

Grant from 2007 Special Opportunities & Investment Fund

PA006 – LEAD's Promotion and Visibility through Effective Communications Strategy

Mid Term Report

LEAD Pakistan was granted US 50,000 from the Special Opportunities Fund in January 2007. The fund was requested for promoting LEAD's image and visibility through an effective communications strategy. With almost six months after the project was approved, following is a summary of the activities that have been carried out with support from SOIF:

- LEAD fellow, Ms. Sumaira Sagheer Toor (Cohort 9) was approached, involved and bought on board to work on LEAD's communications portfolio. The work has been initiated and some details will be provided in the points below.
- A communications strategy has been developed that encompasses various elements and stakeholders that need to be addressed while discussing LEAD's image attributes, activities, strengths and overall visibility in the phase beyond RF support.
- In terms of implementation of the communications strategy and inline with the deliverables mentioned under the SOIF funding, the basic outline for the LEAD profile has been developed for in-house review and sharing with relevant stakeholders.
- The existing LEAD website has been revisited, content has been developed and is being edited. Web-pages have been designed and will be uploaded once the entire web-content has been finalized.
- Templates have been developed for updates, case studies and occasional papers. Case study writing protocols and process has been streamlined. Four LEAD updates have been developed based on the template and are in the process of been edited. These will be sent for publishing in the next quarter.
- In addition, three case studies have been developed based on the template and one of them has also been translated into local language (LEAD Pakistan's contribution to raise awareness and visibility).
- One biannual newsletter has been developed, designed, edited and printed (Suhai). It has been distributed widely amongst different stakeholders to raise awareness about LEAD's work at the grassroots and the activities that we have been involved.
- Flyers and brochures for impact oriented LEAD activities, projects and trainings have been developed and published. Other than e-brochures, some of the activities have also been advertised in newspapers.
- Activities to raise LEAD's profile were held. This included events such as World Environmental Day in collaboration with Fellows such as Munir Ahmed (Fellow, Cohort 7). The event was organized and held at LEAD Pakistan premises (LEAD Pakistan's contribution to raise awareness and visibility).
- Two Occasional papers have been developed, commented, revised, edited and finalized. One of the papers on *National Finance Commission: An Incomplete Guide to the Issues in Resource Distribution in Pakistan* has been printed and the launching ceremony was

held in Islamabad on 4 June 2007. The second paper on *One Step Forward and Two Steps Back: A Review of Education Sector Reform in Pakistan* has been finalized and is in printing stage.

- The story board, script for a video documentary on LEAD and its project was developed and edited. The video clips were shot at various locations where LEAD is currently working. After post production and preview the video was finalized and released.