Communications

Executive Summary

Communications is the division of The World Federation of KSIMC which serves as the link for both the internal and external audience.

Current Achievements:

- Reporting has been improved with a brand new standardized design
- Providing reports in a more timely manner;
- Creating various successful mailshots for various departments
- Developing a set of design guidelines to maintain consistency
- Updated CRM integration with web systems.
- Business and Professional Directory developed and soft launched.

Current Projects:

1. **Social Media:** The WF is actively communicating via social media. Interaction and subscriptions to our FB, YouTube and Twitter pages are consistently increasing

2. **Launch of the New Website:** The new site aims to update the image and functionality

3. **Business and Professional Directory**: is a tool that will enable businesses and professionals to stay connected

4. **Profiling Ulama and Marjae:** We have been profiling scholars via the website and the newswire, giving information and insight to our readers.

5. **Improving communication Donors through follow up Letters:** The World Federation is working on methods of communication with donors such as personalized thank you letters and other forms of follow up.

Marketing & Communications

Introduction:

Communications is the division of The WF of KSIMC which serves as the link for both the internal and external audience. Internally, the division serves as a means of connecting the various departments and works as a medium of assistance to each department. On the other hand, externally, we communicate with our members through the website, newswire, publications, reports and social media.

Goals:

1. Send weekly updates to its members in relation to The WF and Regional Federations;
2. To provide current, up to date information on current events and issues as they arise;
3. To commemorate and celebrate significant events in our history;
4. To develop publications which include out of the box, thought provoking pieces on various issues and topics;
5. To provide high quality reports;
6. To effectively communicate within internal departments ensuring their needs are met;
7. Use mediums like Website, mailshots and social media (Facebook [FB] & Twitter) to communicate with our members.

Current Achievements:

- Reporting has been improved with a brand new standardized design which is organized, visually attractive and easy to understand;
- Providing reports in a more timely manner;
- Creating various successful mailshots for MCE, Ramadhan Relief Fund, The sandwich campaign, Eid, the Health report as well as departmental annual reports;
- Developing a set of design guidelines to maintain consistency and standardization on all reporting, campaign and print material
- The development and internal soft launch of the new World Federation website as well as the new MCE and Legacy websites
- Updated CRM integration with web systems. Forms have been implemented to assist communication with users and to update and modify records on the CRM
- Business and Professional Directory developed and soft launched.

Current Projects and Status

1. Social Media

The WF is actively communicating via social media. Interaction and subscriptions to our FB and Twitter pages are consistently increasing. We also have a YouTube account that helps bring attention to some of our ongoing projects in video format, a prominent example was the release of a Syria Documentary which linked in with Relief's 'Syria Refugee Campaign'.

2. Launch of the New Website

The organisation has been working on developing a new website. The current website is over 10 years old and is outdated. The goal of the site is to streamline all of our internal and external communications. The new site aims to update the image and functionality by creating a user friendly, visually appealing, site which is easy to navigate and provides information about the organisation, its projects and activities both visually and through text. The site also increases user interaction throughout the site and via social networking.

The new website allows linking the various sections and at the same time have the capability to market itself in independently. All this can be done under one brand. The site is divided into five main areas

- **Relief** (International Relief and Development, Health and ZCSS sections)
- **Community** (Education, Family affairs, Capacity Building, Khojamatch and WF shop)
- **Islamic Education**
- **MCE**
- **Secretariat**.

The site will also be linked to the new Legacy and Business Directory website. This will also provide better information and will allow for improved communications. The site improves our external image, attracting new users and donors.

3. Business and Professional Directory

This directory is a separate website that has been developed (to be launched very soon) and will be linked to the new WF website. The Business and Professional Directory is a tool that will enable businesses and professionals to stay connected and ensure the sustainable economic growth of our Khoja community across the world.

4. Profiling Ulama and Marjae

The Ulama and Marjae of the past and the present have had an invaluable impact all over the world. Therefore, it is extremely important to take the time to acknowledge and appreciate the efforts of these great personalities. The WF has been profiling these scholars via the website and the newswire, giving information and insight to our readers.

5. Improving communication Donors through follow up Letters

To improve relationships between the organisation and the donors, The WF is working on methods of communication with donors such as personalized thank you letters and other forms of follow up. An example form 2013 is the new ZCSS Welcome Packs and Report cards.

Areas for Improvement:

1. Access and management of more detailed information on donors
2. Improving the reach to the grass roots community
3. Attracting the youth to the organisation
4. Use new and innovative ways to communicate with the audience
5. Training for the use of the new website across departments
6. Consistency across branding (web and print)

Recommendations:

1. A web and graphics Intern can help with the efficient transfer of sections from our old website to the new website

2. Implementing a system for departments to communicate better between projects that overlap or are of the same kind (i.e. editing of the CRM)

3. To have the services of writers to prepare articles or press releases as when the team requires