

MODULE 2 COMMUNICATING WITH BENEFICIARIES AND COMMUNITIES

PART 3 What Communities might need to know about Aid Organizational Engagement

This chapter will explore what communities might need to know about aid organizational engagement such as:

1. Project Assessment

For your project assessment, you will need to talk to communities to consult on how you can best implement aid in accordance with their needs and the surrounding environment. You will need to know *details that are relevant to your project proposal and the design of your project intervention*. You also must think about *what they need to know from you*. They will want to know *what assistance* you are proposing and whether it is actually *relevant* to their current situational needs.

2. Information about the aid

Alongside the type of aid on offer, beneficiaries and target communities will also likely want to know *who* will be providing the aid, *how long for*, *how frequently*, in which *locations* and which communities are going to benefit. The latter detail can be particularly significant as *the provision of aid to a singular community may create or exacerbate pre-existing tensions* between different communities of non-beneficiaries and beneficiaries. To mitigate this, it is best to *consult with beneficiaries and clearly outline the beneficiary selection criteria before the project begins*.

3. Relevant contact information

You should also collect the *relevant contact information* of intended beneficiaries (such as their phone numbers or email addresses) both for your own future reference and so that they can contact you to raise *questions*, and *complaints*, give *feedback*, or *organize community meetings* or *focus group discussions* in the future. If the project has specific complaint response mechanisms, then these should be clearly outlined to beneficiaries from the beginning of the project and remain accessible throughout its duration.

4. Role of the community

You must also *agree and clarify what the community's role is going to be in the project design*. Do not underestimate the assistive capacity and engagement that communities can leverage; they also may have ideas about how you can best assist them. So, it's important when looking at communication to *examine all avenues*.

Communication for a project requires both give and take. It is not just about how you can receive and request information from communities. It is also about how you provide information to the communities as well.