

NAME * ROLE

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Episode Notes

KEY IDEAS

1. Raising awareness includes knowledge of issues, understanding impact, inspiring movements, and influencing decision makers.
2. Communication builds trust between donors and organisations: aligning goals, sharing perspectives, & developing partnerships.
3. The media pays more attention to Western philanthropists, with less interest in other giving habits and cultures. This needs to change.

QUOTE

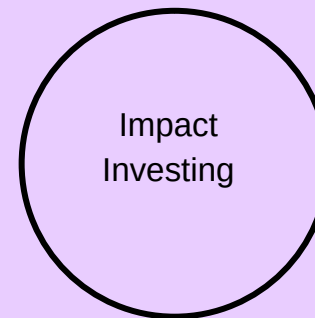
"Communications plays a critical role to enable giving by raising awareness and building trust."



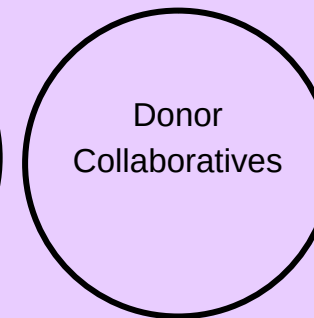
RAPID FIRE QUESTIONS

ADDITIONAL RESOURCES

- Learn more about African philanthropy with Alliance magazine, [here](#), [here](#), and [here](#)
- Communication and philanthropy [Uni minor](#) (US-based)
- External communication tools, [United Philanthropy Forum](#)
- [The Communication Network](#), for NGO communications



OVERUSED JARGON



INSPIRING TREND



NEXT-NEEDED ROLE