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BUILDING THE COMMUNITY

NDCFI VIRTUAL ENGAGEMENT PLATFORM

PRESENTED BY

Thoughtful Digital Agency

A Digital Marketing Agency



NDCFI BUILDING THE COMMUNITY

WHY A COMMUNITY?

The success of the NDCFI Virtual Engagement platform hinges on the organization's ability to build, engage and maintain the attention of a community of climate action partners and stakeholders around the world.

We are proposing a strategy that connects with communities on the local, regional and international levels.

Building a community around a brand involves a few important functions. Communities are built on trust, relationships, respect, longevity/sustained connection, growth and empowering others.

For all of these reasons we have proposed an approach to building the NDCFI Community that embodies these core aspects of community building.

In all of the community building work, the NDCFI must ask these questions;

- Does this build trust?
- Does this strengthen relationships?
- Does this foster respect?
- Does this create long lasting/sustained connection?
- Does this grow and empower the people it impacts?

Only after answering yes to these questions can a strategy successfully contribute to building a community.

Key Tools

Email Newsletter to database across the world.

Targeted Digital Advertising Campaign (Youtube, Google, LinkedIn, Facebook, Instagram)

- Impactful Video
- SM Static Adverts

Launch Forum with hot topics that would inspire conversation from partners and stakeholders.

- Connect with international partners (example UN, March for Science, GLISPA) to host initial hot topic conversations upon launch.
- SM adverts promoting these conversations and the value of the network

Regional & Global Partners.

Schools

- Primary Schools Short stories in regional primary schools on how Climate change is affecting our region.
- High School Students 60 Second Video on how climate change events changed their communities. To be featured as main videos on OECS & NDCFI platforms.

Island Communities

Partner with Climate Action organizations on the local level in island communities to share/ feature an important project they are seeing success on.

Partner with major global organizations and invite key community climate groups to join one panel event to discuss (live from the front lines) issues impacting the region. (RSVP should only be available through the NDCFI Website).

Key Industry Stakeholders

People connecting with People. NDCFI would benefit from identifying an ambassador, spokesperson/representative to:

- Be the face of the program, joining and representing NDCFI in key global networks and groups. (Example - GLISPA, IRP, March for Science as examples).
- Connect with leadership of key stakeholder groups and push the work of the NDCFI on Social Media and in these individual community groups.
- Using relationships to collaborate on presentations and events with other stakeholders and stakeholder organizations building and raising the awareness

Organizations are run by people. Bringing more stakeholders and collaborators into the NDCFI community will be the work of *people* connecting and collaborating with other *people*.