support for finance and funding. The old adage of 'good acts speak for themselves' cannot be considered valid anymore in this technological era and competitive world. Effective communication must precede and follow good actions for survival. This is what PR is all about. Let us examine how PR can benefit Voluntary Organizations.

5.2 NEED FOR PUBLIC RELATIONS IN VOLUNTARY ORGANIZATIONS

PR has been defined as 'the management function which evaluates public attitudes, identifies the policies and procedures of an organization, plans and executes a programme of action to earn public understanding and acceptance'. Edward Bernays explains PR as "the attempt by information, persuasion and adjustment to engineer public support for an organization working for a cause."

Although the basic approach to PR in non-profit organizations is not very different from that of commercial enterprises, it can be fully understood and appreciated only when one is familiar with the problems and the working of such organizations.

5.2.1 Problems of Voluntary Organizations

The very word 'Voluntary' is a pointer to the fact that most of the work that is accomplished by these agencies depends on the volunteered 'money', 'manpower' and 'time' that these agencies are able to pool in with public support.

Dearth of Staff: Often there may be only a handful of dedicated people or volunteers who are willing to lend their effort and time for a good cause. Hence a dearth of willing workers may be a great limiting factor to the achievements of objectives.

Lack of Finance: Financial resources are needed to carry on their tasks. Such agencies depend on voluntary donations—whether solicited from individuals or corporations—or raised through some other means.

Winning Public Support: It is important to develop and maintain a high degree of public acceptance if voluntary agencies wish to attract dedicated volunteers who may want to work for them and also provide the funds needed. When working for a public cause, it is not uncommon for such organizations to become the target of public criticism and propaganda.

5.2.2 Why Voluntary Organizations need Public Relations

Doing good work is not enough. It has to be made known to the public. This is what PR can do. It is unfortunate but true that very often voluntary organizations neglect PR, confusing it with advertising and propaganda.
with propaganda (which has a negative connotation) and develop a defensive attitude against public criticism. Some think that PR is an avoidable expense. Nothing could be more erroneous.

PR for a VO or NGO is only a promotion of communication both within and outside the organization to project its image and to eliminate all sources of misunderstanding. PR effort is to earn goodwill, present a responsible image and motivate the public in the favour of the NGO and Voluntary Organisation. Every Voluntary Organisation must, therefore, integrate PR into its everyday activity. PR activity may be carried out by volunteers, members, or outside professionals depending on the size, needs and aims of the agency. It may be part time work or a full time work with a team of experts.

One may briefly state the following to build a case for PR in Voluntary Organisations:

- Voluntary Organisations depend on public support for funds and manpower;
- They need to keep people informed of their activities to create a favourable image among the masses;
- Awareness campaigns must therefore be carried out for public support;
- Only sustained communication can help generate funds;
- Media relations must be cultivated for publicity;
- Relations with Government need to be established;
- Interaction with other related organisations is necessary;
- Propaganda by vested interests needs to be effectively countered.

Check Your Progress 1

Notes:  

i) Answer the following questions in the given space. 

( ) ii) Compare your answers with the ones given at the end of the unit.

1) List some welfare services rendered by voluntary organisations.

2) State if the following statements are true or false.

a) Voluntary organisations have no need to communicate with the public. ( )

b) PR is the same as propaganda. ( )

c) PR can help counter public criticism. ( )

d) NGOs do not have to worry about creating a good public image. ( )

e) The lack of dedicated volunteers and funds may hamper the tasks of NGOs. ( )

5.3 THE PUBLICS OF A VOLUNTARY ORGANISATION

All over the world, there is a growing public interest in social welfare activities. The number of such organisations and their membership is increasing. Many such organisations are therefore employing public relations techniques to communicate with their public. The publics of NGOs and VOs can be broadly categorised as given below:

5.3.1 Internal Public

This includes the Board of Directors or the Council who may be the elected representatives from among the members for a period or term. It also includes the members, the office staff, and the head office. They have a direct interest in the institution and its objectives. They influence decisions, vote on policies, and raise funds.
the volunteers who are like the employees of any other organisation. Internal public also includes the beneficiaries i.e., the recipient of the agency's services, also called the 'client' e.g., the handicapped, the retarded children etc.

5.3.2 External Public

1. **Contributors or Donors**: who may be individuals or corporate bodies, are important public for PR persons. It is necessary to keep them informed about the activities and success of the programme.

2. **Community, Opinion Leaders, Community Organisations**: These are related since opinion leaders may be part of other community organisations and hence a part of the community. As public opinion formation is crucial to PR, these are important publics.

3. **Related Organisations**: No Voluntary Organisation can function in isolation from other similar organisations. Interaction with others is important.

4. **Media**: All media, both electronic and print help in dissemination of messages and hence it is important to cultivate relations with media for publicity and image building.

5. **Government**: Like any other organisation, NGOs need interaction with legislators for influencing policies and gaining support.

5.4 PUBLIC RELATIONS AND PUBLIC OPINION

NGOs and VOs are committed to one cause or the other. This commitment is towards public welfare. But many such tasks undertaken for public benefit result in unpopularity because of lack of awareness or sheer ignorance of the target public, e.g., an organisation working towards supplementing infant diet may arouse suspicion among the poor folks.

At times, NGOs may also become targets of backlash or violence from vested interests. Many inherent ills in our society cannot be tackled without criticising them openly. Thus NGOs and VOs may seem as a threat to the existing system, e.g., an organisation working towards eradicating the evil of drinking may have to encounter opposition from the powerful so called 'liquor barons'. This was recently evident in the 'anti-arrack' agitation launched by a few women NGOs in Nellore (Andhra Pradesh). These organisations had to withstand false allegations, criticisms and attacks. Thus it is clear that unless there is proper planning and implementation of a PR campaign on behalf of NGOs, their basic objective of motivating the public to rise against social evils, may result only in partial success.

NGOs and VOs are not known to allot funds for PR, unlike the Corporate bodies. But as far as social accountability goes, NGOs have an equally responsible role to play. In fact, it may be a greater role as the funds for NGOs are often routed from abroad. It is for this reason that NGOs must make PR activity a deliberate, planned and sustained programme to project an image of 'responsible citizen'.

Working for other public causes like human rights or child labour may at times result in confrontation with the Government. A favourable public opinion may help the NGOs to pressurise the government to modify its policies. Public opinion is a strong force. The power of Public opinion was demonstrated in the Silent Valley Environment Protection Campaign which forced the Government to withdraw the proposed Hydro-electric dam project.

Other Voluntary Organisations which work through Charitable Institutions for the disadvantaged like widows, beggars etc., do not attract as much hostile public criticisms as the agencies working for social reforms. However, envy can result in the spread of propaganda by other power structures. Therefore, PR campaigns must form a part of every VO and NGO to counter propaganda and win favourable public opinion.

**Check Your Progress 2**

**Notes**

i) Fill in the blanks with suitable phrases.

ii) Compare your answers with the ones given at the end of the unit.

a) A favourable public opinion is important to NGOs for

...
b) The internal publics of a Voluntary Organisation may consist of

- .......................................................................................................................

- .......................................................................................................................

- .......................................................................................................................

c) External publics of a Voluntary Organisation consist of

- .......................................................................................................................

- .......................................................................................................................

- .......................................................................................................................

5.5 PUBLIC RELATIONS FUNCTIONS IN AN VOLUNTARY ORGANISATION

Right policy and good performance do not automatically get appreciated. Therefore, PR activity is imperative. PR is the means of creating confidence by gaining credit for the achievements. PR person is responsible for establishing and maintaining mutual understanding between NGO and its publics. This can be done by planning and executing the dissemination of information outwards and collecting feedback from the publics both internal and external.

A good PR person must have high communication skills, sensitivity to various audiences, capacity to deal with challenges and possess organisational skills. He must have alertness, integrity, creativity and leadership qualities. The persuasive skills of a PR person lie in his/her ability to convert a negative attitude into a positive one. Frank Jeffkins analysed effective PR as "the ability to convert hostility to sympathy, prejudice to acceptance, apathy into interest and ignorance into knowledge."

Major Tasks

Information Services: In order to ensure public acceptance, information must be provided to the public about the policies, accomplishments, special events and the beneficiaries. This can be done through the press and other media. Good information services are essential to create awareness and counter any propaganda.

Image Building: Specific publics must be identified and the PR person must determine the existing public attitude. He may also have to carry out an opinion research to find out any prevailing misconception.

Counselling: After determining the public opinion and assessing needs, the PR activity and projects must be planned with the administrators. This involves establishing policies and planning PR programmes.

Message Production: The message to be communicated to the public whether it be a speech, a letter, a script or a news story, should be such that the public is persuaded favourably.

Co-ordination & Leadership: All activities of the organisation must be carried on under close supervision of the PR person. This involves training, planning, budgeting, controlling etc.

Providing Motivation in Training: PR effort is essential to secure new members for the organisation and also to motivate volunteers to work for that cause.

Liaisoning: With related associations to secure their support.

Fund Raising: Good PR is important to improve public understanding of the services of
Voluntary Organisations. It is important to have a favourable public opinion in order to be able to raise funds. Fund raising by itself requires a lot of skill and hardwork.

Evaluation: It is also important to maintain reports, clip books etc. to measure qualitative and quantitative progress of the media coverage. Evaluating the effectiveness of Public Relations campaigns is also an important part of the responsibility.

Check Your Progress 3
Notes: i) Answer the following question briefly in the space given below.
ii) Compare your answers with the one given at the end of the unit.

1) Why do vested interests sometimes view NGOs as a threat?

Activity I
Read the given information issued by some voluntary organisations about themselves which has been published by a leading English daily. Does it create a favourable opinion in your mind? Does it motivate you to work for that cause?

Express CRUSADE
Express Crusade is a weekly column where NGOs (Non-Governmental Organisations) and Voluntary Organisations can interface with Indian Express Readers.

As part of Indian Express efforts in promoting development and social change, Express Crusade publishes appeals, experiences, information for purposes of education free of cost to NGO’s and Voluntary Organisations. Readers are invited to respond to these directly or contact.

RESIDENT EDITOR
Indian Express

For Health Care
The Rotary Club of Delhi, Vasant Kunj, during its over two years of existence has conducted a series of immunisation and health camps for the free treatment of needy people in Vasant Kunj and the neighbouring villages. The club has started a Charitable Clinic and plans to run a regular dispensary. It has received a lot of support in this venture from rotarian members from India and U.S.A. It makes an earnest appeal to the pharmaceutical companies and philanthropists to supply medicines for free distribution to the needs patients.

TOGETHER FOR EYE CARE
ARUNODAYA Charitable Trust comprises a team of qualified and dedicated specialists committed to control blindness in Delhi. In collaboration with DANIDA, it has examined over 18500 patients, performed over 500 eye surgeries and aided patients with spectacles and medicines. It seeks help of devoted volunteers, eye specialists, NGOs and media-persons to develop a model system for detecting and solving eye problems.

ARUNODAYA CHARITABLE TRUST
C-2, Maharani Bagh,
New Delhi-110065

SOCIAL ENRICHMENT
A charitable trust for the promotion of India’s age old ideals. Sneh Bharti aims at fostering an atmosphere of honesty, diligence and solidarity, for an all round social and economic upturn of the country. It strives to reach out to the people to bring about awareness for the eradication of social evils and upliftment of the underprivileged and marginalised sections of the society.

It seeks ideas voluntary services and help in all forms to rebuild a prosperous India.

Dr. Sitesh Alok SNEH BHARTI.
B-2, I.P. Staff Flats, Shamnath Marg.
Delhi 110054 Ph: 2927815

A REHABILITATION HOME
MANGAL Mandir is a home for the destitute children, especially young boys. It offers them residential facilities and imparts vocational training during their 2-3 years of stay. Over 870 boys have been rehabilitated with jobs in various reputed companies in and around Bombay. The capacity of the home is 250 boys and everything is provided free to them. Mangal Mandir seeks
help from people in any form to enable it to help rehabilitate many more destitute.

MANGAL MANDIR
Sidharth Colony Road
Chembur Naka
Bombay-400071
Ph: (022) 5522863

UMED PARIWAR
UMED Pariwar is a unique association of the parents of the mentally retarded and cerebral palsy patients. The association plans to form similar organisations of parents at district level throughout the country, publish literature useful for parents, run day care centres and provide vocational training for the mentally retarded and spastic children. The association calls on volunteers to come forward and help the Umed Pariwar.

UMED PARIWAR
Sai Niketan, 393 New Mangalwar Peth,
Pune-411011. Ph: (0212) 229131.

SOCIAL MOBILISATION
PRAGATI Foundations is a voluntary organisation that aims at facilitating human development for enhancing peace and prosperity. Professionals from various fields such as education, management, technology, HRD, law, social sciences and health have joined together to enable social mobilisation. One of the ongoing programmes is the compilation of database of people in the field of development to enable better networking. It solicits members to join in to help with information collection and other activities.

PRAGATI FOUNDATION
11, Ganesh Krupa, ITI Road, Sanewadi,
Aundh, Pune 411007 Ph: (022) 337773

FELLOWSHIP SUPPORT
CRY has shown that change is possible in the lives of deprived children when committed and capable people put their energy into development work. Lack of financial security and moral support are invariably the hurdles. CRY is now offering personal financial support to such committed individuals through its new Fellowship Support Programme. CRY requests interested individuals through its new fellowship support programme. CRY requests interested individual who seek financial help to work at the grass-roots with the underprivileged, children especially in the tribal and rural areas to contact CRY for details.

RURAL DEVELOPMENT
SANDIPANI Gurukul has been caring for educating and rehabilitating the needy children from background rural districts. It provides basic amenities of food, clothing, shelter and a variety of vocational skills like carpentry, tailoring etc. The trust also promotes non-conventional projects like wind energy, bio-gas, vermi culture etc. to promote integrated rural development. It seek people’s participation with help in any form to support social and economic rehabilitation of rural people.

SANDIPANI
64, Crystal Appts
71 Gulmohar Road, Juhu
Bombay
Ph: (022) 620443

RESOURCE CLUB
RESOURCE Club is an organisation working to assist Non-Governmental Organisations in various aspects particularly in preparation of their project-proposals and for approaching funding agencies. It also endeavours to launch a separate unit-Talents India, which will sponsor the talented but economically backward students in their studies. It calls upon various NGOs desirous of its services to get in touch for details.

RESOURCE CLUB
S. No. 47, Deokar Plot, Sunitha Nagar Road,
Pune-411041.

GREEN THUMB
GREEN THUMB founded by Lt. Col. Suresh Patil (Retd.) is involved in environmental protection activities in and around Pune. It is registered as the first Army ex-servicemen’s NGO with Armed Forces Environmental Conservation Foundation(AFEC), Army HQ New Delhi.

Green Thumb calls on ex-servicemen to volunteer their time and skills. Like-minded NGOs are requested to provide useful tips and guidance for eco-restoration movement and environmental protection activities.

GREEN THUMB
14/105 Agarkar Nagar, Pune 411001
Ph: (0212) 665039

This material is called pan several issues of Development New of INDIAN EXPRESS
5.6 MEDIA FOR COMMUNICATION

Media channels are important tools used in social welfare, public relations programme to communicate with the internal and external public. Though interpersonal communication is highly effective and persuasive with an intense feedback, it still has its limitations.

5.6.1 Internal Communication Media

Communication with the internal public is essential to motivate the volunteers to work hard for the cause. In fact, each worker by himself acts as a PRO to the organisation. It is therefore vital that he is well informed about the aims, objectives, policies and achievements of the organisation. The principal media of internal communications are regular group meetings, manuals, newsletters, bulletins, house journals, training programmes, reprints of published articles or news releases, special reports etc.

5.6.2 External Communication Media

The principal media used by welfare organisations in communicating with the general public are press publicity, radio and television broadcasts, slides, films, photographs, public speaking, exhibits, conferences, booklets, folders, printed material like periodicals, hoardings, posters or even handbills. Special events are also effective methods to communicate and create awareness.

In the Indian situation, one cannot overlook the traditional communication media like the folk media, shadow plays, puppetry, street theatre, group meetings, padyatra etc., as powerful means for creating awareness among rural masses. Thus, through a multi-media approach the PR person is able to communicate the objectives, goals and achievements of an NGO to its publics.

5.7 PRODUCTION OF MEDIA MESSAGE FOR NON-GOVERNMENT ORGANISATIONS

Media instruments are important tools and can be a powerful force of persuasion if messages are properly presented. The production of persuasive messages need knowledge, communication skills and an understanding of the audience. The basic aim of any message is information but with proper appeal a message could become persuasive. It is also important to understand that there may be a lot of gap between the receipt of the message and its effect. That is, people may not act soon after getting information.

Psychologists have analysed that people may go through the following stages in persuasive process:

UNAWARE → AWARE → COMPREHENSION → INTEREST → CONVICTION → ACTION → SUSTAINED COMMUNICATION

Through all these stages there should be sustained communication. As such, communication campaign should be a planned and deliberate activity.

5.7.1 Print Media

Print Media is a major outlet to convey ideas in details to the educated and literate. Today, development journalism has become highly popular and newspapers and magazines vie with each other in carrying development news. Publicity can, therefore, be easily got through newspapers and magazines for the current programmes or to convey the history and objectives of the organisation. News stories, feature articles, human interest stories etc., can be distributed through the national or local press and magazines to reach the target audience. Photographs add to the interest of the write-up. Editorial support can also be sought for worthwhile projects. Journalists may also be approached to participate in conducted tours for trouble-free publicity.
Graphic Communication today plays an important part in conveying information at a glance through graphs and charts. It also helps comparison of data.

Printed media could also include photo, advertisement, posters, pamphlets, journals etc.

5.7.2 Electronic Media

Radio and Television have been an instant and the speediest means of information dissemination. Unlike in the West, Radio and TV, being under governmental control these are not easily available to NGOs in India. However, local Radio and TV stations can be contacted for featuring the good work done by the organisation in the special audience programme for rural development etc. Work of Youth Clubs, or Mahila Mandalis, discussions on health or success stories can always attract media attention and make as powerful impact. Advertising over electronic media could also be effective.

5.7.3 Films and Videos

Films are considered to be the most persuasive of media and hence of great importance to the PR man. Through sound and picture, films bring powerful emotions to the mind. They can be informative, entertaining, instructional and educative. Producing films is however, an expensive proposition as also its distribution and screening to the public. A slightly less expensive medium than film or video is the use of slides which are 'still' with no movement. It also needs less technical skill. Use of slides and transparencies is very effective in training programmes or in driving home a valid point.

5.7.4 Traditional Media

Puppetry, folk media like shadow play, ballads, Harikatha can lend strong support to rural communication. Right assessment of audience, their cultural background, dialect etc., is however necessary for effective communication. The Kerala Shastra Sahitya Parishad is known to have extensively used these media for their literacy campaigns.
Check Your Progress 4

Notes:

i) Complete the given statements by ticking the most suitable one from among the given options.

   a) Ineffective
   b) Very effective
   c) Effective but has limitations

ii) Compare your answers with the ones given at the end of the unit.

1) Interpersonal media is
   a) Ineffective
   b) Very effective
   c) Effective but has limitations

2) Good PR Communication deals with
   a) both internal and external public
   b) only external public
   c) only internal public

3) Effective Communication messages have
   a) only information content
   b) only persuasive content
   c) both information and persuasive content

4) A voluntary organisation should use
   a) only print medium
   b) only films
   c) interpersonal medium
   d) multi-media approach

Activity 2

Read through the article given below which appeared in the Hindu dated 24-12-1993. The write up is on the activities of a Voluntary Organisation in Madras. After reading, analyse the kind of information that has been included in message production.

In the service of the handicapped sportsmen

TUCKED away from the busy Adyar junction in Madras city and on a sprawling five acre land is the St. Louis Institute, that has been helping the deaf, dumb and the blind to seek a path to the mainstream of life. It is an unique institution in this part of the country and it imparts all round development to the other faculties of these deprived lot. The aim is to make them useful members of society. Over the years the Institute has proved through its enterprising boys that handicap is not a word to be associated with sports. As long as one has arms and limbs and a mind to think, nothing should come in the way of systematic sports training. That is the philosophy on which the Institute has based its programmes and it has been working well. The boys in the St. Louis Institute have proved their efficiency in sports like volleyball and football but it is in the field of athletics that a gem has recently been unearthed.

"Our boys have distinguished themselves in the state Republic sports and games and nearly 20 of them have represented the country in World Games for the Deaf over the years. But it is the performance of P.K. Jaison that has really made every one sit up and take notice of this Institution's capability in giving sports development a new dimension," said Bro. Patrick, Director and Correspondent of the Institute. A native of Kerala, Jaison moved from the Republic day sports to the South Zone level and fetched the only gold for Madras University with a spectacular triple jump effort in the all India varsity meet. It was sports which got him a seat in Loyola College, and because of his handicap, he is able to concentrate only on sports. He cannot hear like others and has to make do with reading while competing with others. But there is no doubt about his prowess in the jumps and the college is proud to have him on its rolls. In fact the demand is for more such students from the Institute.

"Yes," said Bro. Patrick, "People have started realising that these boys show the right kind of dedication. In fact I can say there are many more Jaisons to come up in this bunch of 300 odd who..."
5.8 PUBLIC RELATIONS WITH RELATED INSTITUTIONS

NGOs need to develop close co-operation with various Governmental or Non-Governmental institutions involved in development tasks. If an NGO is working for employment generation, it has to develop contacts with other organisations which promote skills, provide technology and assist marketing. Similar campaigns must be launched when the NGO has to raise funds from institutions like banks or even the Department of Industries. This means the particular NGO must develop lines of communication with other similar institutions to achieve its objective of generating employment. This need an effective dialogue, personal contacts, credibility and excellent communication skills to influence other institutions to participate and assist in achieving the needed goals.

Empathy is the imaginative projection of one’s whole consciousness into the conditions and environment of another. This provides greater understanding and a thrust to the process of communication. Such contacts need preparation and proper presentation of messages. Therefore, a planned public relation-oriented communication campaign has to be evolved for developing institutional contacts and seeking their co-operation.

5.9 FUND RAISING CAMPAIGNS

Fund raising itself is an art and need a planned campaign.

PR must create in the mind of both donors and potential donors the awareness about the noble

...
work that is being done and the way it is being done by the NGO. The message and the audience must be clearly identified. And the organisation must demonstrate its efficiency and its ability to achieve the objectives or the cause it serves. It is seldom easy to prepare a list of would-be donors or to pick out the groups, to whom an appeal for funds can be made. It is better to make the list as wide-ranging as possible since it happens that funds may be generated from the most unexpected sources.

Funds may be needed for a temporary cause or a permanent cause. For example, a destitute home, a hospital, street children’s shelter etc., need continuous funding, while drilling tube wells for drinking water needs funding on a one-time basis. There are several methods of raising funds and there are professional fund raisers also. The funds can be raised through advertisements and through the news columns both from print and visual media. Before embarking on such a campaign the PR person must study the public’s attitudes towards the organisation.

Direct mailing is one method. Here the possible donor should be identified from among the target population. Corporate institutions, or industrial houses could be approached. This is more successful if these donor organisations can obtain tax benefits for themselves in the process. Direct mailing involves sending out letters, brochures, leaflets accompanied by an appeal.

When using direct mailing and advertisement, the credibility of the organisation is enhanced, if celebrities are involved while appealing for funds. A famous film star, a well-known cricketer, internationally reputed personalities, famous authors can issue an appeal on their behalf. This will attract good contributions. However, the appeal must have an emotional aspect as well as be rational. It should also enumerate the steps in which the funds are going to be spent. The leaflet or the appeal must touch the heart of the donor and stir his emotions.

Funds could also be raised by sale of books, greeting cards, tokens, tickets etc. In Europe many of the NGOs have started “Third World Shops” as a means of fund raising. Articles from Third World countries are collected and sold using emotional appeals. This arouses empathy in a donor and makes him buy articles at higher prices, if he feels satisfied that his money will help in improving the skills of the artisans or in eliminating their poverty.

Similarly, funds are also raised through charity benefit programmes like film shows, stage plays, lotteries, screening films, both in theatres and televisions or even by arranging sports and games like a Cricket Match etc. Many Corporate sector undertakings like ITC and Reliance often sponsor concerts or matches to raise funds for a specific cause. It is also a practice to raise funds through “Walks” or “Runs” organised for children who get sponsorship contribution from donors.

In the Netherland, an organisation called NOVIB, has introduced a novel system of collecting contributions from the public. They screen a TV film on a specific day depicting a voluntary organisation’s work in the Third World. Before this, they release to various newspapers, stories on events and activities of this voluntary organisation. At the end of the TV film, they appeal for a monthly contribution to this voluntary organisation, treating this VO as a guest of the donor. This is called “Guest at the Table” plan. The rationale behind the scheme runs like this. If a guest comes home, we give him/her a meal, which may cost, say Rs. 20. This cost of the guest’s meal is to be contributed to NOVIB on a monthly basis. If a donor is capable of feeding a guest daily, then the donor transfers Rs. 600 to NOVIB. If he desires to do so only once a week, then Rs. 80 is to be contributed monthly to NOVIB, and NOVIB, in turn, transfers this money to the Third World Voluntary Organisations. Every donor will get a quarterly news-letter, about the work of this NGO or VO, which keeps him informed about the developments. This builds up a relationship between the donor and the Voluntary Organisation of the Third World, via NOVIB. Similarly, in the West, there are several “Child Sponsorships” as fund raisers.
5.10 LOBBYING AMONG PRESSURE GROUPS

Lobbying can be defined as "the exertion of influence, pressure and other coercive methods to extract a favourable attitude towards a private individual or organisation in order that a legislative vote or an administrative decision can be affected."

Lobbying is an important means to influence the policy-makers in a democratic set up. Lobbying is not considered by many PR practitioners to be a PR tool. But the PR person in the NGO has to do lobbying as he deals with bureaucrats and politicians. He has to influence their thinking in favour of the NGO's policies. Lobbying is very common in America and in industrialized nations. There are many institutions training personnel in diplomacy and lobbying techniques. This is possible for a commercial and political organisation. Although NGOs and VOs can practise lobbying as one of the means of PR, it has limited use in the NGO sector. Lobbying is influencing. This requires proper planning, subtle approach and delicate handling. It is a sustained but silent campaign in the interest of the NGO.

5.11 ORGANISING VISITS AND SETTING UP CAMPS

Often success is disbelieved. For example, when 'AWARE', a voluntary organisation, finally achieved total prohibition in 1500 villages among scheduled tribes and castes in Andhra Pradesh, the people were not able to believe this. "This is too good to be true", was the attitude of the public. Similarly, reports on the condition of the remotest rural and tribal population if published, are often rejected by people as "cock-and-bull" stories. Organising exposure visits periodically, not only makes people have a direct contact with reality, but also turns them into news sources for other members in the society. Thus, the support base for the NGO expands in geometrical progression. The NGO must intelligently promote development tourism and motivate people to see the realities and participate actively in the development process. This will enhance emotional involvement and increase charitable contributions. It is very important to influence the youth, specially the student community by organising camps and involving them in the process of problem solving. If NGOs and VOs can influence the youth and develop a two-way communication system, they will succeed in due course. This may even result in modification of national policies as today's youth are tomorrow's leaders.

A good PR practitioner in the NGO sector must have imagination and develop a multi-media approach; understand the target population and develop the ability to organize; besides being skilled communicators. Mahatma Gandhi can be said to be the greatest PR practitioner of the 20th century. He possessed great intelligence needed to convert the smallest opportunity to the country's advantage and make the entire country participate. His Salt Satyagraha, Dandi March, Charkha Spinning, Harijan development, Prayer Meetings, travelling in 3rd Class compartments, are all examples of judicious and meaningful contact with the public which created a favourable image. Mahatma Gandhi is a glorious example for NGOs to emulate in PR practice to create goodwill and mutual understanding with the masses at large.

Check Your Progress 5

Notes:  i) Answer the following questions briefly in the given space.
       ii) Compare your answers with the ones given at the end of the unit.

1) List some ways by which a Voluntary Organisation can hope to raise funds.

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2) Name two reputed international organisations which raise funds for Child Welfare through sale of cards. What is the appeal used in their message to motivate the public?

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In this unit, you have been introduced to the PR activity, in the field of NGOs and Voluntary Organisations. Being non-profit organisations, Voluntary Organisations have somewhat different needs of it for maintaining a favourable image. These organisations depend on public support for funds and manpower. Volunteer help and contributions can pour in only if the public is aware and convinced of the good task being done by the NGOs.

In the process of tackling certain social evils, these organisations can become victims of propaganda by vested interests. It is, therefore, important for PR persons to keep open lines of communication with the public. The PR person must keep them informed, persuade them, motivate them and earn the goodwill of both internal and external publics. Thus PR efforts by NGOs are necessary.

We have also examined the various tasks that a PR person mainly needs to handle. Information service, awareness campaigns, training of volunteers, counselling, guiding and evaluating public opinion are some of the functions. We have also considered the various media available to a PR person and which of them might be suitably utilized for internal and external communication. The production of messages in the form of news releases, articles, speeches, documentaries, slides, photographs etc. is again a major responsibility of a PR person calling from communication skills.

You have also seen some techniques of fund raising used by voluntary organisations and the campaigns undertaken to create public awareness. The need to practise PR with related institutions and lobbying among pressure groups has also been described in detail. Another area relates to organizing visits of target audiences, opinion leaders, potential donors and media personnel so that a favourable image is created by first-hand experience.

PR is important for voluntary organisations if their good work is to be recognised by the community and public at large. Dedicated work followed by sincerity in approach, can eventually succeed in attaining PR goals.

5.13 GLOSSARY

**Awareness Campaign**: A continuous extensive effort to create awareness and maintain a mental environment conducive to the acceptance of a product, idea, service, or even a personality, individual or corporate.

**Child Labour**: Children under the age of 14 years, employed as workers in trade, business or industry.

**Direct Mailing**: Mailing letters directly to individuals from a pre-selected list from the target audience to elicit opinion or disseminate information about a product, idea or a service.

**Graphic Communication**: Illustrative material used as an aid to communication.

**Human Rights**: The rights of a human being as enshrined in the Universal Declaration of Human Rights approved by UNO.

**Little Media**: Low-cost media like traditional and folk art forms, video charts, slides, demonstrations are known as Little Media.

**Lobbying**: The use of influence or pressure to change a person's attitude with regard to a certain legislative or administrative policy, in tune with the interests of the organisation or individual.

**Pressure Group**: A group of people who have come together to exert pressure on behalf of a movement, a cause, or the interests of an individual or a corporate body.

**Propaganda**: Any attempt to persuade persons to accept a certain point of view or take a certain action, usually through manipulation.
5.14 SUGGESTED READING

Dhenkey, V.M; 1972; Public Relations in Business and Public Administration in India, Vaishali; Poona.

Periodicals & Journals:
Public Relations Journal; 1988; Volume 44; No. 2; 1990; Volume 46; No. 4, 5, 6; Public Relations Society of America, New York.
Public Relations Quarterly; 1988; Volume 33; No. 2; 1989-90; Volume 34 No. 4; Howard Penn; Hudson; New York.

5.15 CHECK YOUR PROGRESS: MODEL ANSWERS

Check Your Progress 1
1) Welfare of handicapped, home for destitute women, care of orphans, mentally retarded or the aged. You could list many more perhaps.
2) a) False, b) False, c) True, d) False, e) True

Check Your Progress 2
a) For winning public support for their activities.
b) Board of Directors, Members, Staff, Volunteers and Beneficiaries.
c) Contributors, local community, opinion leaders other related organisations, media and the Government.

Check Your Progress 3
Sometimes NGOs need to tackle societal ills. To achieve this, they may have to challenge the existing systems and bring about change. This act may be perceived as a threat by the vested interest. For example, Liquor barons may resent eradication of drinking; Contractors may resent child labour reforms.

Check Your Progress 4
I, (c), II (a), III (c)- IV (d)

Check Your Progress 5
1) Advertisements, Direct Mailing, Corporate appeals, Sale of Cards, Tickets, Charity Benefit Programmes, Staging of shows & plays, Concerts, Walks, Runs, Sponsorship Schemes etc.
2) UNICEF and CRY. The message carries the appeal that every time you buy a card you help a child somewhere.