

Specific Course Messaging Quick Guide

The importance of specific course messaging

We all receive a mass of emails on a daily basis. Truthfully, not all of it relates to us and so we quickly become accustomed to 'sender syphon'. We filter what we read based on the sender. To make sure that learners are getting what they need and not just seeing your emails as another 'mass email' make sure to be intentional about what you send and when you send it!

Things to consider in your message

When sending specific course message, you need to consider a few things in your message.

- **What's the hook?** – What makes this course different from the rest and something that they should give their time to. If you have a competency around the topic now this is also the time to mention it!
- **What is your demographic?** - Avoid sending every email to all staff. 'Be selective to be effective'. Select what you send and to whom, and then determine the approach that best suits that group. For example, if it is a creative group you may want to include visuals. Other groups may prefer bullet points rather than a summary. Target the content and style to your audience.
- **Why do they need to take the course?** – We are all working beyond capacity. So why does your target audience need to take time from an already busy schedule to take this course. What's in it for them? Make sure to clearly communicate the benefits by including some learning objectives and outcomes. Lastly, explain what kind of problem this course will solve for them!

It is important to emphasise how this course will help them to achieve what they are doing now more effectively and successfully. Don't hesitate to make it part of something bigger – try tying it to your organization's goals.

The importance of backing

Consider who in leadership you can ask to back this course. If possible to ask them to either send the email OR ask if you can reference them in your email. Key endorsement allows staff to feel they have permission from a leader to make time for learning.

Making it part of your overall strategy

Plan out your communications – avoid any rogue emails! Look at the month ahead and think about which groups you are going to target and focus your communications accordingly. Taking the time to develop a communications strategy will help you tailor the messages in effective ways, rather than one-off emails as part of a 'quick blitz'.

Email Marketing Template

Think about your target group. Pick a theme area each month or week that will allow you to target your messages.

Dear [Name]

Financial Management – giving you the tools you need for success!

The Financial Management program offers you the foundation to become a more effective in the area of NGO finance. Based on the publication, "Financial Management Essentials – Handbook for NGOs", this course series will give you a better understanding of the principles of financial management. In addition, you will gain practical tools and advice you can use implement immediately.

The curriculum develops knowledge and skills in financial management, and is relevant for those not in a formal finance role.

In the Financial Management program, you will cover the following

- Introduction to Financial Management
- Planning
- Accounting Records
- Reporting
- Internal Controls

After completing the modules and a final learning path assessment, you will receive a certificate.

If you would like to access this exciting program, please log on to www.yourllpaddress.org or contact me directly.

Many thanks

[YOUR NAME]

Course Poster Template

LINGOs
**FINANCIAL
MANAGEMENT**

5 MODULES – ONE ASSESSMENT – ONE CERTIFICATE
The fundamentals of financial management in the
development sector

**Get Trained
Today!**

- 1 Login in to [LMS NAME]
- 2 Enrol on the program
- 3 Include it in your work plan

Introduction
Planning

Accounting Records
Reporting

Internal Controls
Assessment

[>Click here for an editable version of course poster](#)

Course Information Template

FINANCIAL MANAGEMENT



The fundamentals of financial management in the development sector

Based on Mango's (Management Accounting for NGOs, www.mango.org.uk) publication, "Financial Management Essentials – Handbook for NGOs."



OVERVIEW

If development organizations are to thrive, managers need to develop the knowledge and confidence to make full use of financial management tools. This program offers five eLearning modules on basic financial management skills. These courses are designed to help managers make effective use of resources and gain the respect and confidence to prepare for long-term financial sustainability.



TIME NEEDED

We recommend 5.5 hours to complete the program. Each module will take approximately 1 hour with a 30-minute assessment.



GETTING STARTED

You can register for this program through our online learning system. Once you have registered for the program all courses will appear in your learning list.



TARGET AUDIENCE

The program intended for anyone who is new to finance in the NGO sector at any level. This course series will also benefit those working at an administrative level in offering a basis for financial management.



After you have completed the series, don't forget to download your certificate!

 **CONTENT****Introduction**

After completing the Introduction, you will be able to define "financial management" and explain why it is important for non-governmental organizations (NGOs). This also describes four types of management involved in financial management and the "Plan, Do, Review" cycle. It communicates the differences in legal liability between incorporated NGOs and un-incorporated NGOs. Learn how to create a simple organization chart that shows NGO roles and with authority and accountability streams. Finally, you will be taught how to define the seven principles and the four building blocks of financial management.

Planning

Financial planning is both a strategic and operational process linked to the achievement of objectives; it involves building both long-term funding strategies and short-term budgets and forecasts. This module will describe the planning process and how it links with financial management. You will be able to Identify different types of budgets and determine when to use them. Lastly, you will be able to understand different approaches to budgeting and how to use a budget worksheet.

Accounting Records

The third module explores the records of financial transactions organizations keep to manage information about their financial position. This includes, a summary of Income and Expenditure and how these are allocated under various categories; the outcome of all operations – surplus or deficit, net income or net expenditure; and assets and liabilities (or what the organization owns and owes to others).

Reporting

Financial reports provide information about the financial position, performance and changes in financial position of organizations. These reports provide useful data to a wide range of users to help as they make financial decisions. This module will help you to explain why financial reports exist and who needs them; identify different kinds of financial reports; and understand the basics of how to present financial statements. Completing this module will teach you to analyse the information in reports and determine actions to address issues.

Internal Controls

This module explores the financial reports that provide information about the financial position, performance and changes in financial position of organizations. These reports provide useful data to a wide range of users to help as they make financial decisions.

Learn how to explain why financial reports exist and who needs them and identify different kinds of financial reports. Understand the basics of how to present financial statements and know how to analyze the information in reports. Lastly, you will learn how to address different issues

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