

PUBLIC RELATIONS | COURSE BROCHURE

PR for Non-Profit Organisations

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Non-profit organisations must raise awareness, attract supporters and maintain trust with limited budgets. This course covers non-profit communication strategy, storytelling for causes, media relations, digital and social media, supporter communication, fundraising communication, ethical communication and measuring impact.

Non-profits compete for attention and donations. You will learn cost-effective PR that builds support for your cause.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Cause storytelling workshops, low-budget campaign planning, media practice and case studies.

Course objectives

By the end of this course, participants will be able to:
• Develop a non-profit communication strategy
• Tell compelling cause stories ethically
• Gain media coverage on limited budgets
• Use digital and social media effectively
• Communicate with supporters and donors
• Measure communication impact

Target audience

This course is suitable for:
• Non-profit communication officers
• NGO managers
• Fundraising staff
• Volunteers in communication roles
• Foundation staff



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Target competencies

Participants will develop competencies in:

- Strategy
- Cause storytelling
- Media relations
- Supporter communication
- Impact measurement

Course outline

Day 1: Non-Profit Communication

09:00–10:08	Challenges
10:08–11:00	Strategy
11:00–11:30	**Coffee break**
11:30–11:45	Strategy (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Storytelling

09:00–10:08	Cause stories
10:08–11:00	Ethics and dignity
11:00–11:30	**Coffee break**
11:30–11:45	Ethics and dignity (continued)
11:45–12:53	Beneficiary voices
12:53–14:00	Workshop

Day 3: Media and Digital

09:00–10:08	Media relations
10:08–11:00	Social media
11:00–11:30	**Coffee break**



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11:30–11:45	Social media (continued)
11:45–12:53	Low-budget tactics
12:53–14:00	Exercise

Day 4: Supporters

09:00–10:08	Donor communication
10:08–11:00	Fundraising appeals
11:00–11:30	**Coffee break**
11:30–11:45	Fundraising appeals (continued)
11:45–12:53	Volunteers
12:53–14:00	Workshop

Day 5: Impact

09:00–10:08	Measuring impact
10:08–11:00	Reporting
11:00–11:30	**Coffee break**
11:30–11:45	Reporting (continued)
11:45–12:53	Trust
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,890.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
London Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	10 May 2027	14 May 2027	**€2,840.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,840.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Paris Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,860.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Vienna Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,940.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
London Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,890.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Vienna Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,940.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online