



HOW TO WRITE AN IMPACTFUL NGO PROFILE

NGO PROFILE FOR SUCCESS

ABSTRACT

For any business, the company profile is an important marketing tool, and therefore, you need to use the best graphics, content and styles for your company/NGO profiles. This guide gives you a detailed description of organisational profiles and the steps required to develop a good profile for your organisation.

DEVELOPING AN NGO PROFILE FOR SUCCESS

You might have often encountered company profiles of large corporate houses and businesses and observed that those people spend a lot of time and money developing company profiles. For any business, the company profile is an important marketing tool; therefore, they use the best graphics, content and styles for their company profiles.

Nonprofits, however, do not realise the importance of developing quality profiles and do not spend sufficient time and resources to prepare the organisation's profile. As a result, NGOs miss out on creating attractive and reader-friendly profiles.

To help your NGO develop a profile, Vision4africaonline.com provides a guide that would help you impress your potential donors. This guide gives you a detailed description of organisational profiles and the steps required to develop a good profile for your organisation.

The guide has four sections, including:

- Introduction to the organisation profile
- How to write a profile?
- What to include in a profile?
- Tips for writing a great profile.

1. Introduction to the organisation profile

An organisation profile is a professional summary of your organisation. It is very similar to a Curriculum Vitae of a person. Just like a Curriculum Vitae briefly describes a person's qualifications, skills and past work experience, an organisation profile provides the reader with adequate information, including history, mission, vision, projects, work experience, etc., about your organisation.

Every organisation needs an introduction, whether for a proposal or to post on its website. An NGO Profile is an introduction to the NGO. It introduces the work of the NGO, its team, vision, and mission, among other things.

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2. How to write an NGO Profile?

This section provides a step-by-step process of writing a profile for your organisation. Vision4Africa Online proposes developing an outstanding organisation profile using the following ten steps:



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3. What to include in an NGO profile?

It is an excellent strategy to use a template with essential profile sections. When you have an idea of WHAT to write, you can concentrate on HOW to write each section. Vision4Africa Online suggests using the following template:



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