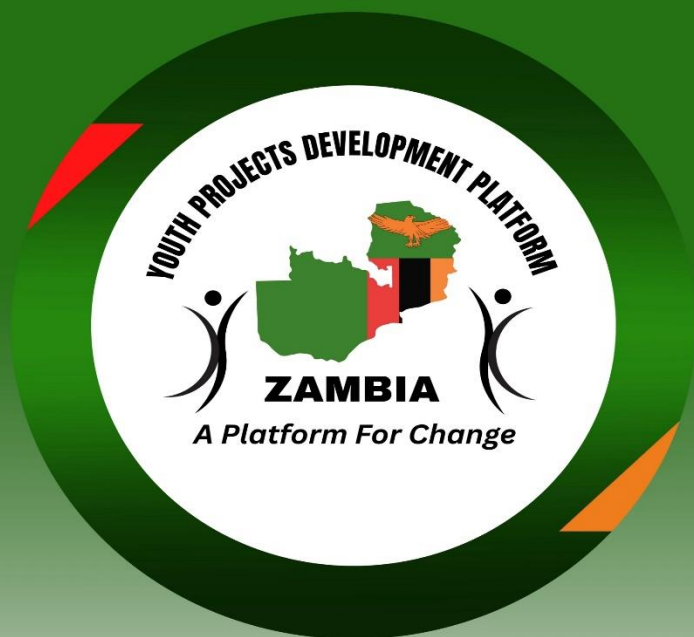




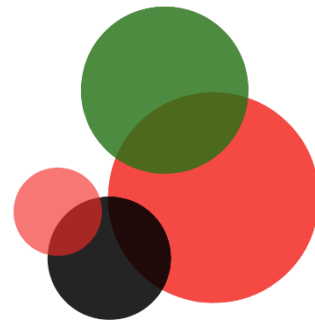
**Youth Projects
Development Platform**

COMMUNICATION STRATEGY

*A Community of Visionary Youths,
A Platform for Change*

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The Youth Projects Development Platform



Youth Projects Development Platform

A Community of Visionary Youths, A Platform for Change

THE COMMUNICATION STRATEGY

2025-2030

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HOW TO REACH US

Contact Details



Plot 85b, Katima Mulilo Rd, Garden, Lusaka, **Zambia**



ypdpzambia@gmail.com



260-956-514-131/ +260-971-469-323



<https://ypdpzambia.org/>

Social Media



<https://web.facebook.com/ypdpzambia>



<https://www.instagram.com/youprodevplat/>



<https://www.linkedin.com/company/youth-projects-development-platform-ypdp/>



<https://x.com/ProjectsYouth?t=Vw2SwKFI91GzMxahaeXQXw&s=09>



https://www.tiktok.com/@ypdpzambia?_r=1&_t=ZS-91m7LzJU0uN

DOCUMENT CONTROL

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INTRODUCTION

The Youth Projects Development Platform (YPDP) is a dynamic, youth-led Non-Governmental Organization founded in Lusaka, Zambia, in 2017. Registered nationally, the Organization champions economic independence for young people through targeted programs in economic development, education sponsorship via Edu-Fund, innovation support, the 100 Youths cooperative initiative, and environmental stewardship like the Green-Clean Youth Response.

As YPDP broadens its reach across Zambia's provinces, empowering marginalized rural youth, women, innovators, and communities, this 2025-2030 Communications Strategy serves as a vital roadmap. It strengthens outreach to diverse audiences, from rural participants and civic leaders to government partners and international donors. Positioned as a strategic guide, the Communications Strategy ensures that the organization's mission is communicated clearly, consistently, and compellingly across all platforms.

Anchored in the organization's core values of integrity, inclusiveness, innovation, and community empowerment, this strategy establishes a unified approach to internal and external communication. With tailored messaging, multi-channel approaches (digital for urban youth, radio for rural areas, formal reports for stakeholders), rigorous approval processes, and clear success metrics, the strategy builds trust, boosts participation, and amplifies youth voices to drive sustainable development nationwide. By aligning communication efforts with YPDP's long-term strategic goals, the 2025–2030 Communications Strategy supports the organization's growth and strengthens its influence at community, national, and international levels.

ABOUT THE ORGANIZATION

Youth Projects Development Platform is a National Youth-Led Non-Governmental Organization established in 2017 in Lusaka, Zambia. It was founded on the belief that young people are central to national development and that meaningful participation, innovation, and empowerment are essential to unlocking Zambia's socio-economic potential. In 2021, the organization obtained full legal registration, enabling it to scale its programs.

Since its inception, YPDP has focused on reducing barriers faced by young people, especially those in underserved and rural communities, by providing opportunities for education, entrepreneurship, leadership development, environmental stewardship, and social inclusion. The

organization's programs have evolved to address real community needs, including economic vulnerability, limited access to education, youth unemployment, climate change challenges, and gaps in innovation support.

YPDP operates through a multifaceted approach that integrates youth empowerment, poverty reduction, and community development. Its flagship initiatives, ***the 100 Youths, the Youth Inventions and Innovations, the Green-Clean Youth Response, and the Edu-Fund***, form the backbone of this work. These programs collectively aim to equip young people with practical skills, resources, and supportive networks to lead transformative change in their communities.

Over the years, YPDP has built strong partnerships with local communities, traditional leaders, schools, youth groups, government institutions, and civil society organizations. These collaborations have strengthened the organization's capacity to deliver impactful, youth-centered solutions and to amplify the voices of young people at both grassroots and national levels. Guided by a commitment to integrity, inclusiveness, and sustainable development, YPDP continues to expand its footprint across Zambia. Its work reflects a growing movement of young leaders who are determined to create a more equitable, prosperous, and empowered future for themselves and their communities.

Vision

We envision a Zambia where youths are educated, empowered, and active participants in shaping a healthy, sustainable, and inclusive society, where their ideas, entrepreneurial initiatives, inventions, and innovations thrive within a framework of good governance and accountability.

Mission

To empower youths to drive Zambia's development by fostering economic independence, promoting cooperative entrepreneurial initiatives, supporting inventions and innovations, and advancing a green and sustainable environment, while championing transparency, accountability, and good governance as foundations for inclusive community development.

Objectives

The objectives of Youth Projects Development Platform shall be as follows:

1. To promote youth invention and innovation through the mobilization of resources, strategic partnerships, and enhancement of technical and entrepreneurial skills.
2. To encourage and sustain the establishment of youth cooperatives and entrepreneurial initiatives through the effective implementation of the “100 Youths Programme” and other related empowerment projects.
3. To support vulnerable children and young people through mentorship, training, and educational sponsorship by providing partial or full financial assistance to deserving beneficiaries.
4. To promote a sustainable natural environment through the implementation of the “Green-Clean Youth Response” initiative and other environmentally friendly programs.
5. To promote good governance and accountability as key pillars for inclusive and sustainable community development.

COMMUNICATIONS STRATEGY OBJECTIVES

General Objective

The general objective of this communications strategy is to Act as the engine to help people understand YPDP's mission, foster trust in the institution, thereby encouraging full participation in programs.

Specific objectives

1. To increase awareness and participation: Grow public knowledge of YPDP programs by 50% across Zambia, boost youth turnout in all activities to 80%, and expand digital and community reach by 50%, connecting with at least 20,000 people yearly.
2. To build trust through transparency: Share quarterly updates and an annual report on governance, finances, and board decisions to promote clear communication and accountability.
3. To highlight impact and youth voices: Produce and share 20 success stories yearly, with at least 8 from rural youth, to show positive program outcomes and inspire engagement.

TARGET AUDIENCE

Primary

Primary audience are groups of people central to YPDP's program implementation and impact. Thus, they are reached first and most frequently. These are youth beneficiaries, including those in marginalized and hard-to-reach communities relying on community meetings, local radio, and schools for information. Here below is a detailed look at the subcategories that exist in this target based on the organizational objectives:

Table 1: Primary Target Audience

Primary Audience	Why they Matter	Current Awareness	Preferred Channels	Barriers / Motivations	Communication Goal
Marginalized rural youth (15–35) in Luapula, Muchinga, Northern, Southern and Eastern province	Core beneficiaries for civic participation, entrepreneurship, climate action and Edu-Fund	Low to moderate	Community radio, WhatsApp groups, local leaders, church/ community meetings	Barriers: limited internet, low trust, low information access. Motivation: opportunities for skills, jobs, education	Reach 80% of targeted rural youth with clear programs information by 2027
Young entrepreneurs and innovators (urban + peri-urban)	Key for Innovation Hub, Catalyst Craft, youth cooperatives	Moderate awareness	Social media, training workshops, LinkedIn, peer networks	Barriers: skepticism, limited access to finance. Motivation: skills, markets, visibility	Increase engagement with innovators by 50% by 2026
Youth participants in civic and governance programmes	Central to FM governance, social accountability, and policy advocacy	Low	Radio, schools, youth clubs, WhatsApp	Barriers: political fear. Motivation: confidence, leadership opportunities	Train and inform 500 youths on civic participation by 2028
Parents, caregivers, and guardians (Edu-Fund)	Gatekeepers for children's participation, decision-makers	Moderate	Radio, community meetings, schools, churches	Barriers: mistrust, misinformation. Motivation: children's education and safety	Increase parental support for Edu-Fund activities by 40% by 2026

Women's groups and rural cooperatives	Important for inclusion, local leadership and sustainability	Low to moderate	Community meetings, church groups, radio	Barriers: household duties, lack of time. Motivation: income, empowerment	Reach 1,500 women with YPDP messaging by 2030
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Secondary

These are groups of people or individuals and institutions who influence, enable, or benefit indirectly from YPDP's work. They are essential for partnerships, advocacy, funding, and credibility. They include partners, donors, government bodies, and cultural and informal structures of power such as traditional leaders.

Table 2: *Secondary Target Audience*

Secondary Audience	Role/Influence	Current Awareness	Preferred Channels	Barriers / Motivations	Communication Goal
Government ministries (Youth, Community Development, Education, Environment)	Policy support, coordination, endorsements	Moderate to high	Policy briefs, meetings, official letters, email	Barriers: bureaucracy. Motivation: youth impact, SDG alignment	Share 4 policy briefs annually and secure 3 ministry collaborations by 2030
Local authorities and traditional leaders	Gatekeepers and influencers for rural access	High trust at community level	Meetings, ceremonies, direct engagement	Barriers: limited documentation. Motivation: community development	Engage 50 leaders annually for programme mobilization
Donors and partners (local + international)	Funding, technical support, credibility	Moderate	Reports, newsletters, proposals, social media	Barriers: demand for evidence. Motivation: demonstrable impact	Publish 2 donor reports yearly and secure 10 partnerships by 2030

Schools, teachers, and youth clubs	Help mobilize children and youth	Moderate	School visits, WhatsApp, brochures	Barriers: limited time. Motivation: student success	Reach 200 schools with campaigns by 2029
Media houses (radio, TV, newspapers)	Amplify YPDP visibility	Low to moderate	Press releases, interviews, media kits	Barriers: cost. Motivation: community-focused stories	Secure 30 media features per year
Internal stakeholders: Staff, Board, trainers, provincial coordinators	Ensure alignment and unified messaging	High	WhatsApp, email, team meetings, reports	Barriers: limited structure. Motivation: clarity, team cohesion	Achieve 100% monthly reporting compliance by 2026

Tertiary

Tertiary audiences are groups that interact with YPDP indirectly through the primary and secondary audiences or encounter the organization's work through public communication, community influence, or digital visibility. They are not direct program targets but play an important role in shaping public perception, expanding outreach, and strengthening community support for youth development. This category includes the general public, community influencers, alumni of YPDP programs, civil society networks, private-sector actors who may adopt youth innovations, and digital audiences who engage with YPDP online.

Table 3: Tertiary Target Audience

Tertiary Audience	Why They Matter	Current Awareness	Preferred Channels	Barriers / Motivations	Communication Goal
General public (national audience)	Broadens visibility, shapes national perception of youth issues	Low to moderate	Radio, TV, Facebook, community events	Barriers: low engagement. Motivation: inspiring success stories	Increase national visibility by 40% by 2030

Alumni of YPDP programs	Serve as ambassadors, mobilizers, mentors	Moderate	WhatsApp, Facebook groups, newsletters	Barriers: limited follow-up. Motivation: belonging, growth	Establish active alumni network of 1,000 youths by 2029
Civil society and advocacy networks	Strengthen collective action and cross-sector collaboration	Low	Joint campaigns, email lists, meetings	Barriers: coordination challenges. Motivation: shared goals	Participate in 15 joint advocacy actions by 2030
Private sector (SMEs and corporate actors)	Potential supporters of innovations, job placements, CSR partnerships	Low	LinkedIn, formal proposals, networking events	Barriers: visibility of YPDP. Motivation: CSR, innovation	Secure 20 private-sector engagements by 2030
Community influencers (church leaders, local champions, informal leaders)	Support trust-building, mobilization, and layered messaging	Moderate	Church platforms, community meetings, radio	Barriers: competing priorities. Motivation: community welfare	Engage 200 influencers in awareness campaigns by 2030
Digital global audience (online followers)	Supports brand visibility, storytelling, credibility	Low	Social media, website, YouTube	Barriers: inconsistent content. Motivation: inspiring youth-focused stories	Reach 50,000 engaged online followers by 2030

COMMUNICATIONS CHANNELS

YPDP uses different communication channels to reach different audiences effectively. For rural communities, they rely on community radio, local events, traditional leaders, churches, and grassroots mobilization to share information. Urban youth are engaged through digital platforms like social media, WhatsApp, and online campaigns, which offer fast and creative ways to connect. For donors, partners, and government officials, formal tools such as newsletters, policy briefs, and impact reports are used to provide credible and detailed information, especially about governance reforms. The communication approach combines regular short-term updates like social media

posts and radio mentions with longer-term outputs like documentaries and annual reports to maintain steady engagement and impact over time. Even as it reaches the external audience, other channels are priority for internal communication. Internally, YPDP uses WhatsApp, email, shared calendars, and scheduled briefings to strengthen team coordination and ensure consistent messaging. The following table provides a more concise explanation of how the channels are used to reach our audience.

Table 4: *Communications Channels*

Channel	Platforms	Purpose / Strength	Target Audiences	Timing (12–36 Months)
Social Media	Facebook, X, Instagram, LinkedIn	Visibility, youth engagement, storytelling, advocacy	Urban/peri-urban youth, partners, donors	Daily–weekly
	Advocacy Campaigns	Drive awareness on governance, climate, entrepreneurship	Youth, CSOs, government	Annually or bi-annually
Chat Platform	WhatsApp Group, Broadcast list	Instant communication, high reach among youth and rural communities	Youth, staff, volunteers, school and project groups	Weekly–daily
Print Media and Publications	Newsletters	Formal updates for partners, donors and government	Donors, ministries, CSOs, board	Quarterly
	Policy briefs and advocacy statements	Influence decision-makers, support governance work	Government, NGOs, media, civic groups	2–4 per year
	Printed IEC Materials (posters, brochures, flyers)	Raise awareness in low-digital access areas	Rural youth, parents, communities	Monthly–quarterly
	Annual Impact Report	Accountability, transparency, donor confidence	Donors, government, partners	Yearly

	Internal Staff Briefings and Reporting Templates	Ensure unified messaging and coordination	Staff, volunteers, coordinators	Bi-weekly–monthly
Physical Engagements	community meetings and mobilization	Trust-building, face-to-face engagement	Rural youth, women’s groups, local leaders	Continuous
	Training, workshops and outreach sessions	Deep engagement, behaviour change, capacity building	Youth entrepreneurs, civic youth, innovators	Monthly–quarterly
	Community Drama, Art & Sports Engagements	Creative mobilisation, joyful learning	Rural youth, schools, cooperatives	Bi-annually
	School Outreach (Debates, Clubs, Talks)	Leadership development, awareness creation	Students, teachers, youth clubs	Termly
Traditional Media	Community radio	Broad reach, trusted in rural areas; perfect for awareness and mobilization	Marginalized youth, women, parents, rural cooperatives	Monthly to quarterly
	Press release and media engagement	Raise national visibility, share milestones	Media houses, public, partners	As needed (major events)
Digital pages	YouTube	Show impact, inspire action, build trust	Youth, donors, schools, media	Quarterly
	Website Updates	Institutional visibility, resource hub	Public, partners, media, donors	Monthly
	Documentaries and Photo Stories	High-impact storytelling for fundraising and credibility	Donors, partners, global networks	Annually

Timing and Frequency

YPDP keeps maintaining its digital presence by regularly posting updates on social media, creating engaging content that connects with young people and encourages participation. The organization is also organizing community meetings and radio programs, carefully timing them around local events and calendars to ensure the widest possible attendance and involvement. Additionally, YPDP is preparing and sharing formal governance and progress reports according to funding cycles and board meeting schedules, providing transparent and timely information to partners and stakeholders. This balanced approach is helping to sustain ongoing engagement, build trust, and demonstrate impact over time.

MEASURING SUCCESS

YPDP measures the success of its communication strategy across all channels and audiences using a comprehensive set of metrics throughout the 2025–2030 period. Digital Platforms (Social Media, WhatsApp, Online Campaigns): Track social media analytics including reach, engagement rates (likes, shares, comments), follower growth, video views, and click-through rates; monitor WhatsApp group participation and response times; conduct quarterly digital surveys to assess audience sentiment and action taken.

a. Rural and Grassroots Channels (Community Radio, Meetings, Local Events, Churches, Traditional Leaders):

Measure radio reach through listenership surveys, call-in responses, and station reports; record attendance and post-event feedback forms at community meetings and events; track mobilization success via number of youth referrals from traditional leaders and churches.

b. Formal Channels (Newsletters, Policy Briefs, Impact Reports for Donors/Government):

Evaluate stakeholder feedback through response rates to reports, partnership agreements signed, and policy endorsements received; use donor satisfaction surveys and meeting follow-up metrics; monitor media mentions and citations of YPDP positions.

c. Internal Channels (WhatsApp, Email, Shared Calendars, Briefings):

Assess coordination effectiveness via report submission rates, briefing attendance, and internal survey scores on communication clarity; track unified messaging compliance through content audits and error rates in documentation.

d. Overall Strategy Metrics:

Monitor participation rates in programs (target 80% turnout), awareness growth (50% increase across provinces), success story production (20/year), and longitudinal surveys tracking changes in audience knowledge, attitudes, and behaviors; conduct annual strategy reviews with KPI dashboards.

COMMUNICATION POLICY

a. Responsibilities and Processes:

YPDP assigns dedicated communication officers to develop, review, and distribute all organizational messages. These officers adhere to structured approval workflows that emphasize governance transparency and accountability, ensuring alignment with the organization's mission, brand, and strategic goals.

Per the organizational structure, the Communications Officer leads content creation, receiving input from all staff but handling final editing for publication. Content is routed either directly to the Executive Director (ED) for non-program communications or through relevant Program /Project Managers or Communications Managers for program-specific items, prior to final ED approval and release.

The Executive Director serves as the organization's chief communications authority, overseeing all correspondence. Program/Project Managers and Communications Managers ensure their outputs meet contractual standards and submit them to the ED before public dissemination.

All communications undergo proofreading by the Communications Officer and final ED review before release, maintaining brand consistency. Ad-hoc communications outside the strategy require a formal brief to the department for clear documentation and specifications.

For emails using non-official addresses (with prior authorization), the organizational email must always be copied.

Only official channels may be used for public and stakeholder communications; others do not represent YPDP. Urgent alternatives need documented ED approval (written or recorded).

b. Being on Brand:

Branding is to be maintained at all times in order to ensure coherence and strengthen the organization's communication identity on all platforms. The following guide must be followed in all relevant correspondence.

Table 5: Branding Guidelines

Brand Element	Guidelines (Bullet Form)
Logo Usage	• Logo must always appear on the top right corner of every document • Logo size must be fixed at 1.3 on all documents • Must not be stretched, recolored, or distorted • Keep clear spacing around the logo • Follow logo placement rules in the Branding Manual
Brand Colours	• The main colours for the brand are Dark Green (#112E09) and Light Green (#267115), with Dark Green dominating all designs to maintain brand recognition. • Supporting colours include White (#FFFFFF), Black (#000000), and Orange (#EF7D00), which should be used sparingly to complement the primary greens without overpowering them. For reference on the colour codes, refer to the brand manual.
Typography (Fonts and Sizes)	• Font: Times New Roman for all documents • Body text: Size 12 (regular) • Bold text: Size 12 (Bold) • Headings: Size 14–16 depending on level • Sub-headings: Size 13–14 • Keep formatting consistent across all departments and offices For more details on typography refer to the brand manual
Images and Photography	• Use only clear, high-quality photos • Prefer photos from real YPDP activities and events • Must reflect youth empowerment, innovation, climate action, or community engagement • Avoid unrelated or poor-quality images • Ensure image rights and consent when publishing youth photos
Approval Workflow	• All communication must first be reviewed by the Communications Officer • Comms Officer checks branding, tone, format, accuracy, and logo standards • Final approval must come from the Executive Director • No content may be posted or printed without ED approval • Applies to reports, social media, posters, press releases, videos, announcements

Tone and Messaging	• Must reflect YPDP brand values (passionate, optimistic, inspirational, credible, accountable, persevering, results-driven) • Clear, youth-friendly, and solution-focused • No political alignment or negative tone • Language must be simple, relatable, and community-centered
On-Brand Checklist	• Is the logo on the top right at size 1.3? • Is the font Times New Roman size 12? • Are headings 14–16? • Are only the approved colours used (dark green, white, black, orange)? • Is the message positive and action-focused? • Is the content credible and transparent? • Does it reflect results and youth impact? • If not, revise before submission
Reference to YPDP Branding Manual	• All staff and volunteers must follow the official Branding Manual • Manual includes logo rules, colour codes, templates, spacing, and typography • All branding decisions must align with the manual • The manual is the final authority on style and presentation

Internal Communication:

As outlined in the Channels section of this document, internal communication at YPDP primarily occurs through WhatsApp groups and staff meetings. This strategy seeks to strengthen these interactions by introducing more formal and structured communication systems, ensuring clarity, consistency, and accountability across all teams. The Communications Department will actively pursue capacity-building initiatives, including donor workshops, professional masterclasses, and external training courses, to enhance staff skills, improve communication practices, and support effective information flow throughout the organization.

External Communication:

YPDP recognizes the importance of enhancing external communications through a more systematic and strategic approach. Key areas of focus include digital archiving, content planning, standardized messaging, consistent branding, and transparency. Organized digital storage will ensure easy access and retrieval of past communications, supporting both accountability and consistency. A structured content planning process will allow timely and purposeful messaging

that aligns with organizational objectives and meets the needs of diverse audiences. Standardizing messaging and branding will maintain a unified and recognizable identity across all platforms, reinforcing trust, credibility, and professionalism.

Transparency will be embedded in all external communication efforts, fostering confidence among stakeholders, beneficiaries, and the general public. Together, these measures will strengthen YPDP's outreach, enhance engagement, and advance the organization's mission effectively over time. To operationalize this strategy, the Communications Officer will develop a monthly Communications Plan covering all channels. Once approved by the Executive Director, the plan will serve as the guiding framework for all organizational communication activities, ensuring consistency, relevance, and impact.

CONCLUSION

YPDP's 2025–2030 Communications Strategy is designed to empower Zambian youth by setting clear objectives focused on awareness, participation, transparency, and the effective showcasing of impact. It addresses diverse audiences, from rural youth and innovators to government bodies and donors, using tailored messages that inspire action, build trust, and promote inclusion. The strategy employs a mix of digital platforms for urban engagement, community radio and local meetings for rural reach, and formal reports for partners, all scheduled to maximize reach and impact. Progress and success will be measured through analytics, stakeholder feedback, participation rates, and annual reviews, ensuring continuous learning and improvement. Strict processes and protocols ensure messaging remains consistent, accurate, and accountable, with designated officers overseeing approvals and the use of official channels. Through this structured approach, the Communications Strategy aims to advance youth empowerment, strengthen governance, and foster sustainable community development across Zambia.

Approved by:

The Board, Youth Projects Development Platform

Chairperson Signature: _____

Executive Director Signature: _____

Date: _____

APPENDICES

Communications Log Frame

OBJECTIVE 1: Build Awareness of YPDP's Mission, Programs, and Rural Youth Opportunities

Outcome	Impact	SMART Indicators (2025–2030)	Means of Verification	Assumptions	Risks	Mitigation Measures
Increased awareness and visibility of YPDP in all target provinces	More youth accessing opportunities; increased community trust; higher program uptake	250,000 youth reached by 2030 Awareness in 80% districts yearly Website traffic grows 15% yearly 50+ IEC materials produced	Radio logs Social media analytics Outreach lists Website analytics Branding audits	Youth remain receptive to development messages	Digital gaps in rural areas; low literacy rates	Strengthen radio, church networks, schools, and traditional leadership channels
YPDP brand standardized and recognized	Stronger institutional identity and credibility	100% staff using branding tools	Branding audits	Staff fully adopt branding tools	Inconsistent use of materials	Annual refresher training + central repository for brand tools

OBJECTIVE 2: Strengthen Governance, Transparency & Social Accountability Through the FM Project

Outcome	Impact	SMART Indicators (2025–2030)	Means of Verification	Assumptions	Risks	Mitigation Measures
YPDP recognized as a transparent, accountable youth-led institution	Increased donor trust; stronger partnerships; improved credibility	6 annual accountability updates - Quarterly newsletters - Staff trained in FM governance messages	Newsletters Reports Training logs	Donors and stakeholders continue demanding transparency	Low internal reporting culture	Introduce strict reporting templates and timelines
Governance communication widely understood	Youth more confident to participate in civic processes	80% staff trained in FM messaging 70% rural youth reached with governance messages	Outreach reports Community sessions	Community acceptance of governance education	Political sensitivity/pressure	Use neutral, non-partisan civic education language
YPDP influences policy spaces	Youth issues integrated into dialogues & forums	4 policy briefs yearly Participation in 8 forums annually	Policy briefs Attendance lists	Government willingness	Unpredictable political shifts	Diversify CSO and government partnerships

OBJECTIVE 3: Increase Youth Participation in Leadership, Innovation, Climate Action & Entrepreneurship

Outcome	Impact	SMART Indicators (2025–2030)	Means of Verification	Assumptions	Risks	Mitigation Measures
Higher participation in all YPDP programmes	Youth become skilled, empowered, self-reliant	Participation grows 20% yearly 60% from rural communities	Attendance records Programme reports	Continued youth interest	Transport barriers	Use schools & community centres as local hubs
Youth aware of innovation & entrepreneurship opportunities	Increased youth-led ventures, job creation, income growth	1,500 youth engaged yearly	Digital analytics Event reports	Schools & partners support outreach	Low awareness of innovation culture	Weekly Innovation Spotlight + school visits
Increased youth engagement in climate & civic action	Youth influence local governance, climate solutions	10,000 youth engaged yearly	Outreach reports	Communities' welcome participation	Cultural resistance	Use local storytelling, relatable examples

OBJECTIVE 4: Enhance Digital Engagement & Strengthen Rural Grassroots Communication

Outcome	Impact	SMART Indicators (2025–2030)	Means of Verification	Assumptions	Risks	Mitigation Measures
Strong online presence and engagement	Youth in remote areas gain access to information	Digital engagement grows 30% yearly 100,000 youth reached yearly	Analytics dashboard	Youth use digital platforms actively	Social media algorithm limitations	Paid boosts + partnerships with influencers
Grassroots communication systems operate effectively	Rural communities included in national-level youth conversations	10 communication hubs created by 2030	Hub logs Photos	Local leaders cooperate	Limited electricity/device access	Promote solar-powered hubs + group-based access
IEC materials accessible to rural youth	Improved inclusion for low-digital-access areas	- 50% increase in distributed materials yearly	- Distribution logs	Adequate printing budget	Rising printing costs	Use low-cost formats, QR codes

OBJECTIVE 5: Strengthen Documentation, Learning & Evidence-Based Storytelling

Outcome	Impact	SMART Indicators (2025–2030)		Assumptions	Risks	Mitigation Measures
		Means of Verification				
Improved documentation across all programmes	Better evidence base for donors, stakeholders, and reporting	80% of events documented yearly	Photo/video library - Reports	Staff document consistently	Low documentation skills	Train district documentation champions
Strong learning culture using stories, data, and reports	Better programme design & donor confidence	12 success stories yearly 100% timely reports	Story database Monthly reports	Staff meet deadlines	Delays in reporting	Monthly reporting dashboard with reminders
High-quality visibility tools produced	National and donor recognition increases	1 documentary yearly 1 annual impact report	Videos Publications	Access to media teams	High filming/production costs	Build internal media team

Promotion

Promotion Area	Promotion Activity	Purpose / Expected Result	Target Audience	Frequency / Timing
Internal Promotion	Internal launch of communication tools (website, templates, brand guidelines, internal calendars)	Ensure all staff understand and use new tools correctly	Staff, volunteers, coordinators, Board	At tool launch + refresh every 6 months
Internal Promotion	Monthly internal “What’s Happening at YPDP” bulletin	Keep everyone informed and aligned with ongoing campaigns and events	All internal teams	Monthly
Internal Promotion	WhatsApp updates and internal briefs	Fast internal communication to ensure message consistency	Staff, volunteers, coordinators	Weekly
Internal Promotion	Provincial key message guides and script distribution	Standardize messaging across rural and urban operations	Provincial coordinators, field staff	Quarterly
Internal Promotion	Internal promotion of the website via staff WhatsApp and email signatures	Encourage staff to direct stakeholders to the website	All staff, volunteers	Continuous
Internal Promotion	Staff and coordinator training on communication skills	Improve documentation, storytelling, and branding consistency	Staff, volunteers, coordinators	Twice per year
External Promotion	Social media campaigns (Facebook, Instagram, LinkedIn, X)	Increase engagement, share success stories, promote programs	Youth, partners, donors, public	Weekly–daily
External Promotion	Website promotion through social media, partner networks and QR codes	Increase site traffic and program registrations	Youth, schools, partners, donors	Weekly

External Promotion	Community radio spots and talk shows	Reach rural and peri-urban youth with key messages	Marginalized youth, parents, women's groups	Monthly or campaign-based
External Promotion	Community outreach (leaders, churches, cooperatives, schools)	Build trust and mobilize rural communities	Rural youth, parents, leaders	Continuous
External Promotion	Community events (roadshows, sports, innovation days)	Promote programs in interactive, youth-friendly ways	Youth, schools, rural communities	Bi-annually
External Promotion	Press releases and media interviews	Increase YPDP's national visibility and credibility	Media, public, government, partners	As needed (major events)
External Promotion	Quarterly newsletters for donors and partners	Strengthen trust, transparency, and accountability	Donors, government, CSOs	Quarterly
External Promotion	Policy briefs and advocacy statements	Support governance initiatives and influence policy	Government, CSOs, civic actors	2–4 times per year
External Promotion	Documentaries, photo stories, impact videos	Showcase real results; support fundraising and advocacy	Donors, partners, global networks	Annually
External Promotion	School outreach programs (clubs, debates, talks)	Promote leadership, innovation, and civic participation	Students, teachers, youth clubs	Per school term

Budget

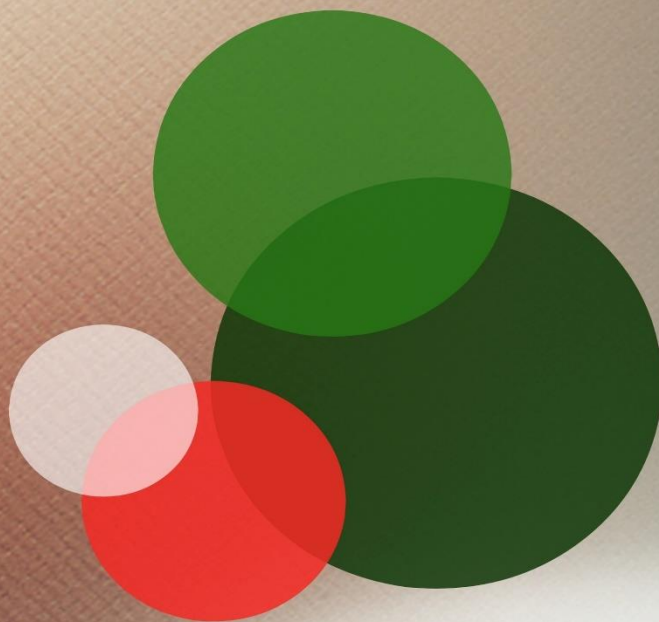
Objective	Key Budget Items	Estimated Annual Cost (ZMW)	Current Funding	Funding Gap	Resource Mobilization Options
1. Increase awareness of YPDP programs	Community radio, social media content, community outreach, IEC materials	65,000	0	65,000	Free radio slots (CSR), student designers, church & community partnerships, corporate printing support
2. Strengthen governance & transparency communication	Annual report design, quarterly updates, board communication workshops	28,000	0	28,000	Governance NGOs (YALI, ActionAid), university design interns, volunteer writers
3. Boost youth participation in YPDP activities	Bulk SMS, mobilization transport, boosted posts	42,000	0	42,000	Airtel/MTN CSR, NGO transport, organic social media reach
4. Expand digital & community engagement	Website maintenance, storytelling videos, radio/TV features	65,000	0	65,000	Tech companies (hosting), volunteer videographers, free youth-focused media slots
5. Document & showcase program impact	Photography, videography, field transport, story writing	33,000	0	33,000	Media students, volunteer photographers, partner vehicles, journalism interns
TOTAL	—	233,000 ZMW per year	0	233,000	Completely achievable via partnerships, volunteer networks, CSR, and in-kind support

Timeline

Activity / Event	What	Why	Where	When	Who	Target Audience	Objective	Key Message	Media Strategy	Tools and Materials	How
Comms Strategy Launch (Internal + External)	Rollout of 2025–2030 Comms Strategy	Align staff and partners	HQ + Whats App + Zoom	Month 1	ED, Staff, Board	Internal teams	Ensure unified messaging	“Communication is everyone’s responsibility.”	Internal briefings + social media announcement	Slide deck, PDF summary	Virtual briefing + document distribution
Quarterly Governance Updates	Q1–Q4 FM Project Transparency Updates	Build trust & credibility	Website, Whats App, Email	Months 3, 6, 9, 12	ED, Board Chair	Donors, partners, youth	Strengthen governance visibility	“YPD P is improving governance for youth.”	Digital release	PDF briefs, infographics	Publish + broadcast via WhatsApp communities
Youth Progress Forum	Youth civic dialogue forum	Promote civic engagement	Lusaka + Hybrid	Month 6	Youth leaders, CSOs	Civic participation youth	Increase civic awareness	“Your voice matters.”	Facebook Live + radio mentions	Posters, banners, social media	Partner with UNZA/YALI for venue & media
Success Story Documentation	Capture 20 stories annually	Showcase real impact	Rural provinces + online	Monthly	Media volunteers + program	Donors, partners, youth	Strengthen evidence for fundraising	“YPD P changes lives.”	Short videos + photo stories	Phones, student videographers	Field visits + volunteer documentation teams

					teams						
School & Community Campaigns (Plastic & EduFund)	Awareness campaigns	Reach rural youth	Easter n, Northern, Southern	Months 4–10	Provincial coordinators	Students, teachers, rural youth	Shift behaviours & mobilise youth	“Youth can lead clean communities.”	Local radio + posters	Flyers, megaphones	Schools, churches, DEBS partnerships
Innovation Hub Launch	Public unveiling of Innovation Hub	Position YPDP as innovation leader	Lusaka	Month 15	ED, innovators, private sector	Young innovators	Support youth innovations	“Your ideas can become real solutions.”	LinkedIn + partner media	Launch video, press release	Partner with ICT Ministry & tech hubs
Annual Impact Report	Annual organisational report	Strengthen transparency	Website + Email	Months 12 & 24	ED + Comms Team	Donors, govt, partners	Improve accountability	“YPDP delivers measurable impact.”	Email + web publishing	PDF, infographics	Designed by volunteers

Rural Behaviour Change Campaign (Plastic Pollution)	Multi-platform behaviour change outreach	Reduce littering	Lusaka, Copperbelt, Eastern	Year 2	Green-Clean Programme	Rural youth & communities	Promote proper waste disposal	“Your actions keep communities clean.”	Radio + community roadshows	Posters, t-shirts	Partner with ZEMA, LGAs, chiefs
Mid-Term Communications Review	3-year Comms Strategy review	Improve strategy effectiveness	Hybrid workshops	Months 30–36	Staff, Board, partners	Internal + external	Realign comms direction	“YPDP evolves with youth needs.”	Internal first, then public update	Reports, datasets	Conduct review + update content plans



YOUTH PROJECTS DEVELOPMENT PLATFORM

A Platform For Change