



ICS Key Messaging Communications Guideline



This guide contains key messages to help you communicate about the Raleigh ICS programme. It can be used when delivering presentations about your project or even when just talking with your family and friends about it. It is often hard to put such an amazing, life-changing experience into words and many people often find they don't quite know where to start.

That's where this guide comes in handy, by documenting the key messages, ready for you to use!

What is ICS?

ICS is a UK government funded development programme that brings young people to make a difference in some of the poorest communities around the world.

ICS Aims

ICS aims to bring about three things: project impact, volunteer personal development and the creation of active citizens.

ICS Providers

ICS is funded by the Department for International Development (DFID) and led by VSO in partnership with Raleigh International, Restless Development, International Service, Tearfund and Progressio.



ICS journey

Recruitment and selection

- ICS chooses its volunteers based on their personal qualities, not their skills or education.

Training

- Quality training and guided learning are provided to enable volunteers to support ICS projects effectively and understand how they contribute to a wider programme of development work.

Fundraising

- Every UK volunteer has an agreed fundraising target and is supported by a professional community fundraiser.
- Fundraising helps volunteers to learn more about ICS and how to explain it to others, and is a demonstration of commitment to the programme.

ICS placement

- ICS volunteers become an integral part of the community while on placement, living and working alongside local people.
- ICS projects are always part of a wider development programme, where objectives are set in partnership with communities.
- ICS placements make the most of the unique contribution younger volunteers can bring – passion, energy and the ability to engage their peers.

Action at Home

- ICS does not stop when the volunteering placement ends: every ICS volunteer carries out an Action at Home project.
- Action at Home is a self-directed project that benefits others and aims to bring about positive social change.
- It enables all volunteers to actively engage in their local or wider community within six months of completing their ICS placement.
- Action at Home marks the beginning of a life of active citizenship.

Active citizenship

- Active citizenship is the active engagement of people in their own societies, in pursuit of social benefits beyond family and friends. Such engagement builds stronger societies that play an active role in community and national development.
- By August 2015 ICS will create 7000 active citizens in the UK and 7000 in the developing countries where they work – a lasting legacy of young people contributing positively to their communities and to fighting poverty.

Raleigh ICS Country project information

Nicaragua

Health projects: improve access to water & sanitation, developing skills and capacities to manage community health issues.

Natural Resource Development projects: develop skills and capacities to manage natural resources and improve sustainable livelihoods in rural communities in Northern Nicaragua.

Tanzania

Health projects: improve access to water & sanitation: promoting health awareness in rural communities through sanitation provision, increasing awareness of health issues and developing local capacities.

Nepal

Health projects: improve access to water & sanitation.

Livelihoods/ Natural Resource Development projects: promote sustainable agricultural livelihoods in rural communities.

If you are planning on delivering a presentation, we have some tailored slides that you can use on the ICS page under the Home Action Tab

