

Stay Strong, Stay Standing

Key Takeaways from Session 3: Get Ahead

In effort to ensure youth-led and community-based organizations are able to continue to serve young people with SRHR information and services, FP2020 and IAWG have put together this crisis-management workshop series on organizational resilience during crisis for YLOs and CBOs. This is a summary of session 3. Find more information [here](#)

1) YOU CAN ONLY RESPOND TO WHAT YOU CAN PREPARE FOR

- **We can't predict the future, so don't try!** Instead, plan based on the most up-to-date information. Think through the possible disasters that could arise and map activities and interventions against these to prepare. Utilize tools such as [CARE insights](#) and [CARE's Emergency Management Toolkit](#).
- Disasters don't impact everyone equally—conducting a [Rapid Gender Analysis](#) helps to understand how a crisis will impact women and girls in your community.

2) ADVOCATE FOR SRH BEFORE, DURING, AND AFTER CRISES – 5 KEY CONSIDERATIONS

- **Power in numbers.** Work with other youth advocates to share similar messages and recommendations.
- Everyone has a unique role to play in the pandemic response. **Get to know who is involved.**
- **Be nimble and creative.** Don't just deliver a message, provide accompanying recommendations too.
- **Work with messages that resonate.** Facts and consequences work with politicians and decision makers.
- Your voice is a powerful tool! **Document everything** you are doing and share what's happening in your community on social media to share with donors and other organizations working in SRH.

3) FIND END USERS WHERE THEY ARE

- **Shift how you use social media,** so it isn't just for sharing your work but a way to actively engage users, provide services, and strengthen programming. **Leverage existing channels** that are already part of people's daily lives, such as WhatsApp, to provide telehealth and keep communication with beneficiaries open.
- **Develop and strengthen ties with other organizations** to ensure beneficiaries have access to services.
- **Be in constant listening mode.** Adapt interventions using [principles](#) of [human centered design](#).

4) SMALLER ORGANIZATION FUNDRAISING METHODS

- **Be at the table.** Join partnerships, coalitions, forums, and **CONTRIBUTE!** Be clear about what knowledge and experience you offer to the moment. Check out [Charter for Change](#) to connect with organizations in your country about localized humanitarian aid.
- **Don't underestimate the power of the movement.** Bring youth in your work and mission and tell your story!
- Check out these **grant and planning resources:** [Writing a successful grant proposal](#), [Grant writing webinar](#), [BridgeSpan tool](#) (scenario planning for nonprofit organizations).
- Share your COVID experience on visible platforms such as UNICEF's [Voices for Youth](#) and their [U reporter](#) program. Donors can search these platforms for your stories and connect with you!

5) GET CREATIVE WITH WHAT ALREADY EXISTS

- **Use traditional media.** Get your organization to be a quoted resource in articles, contact journalists on Twitter and via email, and reach out to a local radio station to speak about your work.
- **Work with organizations** who are already active in your community to mobilize resources and fundraising.
- **Find out what donors are talking about** on social media. Respond with your perspective to keep your organization at the top of their mind and their feed!
- **Use SMS and WhatsApp** to collect information and capture stories, and amplify all of this to make change in your community. **You are the expert in sharing experiences from your community, so share often!**