



This project is funded
by the European Union

**Technical Assistance to support CSO
development in the Republic of Moldova**

EuropeAid/138197/DH/SER/MD-Relaunch
(Contract No: 2017/388-484)



KINDLING A BETTER WORLD

A project implemented by a
KMOP led consortium

Frequently Asked Questions

EU Communication & Visibility regulations implementation

N	Question	Answer
1.	In what order do we arrange logos when we have more donors and beneficiaries?	Logos are arranged from left to right in the order of their superiority, or in the order in which they provided assistance. At the top of the visibility materials it is not recommended to insert more than 3-4 logos. If their number is exceeded, the logos may be included at the bottom of the visibility material.
2.	How do we make people interested in the messages of our project, even if we are dealing with a very narrow target group?	In order to arouse the interest of the target audience, as well as the general public, we must communicate in a humanized manner, in an easy-to-understand language, to use various channels of communication and to use tools such as success stories, infographics, videos , photo, etc.
3.	Do we use a type disclaimer or adapt for each project separately?	The disclaimer is a text approved by the donors and must be included on each visibility material. Any change in the text of the disclaimer is consulted with the donors.
4.	How can we ensure the visibility of donors through social networks?	Social networks are an important platform for communicating and increasing donor visibility. The language used on these platforms should be light, but maintain the sobriety imposed by donors. The communication will be dosed, constantly and using various tools: images, videos, GIFs, infographics, illustrated, etc.
5.	In what order do we arrange the logos on a Facebook cover?	Arranging logos on images for social media keeps the same rule as any other visibility material.
6.	How often should we change the Facebook cover and how often do we post content there?	Specialized textbooks offer several options, but the practice shows that social media posts should not be less than 3 times a week and no more than 3 times a day.



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7.	In the press releases where do we mention donors? Can we even mention it in the lead or leave it in the background?	A classic press release should answer the questions: what? who? when? how? why? for whom? how? Which means that a press release allows the donor to be mentioned both in the lead and in the background, only that an essential disclaimer with the donors, which is generally valid for any published material, must be included in the footer.
8.	If we have two donors and both have our own communication rules that we consider to be priority?	Prioritization of donors is made according to the status of each, depending on the value of the donation or agreed in particular with the parties involved.
9.	How many days before an event we invite the press and what will contain a complete media kit?	Because the event market is crowded, the press invitation must be sent no later than one day before the event. The press file must contain: event agenda, press release, speaker presentation, speaker quotes, supplementary materials on the topic, etc.