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1. Executive Summary

1.1 Overview:

The communication strategy for Unified Culture Promotion Foundation (UNICPF) is meticulously crafted to align seamlessly with the organization's overarching mission of delivering humanitarian aid and fostering development services in Nigeria. This strategy serves as a pivotal framework for orchestrating effective communication efforts, ensuring that UNICPF's fundamental objectives and activities are conveyed clearly and impactfully to a wide array of stakeholders. Central to this strategy is the harmonization of UNICPF's core values and operational ethos with its communication methods, bridging the gap between the organization's intent and its perceived image among the public, partners, and beneficiaries.

Fundamentally, this strategy goes beyond the mere dissemination of information; it's an orchestrated effort to build a narrative that resonates with UNICPF's vision of creating resilient communities worldwide, achieved through the integration of cultural activities into humanitarian aid, peace-building efforts, and sustainable development initiatives. This narrative is pivotal in shaping public perception, driving stakeholder engagement, and fostering a supportive ecosystem for UNICPF's activities.

1.2 Goals

The primary goals of this communication strategy are twofold. First, it aims to enhance UNICPF's impact in its operational regions by elevating the effectiveness of its communication. This enhancement is not just in terms of reach but also in the clarity and resonance of its messages. By employing strategic communication tactics, UNICPF seeks to amplify its voice and presence in the cultural sector, thereby garnering increased support, recognition, and resources for its initiatives.

Second, the strategy is designed to reinforce UNICPF's standing as a transparent, accountable, and responsive entity in the realm of humanitarian, peace-building, and sustainable development initiatives. Through consistent and empathetic communication, UNICPF intends to build and maintain trust among its stakeholders, ranging from the communities it serves to its donors and partners. This trust is crucial for long-term engagement and the sustainability of its programs.

In conclusion, the communication strategy stands as a cornerstone in UNICPF's efforts to make a profound and lasting impact in the lives of individuals and communities it serves. By aligning its communication efforts with its mission, UNICPF strides towards a future where its message and impact resonate across Nigeria and beyond, bringing hope and tangible improvements in multi-cultural sectors and overall quality of life.



2. Introduction

2.1 Background

Unified Culture Promotion Foundation (UNICPF), established in July 2023 under registration number 7067806 with the Corporate Affairs Commission, is a pioneering NGO committed to advancing cultural understanding, diversity, and harmony. UNICPF leverages the transformative power of cultural expressions—such as dance, music, and traditional practices—to bridge societal gaps and promote peace. Guided by core values of accountability, inclusivity, and integrity, the foundation aims to integrate cultural activities into humanitarian aid, peace-building efforts, and sustainable development initiatives. UNICPF envisions a global society where cultural tolerance fosters enduring peace and community solidarity.

UNICPF's strategic focus includes optimizing programs, expanding partnerships, and building capacity to enhance effectiveness and impact. The foundation's diverse portfolio features key programs such as the Assistance and Protection Programs, Peace-building & Social Inclusion Programs, Governance program, Lost Sheep Program, school program and the Family Connection Global Program. Through cultural festivals, educational workshops, and community engagement projects, UNICPF celebrates cultural heritage while advancing social inclusion. Governed by a dedicated Board of Trustees, the foundation operates with transparency and effectiveness, striving to build resilient communities and a vibrant tapestry of cultural diversity worldwide.

2.2 Purpose of Strategy

The communication strategy of UNICPF plays a pivotal role in enhancing the effectiveness of its engagement with various stakeholders. This strategy is not just a tool for information dissemination but a means to forge stronger connections with communities, international and national non-governmental organizations (INNGOs and NNGOs), government entities, and media outlets. It is designed to articulate the organization's mission, vision, and the impactful work being done on the ground, thereby increasing visibility and support for its initiatives.

At its core, the strategy seeks to create and sustain a dialogue with all stakeholders, ensuring that the voice of UNICPF is heard, and its efforts recognized. By doing so, UNICPF aims to foster a collaborative environment where partnerships are strengthened, resources are mobilized efficiently, and the overall impact of the organization is amplified. The strategy underscores the importance of clear and consistent messaging, which is vital for building trust and credibility among the communities served and the stakeholders involved.

In essence, the communication strategy serves as a roadmap for UNICPF, guiding how it shares its successes, challenges, and aspirations. It is tailored to not only enhance the organization's profile but also to advocate for the needs and rights of the vulnerable populations it serves. Through this strategic communication approach, UNICPF is positioned to effectively advocate for policy changes, increase community engagement, and drive positive change in the culture landscape of Nigeria and beyond.

The strategy further entails a comprehensive plan to navigate the complexities of working in conflict-affected areas, addressing potential challenges while capitalizing on opportunities to make a meaningful difference. It integrates various communication tools and channels to reach diverse audiences, ensuring that the messages are not only delivered but also resonate with the recipients.



Overall, the communication strategy is an integral component of UNICPF's efforts to realize its vision of integrating cultural activities into humanitarian aid, peace-building efforts, and sustainable development initiatives. By effectively communicating its values, goals, and achievements, UNICPF strengthens its capacity to deliver on its promise of creating societies where cultural tolerance paves the way for enduring peace and community solidarity.

3. Organizational Background

3.1 History and Registration

The Unified Culture Promotion Foundation (UNICPF) was established in July 2023 with the primary focus on promoting cultural understanding, diversity, and harmony to foster peace and social inclusion. Registered under the Corporate Affairs Commission with the registration number 7067806, UNICPF operates on the belief that cultural expressions such as dance, music, and traditional practices can bridge societal gaps and catalyze harmony across regions and nations. Since its inception, the foundation has been dedicated to harnessing the transformative power of culture to foster understanding, peace, and cohesion among diverse communities.

3.2 Vision and Mission

Vision:

UNICPF envisions a world where resilient communities thrive through the integration of cultural activities into humanitarian aid, peace-building efforts, and sustainable development initiatives. The foundation aims to create a global society where cultural diversity is celebrated, contributing to international cohesion and mutual understanding.

Mission:

UNICPF's mission is to harness the power of culture as a fundamental tool in humanitarian efforts, development initiatives, peace-building endeavors, and social integration. We strive to foster a world where cultural tolerance and appreciation serve as catalysts for lasting peace and community solidarity.

To achieve this mission, UNICPF focuses on several key areas:

- **Cultural Preservation and Promotion:** UNICPF works to preserve and promote cultural heritage through various programs, including cultural festivals, educational workshops, and community engagement projects. These initiatives celebrate cultural diversity and help communities to retain and cherish their unique cultural identities.
- **Education and Awareness:** The foundation emphasizes the importance of education and awareness in promoting cultural understanding. Through educational programs and public awareness campaigns, UNICPF aims to educate individuals about the value of cultural diversity and the role it plays in fostering peaceful coexistence.
- **Peace-building and Social Integration:** UNICPF integrates cultural activities into peace-building efforts, engaging with traditional and religious leaders, local communities, and other stakeholders to promote social integration and cohesion. These efforts are designed to reduce conflicts, build trust, and foster a sense of unity among different cultural groups.
- **Advocacy and Policy Influence:** UNICPF advocates for policies that support cultural diversity and inclusion at local, national, and international levels. By participating in policy dialogues and international forums, the foundation seeks to influence public opinion and policy decisions that enhance cultural harmony and social integration.



- **Sustainable Development:** Recognizing the interconnectedness of cultural preservation and sustainable development, UNICPF incorporates cultural activities into broader development initiatives. This approach helps to create resilient communities that are better equipped to face social, economic, and environmental challenges.
- **Community Empowerment:** UNICPF empowers communities by engaging them in cultural activities that enhance their sense of identity and belonging. Through initiatives such as the Family Connection Global Program and the Nutrition Project 2024, the foundation supports community-led efforts to improve livelihoods and promote social cohesion.

UNICPF strives to create a world where cultural tolerance and appreciation pave the way for enduring peace and community solidarity. By fostering a global society where every culture is celebrated, the foundation aims to contribute to a rich tapestry of cultural diversity that strengthens the fabric of international relations.

4. Communication Objectives

4.1 Awareness and Engagement

One of the primary communication objectives of the Unified Culture Promotion Foundation (UNICPF) is to significantly increase awareness of its cultural advocacy, humanitarian efforts, and developmental initiatives. This involves not only disseminating information about the various programs and services the foundation offers but also highlighting the impact and outcomes of these initiatives. By effectively communicating these aspects, UNICPF aims to foster a deeper understanding and appreciation of its work among the public, potential donors, and other stakeholders.

Engagement is another critical facet of this objective. UNICPF seeks to actively involve its stakeholders in a meaningful dialogue, creating a two-way communication channel. This approach includes engaging with local communities to better understand their cultural needs, collaborating with government and non-government partners for more effective program implementation, and interacting with the media to amplify its message. By hosting cultural festivals, educational workshops, and community engagement projects, UNICPF fosters a spirit of unity and cooperation. The goal is to build a robust network of support and collaboration, which is essential for the success of its mission to promote cultural understanding, peace-building, and social integration.

4.2 Transparency and Accountability

Transparency and accountability in communication are fundamental to the Unified Culture Promotion Foundation (UNICPF). The organization is dedicated to openly sharing information regarding its goals, operations, achievements, and challenges. This openness is not just about providing updates but also about being honest and forthright about the difficulties encountered and the lessons learned. Such transparency fosters trust and credibility among all stakeholders, including beneficiaries, partners, donors, and the general public.

Communicating transparently also means ensuring that the information provided is accurate, timely, and relevant. UNICPF commits to regular updates on its progress and the efficient use of resources. This approach reinforces accountability, as it allows stakeholders to see how their support and contributions are making a difference. By providing detailed reports on program outcomes, financial statements, and impact assessments, UNICPF demonstrates its commitment to responsible stewardship of resources.

Moreover, by openly discussing challenges, UNICPF can engage its stakeholders in finding solutions and innovations. This collaborative problem-solving not only enhances the effectiveness of UNICPF's



interventions but also strengthens bonds with those invested in the organization's success. It creates a sense of shared responsibility and collective effort towards achieving common goals.

In essence, these communication objectives—enhancing awareness and engagement, and ensuring transparency and accountability—are crucial for UNICPF's continued success and growth. They enable the organization to build and maintain a positive reputation, secure the necessary support and resources, and most importantly, make a meaningful and lasting impact in the communities it serves. Through strategic and thoughtful communication, UNICPF reinforces its commitment to promoting cultural understanding, peace-building, and social inclusion, aligning its communication efforts with its overarching mission and vision.

5. Target Audiences

5.1 Primary Audiences

Beneficiaries (Local Communities):

At the heart of UNICPF's communication strategy are the local communities it serves. These include individuals and families in culturally diverse and under-served regions. Communication with this group focuses on raising awareness about available cultural and social inclusion programs, educating them on cultural heritage and its importance, and empowering them with information to improve their well-being and cultural identity.

Government Agencies:

As key partners in policy-making and program implementation, government agencies at the federal, state, and local levels are vital audiences. Communication with these entities centers on advocacy, policy dialogue, and collaboration. The goal is to align UNICPF's activities with governmental cultural and social development plans and secure support for various initiatives.

National and International Non-Governmental Organizations (NGOs):

NGOs are crucial for networking, resource sharing, and collaborative interventions. UNICPF's communication with these organizations aims to foster partnerships, share knowledge and best practices, and explore funding opportunities.

Donors:

Donors, including individuals, corporations, and international funding bodies, require transparent and impact-focused communication. UNICPF's strategy here is to demonstrate the effectiveness and impact of its programs, showcasing how donor contributions are making a tangible difference in promoting cultural understanding and social cohesion.

Media:

The media plays a pivotal role in shaping public perception and increasing visibility. UNICPF engages with various media outlets to disseminate information about its work, highlight success stories, and raise awareness about the challenges faced in promoting cultural advocacy and social inclusion.

5.2 Tailored Communication

Beneficiaries (Local Communities):



Communication with local communities is conducted in a culturally sensitive manner, using local languages and appropriate channels such as community meetings, local radio, and through cultural leaders. This ensures the message is not only received but also understood and acted upon.

Government Agencies:

Formal and professional channels like reports, policy briefs, and high-level meetings are used for communication with government agencies. This ensures clarity and alignment with bureaucratic and policy frameworks.

National and International NGOs:

Communication with NGOs often takes place through digital platforms, conferences, and networking events, focusing on collaborative language and emphasizing shared goals and values.

Donors:

For donor audiences, UNICPF employs a mix of personalized communication, detailed reports, and regular updates through newsletters and digital platforms. This approach is designed to keep donors informed and engaged with the ongoing projects and their outcomes. Visual storytelling and impact stories are also used to make a more emotional and personal connection, highlighting the real-life impact of their contributions.

Media:

Engaging with the media involves press releases, media briefings, and social media engagement. UNICPF leverages both traditional and new media to reach a broader audience. The organization ensures that its interactions with the media are strategic, timely, and newsworthy, focusing on stories that highlight the organization's achievements, human-interest stories from the field, and insights into the challenges faced.

In summary, UNICPF's communication strategy is tailored to each of its primary audiences, taking into account their unique needs, preferences, and communication styles. This targeted approach ensures that UNICPF not only disseminates information effectively but also builds strong, lasting relationships with its stakeholders. By doing so, UNICPF enhances its ability to serve its communities, achieve its goals, and drive positive change in the cultural advocacy and social inclusion landscape globally.

6. Key Messages

6.1 Core Messages

Importance of Cultural Advocacy and Social Inclusion:

Central to UNICPF's communication is the message that cultural advocacy and social inclusion are fundamental rights for all, especially in underserved and marginalized communities. This message highlights the organization's commitment to bridging cultural gaps and ensuring that diverse cultural heritages are preserved, celebrated, and integrated into the broader social fabric.

Impact of Cultural Programs:

UNICPF's messaging strongly focuses on the tangible impacts of its cultural programs. This includes showcasing how its initiatives in cultural education, heritage preservation, and social inclusion are transforming lives and communities. The aim is to convey the positive changes brought about by these interventions, thereby illustrating the practical benefits of promoting cultural understanding and social cohesion.

Collaborative Action:



Emphasizing the power of collaboration, UNICPF's messages underscore the significance of working together with government agencies, international NGOs, local partners, and communities. This collaborative spirit is vital for achieving sustainable cultural and social development outcomes.

6.2 Successes and Challenges

Highlighting Achievements:

UNICPF's communication includes sharing success stories and milestones achieved in various projects and initiatives. This not only serves as proof of the organization's effectiveness but also inspires and encourages continued support from stakeholders.

Addressing Challenges:

Transparent communication about the challenges faced in the field is another key aspect of UNICPF's messaging. This openness about obstacles – whether they be logistical, financial, or socio-political – not only builds trust but also invites support and solutions from a wider community. It underscores the complex nature of cultural advocacy work and the need for ongoing support and innovation.

In crafting these key messages, UNICPF ensures that they are consistent, clear, and aligned with its overall mission and vision. The messages are tailored to resonate with different audiences, ensuring that they are delivered in a manner that is engaging and motivating. This strategic approach to messaging allows UNICPF to effectively communicate its values, goals, and the urgent need for cultural advocacy and social inclusion, thereby garnering broader support and making a deeper impact in the communities it serves.

7. Communication Channels

7.1 Diverse Channels

Social Media:

Recognizing the power of digital platforms, UNICPF leverages social media channels like Facebook, Twitter, Instagram, and LinkedIn for real-time updates, storytelling, and engaging with a global audience. These platforms are used for sharing success stories, advocacy campaigns, and emergency alerts, making them a vital tool for both awareness and engagement.

Press Releases and Media Engagements:

Traditional media channels, including newspapers, television, and radio, are utilized for press releases and media briefings. These channels are particularly effective in reaching a wide audience, including those who may not be active on social media. Regular media engagements help maintain visibility and keep the public informed about UNICPF's activities and impact.

Community Meetings:

At the grassroots level, community meetings are an essential channel for direct interaction with beneficiaries. These meetings serve as platforms for disseminating information, gathering feedback, and engaging in participatory decision-making, thereby ensuring that community voices are heard and integrated into program planning and implementation.

Workshops and Training Sessions:

UNICPF organizes workshops and training sessions for capacity building, education, and advocacy. These sessions serve as an effective channel for engaging with local communities, government officials, and partner organizations, providing a space for learning, dialogue, and collaboration.



Direct Stakeholder Engagement:

Personal meetings, stakeholder forums, and partnership events are key for engaging directly with donors, government representatives, and partner organizations. These channels allow for in-depth discussions, strategic planning, and nurturing of long-term relationships.

7.2 Information Dissemination

Tailored Messaging:

UNICPF ensures that the content disseminated through each channel is tailored to suit the medium and the audience. This involves crafting messages that are appropriate for the tone and format of each platform, whether it's a concise and engaging post for social media or a detailed report for a stakeholder meeting.

Consistent and Frequent Updates:

Regular updates across all channels are crucial to keep the audiences engaged and informed. UNICPF adopts a strategic approach to ensure consistency in messaging and frequency, thereby maintaining a steady stream of communication.

Feedback and Responsiveness:

An essential part of effective information dissemination is not just broadcasting information but also listening and responding. UNICPF incorporates mechanisms for gathering feedback through its channels, ensuring that the communication is two-way and that stakeholder inputs are valued and addressed.

Impact and Storytelling:

Utilizing storytelling techniques, especially in showcasing impact, allows UNICPF to connect more deeply with its audiences. Stories of individual beneficiaries, communities, and the changes brought about by UNICPF's work are powerful tools for illustrating the organization's impact and fostering emotional connections with audiences.

Multilingual and Culturally Sensitive Content:

Recognizing the diverse linguistic and cultural landscape of Nigeria and other operational areas, UNICPF ensures that its communications are multilingual and culturally sensitive. This approach not only enhances accessibility and understanding but also demonstrates respect for the communities served.

Crisis Communication:

In times of crisis or emergency, UNICPF leverages its channels for rapid and clear communication. This is crucial for disseminating critical information, coordinating response efforts, and reassuring stakeholders and beneficiaries.

In summary, UNICPF's use of diverse communication channels is a strategic effort to ensure that its key messages reach and resonate with varied audiences. By effectively utilizing these channels for information dissemination, stakeholder engagement, and feedback, UNICPF strengthens its communication impact, ensuring that its mission and work are understood, supported, and amplified across different platforms and audiences.

8. Monitoring and Evaluation



8.1 Assessment Methods

Performance Metrics for Digital Channels:

UNICPF utilizes analytics tools to track engagement, reach, and response on digital platforms like social media and the website. Key performance indicators (KPIs) such as clicks, shares, likes, comments, website visits, and the duration of engagement are monitored to evaluate the effectiveness of online content and campaigns.

Feedback Surveys and Questionnaires:

UNICPF conducts regular surveys and questionnaires among its target audiences, including beneficiaries, partners, and donors, to gather direct feedback on its communication efforts. These tools help assess the clarity, relevance, and impact of the messages disseminated, ensuring that the organization meets the needs and expectations of its stakeholders.

Media Monitoring:

Tracking media coverage and mentions in news outlets, blogs, and other media platforms is crucial for UNICPF. This involves analyzing the tone, frequency, and reach of media coverage to understand how the organization is perceived in the public domain and to measure the impact of its media engagement efforts.

Stakeholder Meetings and Interviews:

UNICPF holds regular meetings and interviews with key stakeholders, including community leaders, partners, and government officials, to receive qualitative feedback on the organization's communication approaches and strategies. This direct interaction helps refine communication tactics and foster stronger relationships with stakeholders.

Workshop and Event Evaluations:

After conducting workshops, training sessions, and public events, UNICPF gathers participant feedback to assess the effectiveness of these communication activities. This can include post-event surveys, participant observation, and informal discussions to gauge the success and areas for improvement of these engagements.

Internal Communication Reviews:

Regular reviews of internal communication processes and practices are conducted to ensure they are efficient and effective. This includes staff surveys and meetings to gauge the internal team's understanding and engagement with the communication strategy, fostering a cohesive and informed organizational environment.

Benchmarking Against Best Practices:

Comparing UNICPF's communication practices with industry standards and best practices in the NGO and humanitarian sector is essential. This involves staying informed about the latest trends and approaches in communication and evaluating how UNICPF's strategies align with these standards to maintain excellence and relevance.

Impact Assessments:

Assessing how the communication strategy impacts the overall goals and objectives of UNICPF is vital. This includes analyzing whether communication efforts have led to increased awareness, engagement, fundraising success, and enhanced reputation, thereby supporting the organization's mission and vision.

Crisis Communication Response Evaluation:



In the event of a crisis, UNICPF evaluates the effectiveness and timeliness of its crisis communication. This assessment helps in understanding the strengths and areas for improvement in communicating during emergencies, ensuring preparedness for future crises.

Adjustment and Adaptation:

Based on the findings from these evaluations, UNICPF adjusts and adapts its communication strategy as needed. This involves making data-driven decisions to refine messaging, target new audiences, alter communication channels, or address any identified gaps, ensuring continuous improvement and effectiveness.

Through these comprehensive monitoring and evaluation methods, UNICPF ensures that its communication strategy remains effective, relevant, and aligned with its mission. Regular assessment allows for continual improvement, ensuring that the organization communicates in the most impactful way with its diverse stakeholders.

Approved by:

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24.06.2024