

Comprehensive Action Verb List for International Development Roles

Scheme for Formulating Actionable Responsibilities and Accountabilities

1. General Structure

[Action Verb] + [Process]/[Object]/[Stakeholder] + [Outcome]

| Component | Description | | Example |
|------------------------------|--|---|--|
| Action Verb | A precise verb that clearly defines the task to be performed. | | Implement, Train, Evaluate, Advocate, Distribute, Develop, Facilitate |
| Process (How?) | Define how the action is carried out. | Techniques, approaches, tools, and frameworks | Through participatory methods, Using digital platforms, By leveraging stakeholder engagement |
| Object (What?) | Specify what is being affected or acted upon. | Programs, policies, data, funding | Monitoring frameworks, Grant applications, Climate resilience policies, Partnerships |
| Stakeholder (Who?) | Identify who is involved or impacted . | Beneficiaries, communities, donors, policymakers, project teams | Local NGOs, Government officials, Community leaders, Donors |

| Component | Description | | Example |
|--------------------------|---|--|--|
| Outcome (Why?) | Explain why the action is important or what outcome it is intended to achieve. | | To improve governance, To strengthen community resilience, To increase education accessibility |

- **Action Verb** – A strong, precise verb that clearly defines the task to be performed.
- **Subject** – The entity performing the action (e.g., program staff, organization, policy team).
- **Object** – The direct recipient of the action (e.g., stakeholders, documents, reports, communities).
- **Purpose/Impact** – The reason or outcome of the action (e.g., to improve service delivery, to enhance policy effectiveness, to increase engagement).

2. Sentence Variations

Sentences are framed in three ways:

A. Process-Oriented

- Format: [Action Verb] + [Process] + [Outcome]
- Example: Develop training modules to improve community health literacy.
- Example: Implement participatory monitoring frameworks to ensure transparency in program execution.
- Example: Digitize health data collection processes to improve service delivery efficiency.

B. Stakeholder-Oriented

- Format: [Action Verb] + [Stakeholder] + [Outcome]
- Example: Train community leaders to enhance disaster preparedness and risk mitigation.
- Example: Engage local policymakers to integrate climate adaptation strategies into national policies.
- Example: Facilitate trainings with local government officials to implement inclusive education policies.

C. Impact-Oriented

- Format: [Action Verb] + [Object] + [Outcome]
- Example: Advocate for gender-responsive budgeting to ensure equitable resource distribution.
- Example: Develop early childhood education programs to improve literacy rates in underserved areas.

3. Components & Their Options

| Component | Purpose | Options |
|--------------------|------------------------------|--|
| Action Verb | Define Action | Train, Develop, Design, Advocate, Implement, Evaluate, Distribute, Engage, Secure, Monitor, Facilitate |
| Process | How the Action is Performed | Through policy reform, using participatory approaches, by leveraging data insights, via capacity-building programs |
| Object | What is Being Affected? | Policies, projects, strategies, monitoring frameworks, funding, partnerships |
| Stakeholder | Who is involved or impacted? | Program staff, policymakers, community leaders, beneficiaries, donors, civil society organizations |

| Component | Purpose | Options |
|----------------|------------------------|--|
| Outcome | Why or to what effect? | To enhance capacity, to improve accountability, to streamline processes, to increase access, to drive long-term sustainability |

Below is an expanded breakdown of possible **sentence components** that can be used to craft examples tailored to different international development functions:

A. Action Verbs

Use **precise** verbs that clearly define the required action.

| Category | Example Verbs |
|------------------------------------|--|
| Project Management | Implement, Manage, Design, Develop, Oversee, Streamline, Execute |
| Policy & Advocacy | Advocate, Reform, Align, Influence, Monitor, Amend |
| Capacity Building | Train, Educate, Facilitate, Strengthen, Empower, Coach |
| Monitoring & Evaluation | Evaluate, Assess, Analyze, Review, Measure, Report |
| Stakeholder Engagement | Engage, Coordinate, Consult, Convene, Mediate, Foster |
| Humanitarian Response | Distribute, Mobilize, Provide, Deliver, Support, Rescue |

B. Process

Define **how** the action is carried out by specifying approaches, frameworks, and tools.

| Approach | Example Process Statements |
|-----------------------------------|--|
| Participatory Methods | <i>Through participatory engagement workshops</i> |
| Technology-Based Solutions | <i>Using AI-driven data analytics</i> |
| Policy Mechanisms | <i>Through evidence-based policy recommendations</i> |
| Financial Models | <i>By leveraging impact investment funds</i> |
| Training & Education | <i>Through capacity-building sessions</i> |

C. Object

Define **what is being worked on, improved, or developed.**

| Area | Example Objects |
|------------------------------------|---|
| Governance & Policy | Policies, Strategic Frameworks, Regulatory Mechanisms |
| Capacity Building | Training Programs, Learning Modules, Skills Development Initiatives |
| Monitoring & Evaluation | Data Systems, Impact Assessments, Performance Indicators |
| Humanitarian Aid | Food Supplies, Medical Assistance, Relief Packages |

D. Subject

Define **who is implementing or being impacted by the action.**

| Group | Examples |
|--------------------------------|---|
| Government Entities | Policymakers, Regulators, Public Officials |
| Community Stakeholders | Local NGOs, Grassroots Organizations, Traditional Leaders |
| Private Sector Partners | Investors, Corporate Social Responsibility Teams |
| Vulnerable Groups | Refugees, Women & Girls, Indigenous Communities |

E. Outcome

Define why the action matters and what outcome it will achieve.

| Development Goals | Example Impact Statements |
|--|--|
| Governance & Transparency | <i>To enhance accountability and institutional effectiveness</i> |
| Gender Equality & Inclusion | <i>To ensure gender-responsive programming and policy-making</i> |
| Climate Adaptation | <i>To mitigate the effects of climate change on vulnerable communities</i> |
| Economic Growth | <i>To promote financial inclusion and economic empowerment</i> |

4. Example Sentence Formulation for Different Contexts

| Category | Example Sentence |
|--|--|
| Program & Project Management | <i>Implement monitoring frameworks to track project impact and improve resource allocation.</i> |
| Humanitarian Assistance | <i>Distribute emergency aid to displaced communities to ensure food security and reduce malnutrition.</i> |
| Stakeholder Engagement | <i>Engage local NGOs to strengthen grassroots advocacy efforts and amplify community voices.</i> |
| Policy Development | <i>Draft policy recommendations to align national laws with international human rights standards and improve governance.</i> |
| Grant Writing & Fundraising | <i>Secure multi-year funding commitments to sustain community health programs and expand services.</i> |
| Education & Capacity Building | <i>Train community leaders to advocate for education reform and implement inclusive learning strategies.</i> |
| Climate Change & Sustainability | <i>Promote climate-smart agriculture to mitigate environmental degradation and ensure food security.</i> |
| Conflict Resolution | <i>Facilitate peacebuilding workshops to prevent violence and foster reconciliation in post-conflict communities.</i> |
| ICT for Development | <i>Digitize data collection processes to improve efficiency and enhance evidence-based decision-making.</i> |

Comprehensive Action Verb List for International Development Roles

Leadership, Governance & People Management

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|---|
| Supervise | Supervise project teams to ensure effective program execution. | Supervise partner organizations to maintain compliance with donor regulations. | Supervise field staff to optimize resource allocation and productivity. |
| Mentor | Mentor junior staff to build their capacity in program management. | Mentor local leaders to strengthen community-led initiatives. | Mentor team members on grant proposal writing and stakeholder engagement. |
| Coach | Coach staff on leadership development strategies. | Coach community representatives to enhance participatory governance. | Coach project coordinators in managing multi-stakeholder partnerships. |
| Train | Train local government officials on policy implementation best practices. | Train project staff on data collection and analysis for impact assessment. | Train volunteers on emergency response protocols. |
| Guide | Guide teams through strategic planning processes. | Guide stakeholders in adopting best practices for program sustainability. | Guide community organizations in participatory governance. |
| Develop | Develop leadership frameworks for capacity building. | Develop institutional governance models for organizational effectiveness. | Develop competency frameworks to enhance staff performance. |
| Lead | Lead multi-sector development projects to | Lead advocacy efforts to influence public policy reforms. | Lead change management initiatives to strengthen |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|--|
| | achieve strategic impact. | | institutional efficiency. |
| Inspire | Inspire community participation in peacebuilding efforts. | Inspire innovation in program delivery to enhance impact. | Inspire policy changes through data-driven advocacy. |
| Motivate | Motivate teams to adopt best practices in program implementation. | Motivate stakeholders to invest in long-term development solutions. | Motivate local organizations to engage in participatory decision-making. |
| Empower | Empower women and youth through leadership training. | Empower marginalized groups by ensuring access to decision-making processes. | Empower local organizations to sustain development interventions. |
| Oversee | Oversee strategic planning processes to ensure alignment with goals. | Oversee financial management to maintain accountability. | Oversee implementation of capacity-building programs. |
| Manage | Manage stakeholder relationships to foster collaboration. | Manage resources efficiently to achieve maximum impact. | Manage large-scale development initiatives to drive systemic change. |
| Delegate | Delegate responsibilities among team members to optimize workflow. | Delegate program oversight to senior managers to ensure efficiency. | Delegate decision-making authority to empower local leaders. |
| Facilitate | Facilitate cross-sector partnerships for collaborative development. | Facilitate training workshops on governance and leadership. | Facilitate stakeholder dialogues to enhance coordination. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|--|
| Influence | Influence policymakers to adopt inclusive development strategies. | Influence donor priorities through strategic advocacy. | Influence public discourse on human rights and governance. |
| Coordinate | Coordinate inter-agency collaboration for effective service delivery. | Coordinate strategic initiatives to enhance development impact. | Coordinate capacity-building efforts across multiple sectors. |
| Direct | Direct program operations to align with strategic objectives. | Direct emergency response efforts in crisis-affected regions. | Direct budget planning processes to ensure financial sustainability. |
| Strengthen | Strengthen institutional capacity for long-term sustainability. | Strengthen monitoring and evaluation systems to enhance learning. | Strengthen policy frameworks to support inclusive governance. |
| Mobilize | Mobilize funding to scale development programs. | Mobilize local communities to participate in governance processes. | Mobilize networks to enhance advocacy and policy influence. |
| Engage | Engage with government stakeholders to drive policy change. | Engage with civil society organizations to enhance advocacy efforts. | Engage with donors to secure funding for development programs. |

Program & Project Management

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|---|
| Design | Design scalable project models to enhance long-term sustainability. | Design innovative frameworks for regional development programs. | Design program strategies that align with SDG targets. |
| Develop | Develop comprehensive program implementation plans. | Develop monitoring systems to track project performance. | Develop risk mitigation strategies to improve project resilience. |
| Execute | Execute program activities according to the established work plan. | Execute high-impact interventions to improve community livelihoods. | Execute pilot initiatives to test new development approaches. |
| Plan | Plan quarterly review meetings with stakeholders to assess project impact. | Plan community engagement strategies to enhance participation. | Plan humanitarian interventions in response to crises. |
| Oversee | Oversee the implementation of multi-sectoral development projects. | Oversee compliance with grant management protocols. | Oversee performance reviews to ensure program efficiency. |
| Implement | Implement best practices in program delivery. | Implement gender-mainstreaming approaches in humanitarian projects. | Implement data-driven decision-making frameworks. |
| Manage | Manage partnerships with | Manage budget allocations to maximize | Manage large-scale development |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| | key donors and stakeholders. | resource efficiency. | initiatives effectively. |
| Monitor | Monitor compliance with donor guidelines. | Monitor program risks and implement mitigation strategies. | Monitor community feedback to refine program interventions. |
| Evaluate | Evaluate program outcomes to inform strategic decision-making. | Evaluate beneficiary satisfaction through structured feedback. | Evaluate effectiveness of training programs. |
| Adjust | Adjust project timelines to respond to emerging challenges. | Adjust program methodologies to align with community needs. | Adjust strategies based on evaluation results. |
| Align | Align project objectives with national development priorities. | Align donor funding with organizational strategic goals. | Align local and international initiatives for greater impact. |
| Streamline | Streamline project management workflows for improved efficiency. | Streamline reporting processes to enhance transparency. | Streamline interdepartmental collaboration to strengthen coordination. |
| Expand | Expand program reach to underserved populations. | Expand donor networks to sustain program funding. | Expand advocacy efforts to influence policy change. |
| Transform | Transform program delivery models through digital innovations. | Transform community-led initiatives into sustainable enterprises. | Transform internal processes for greater operational efficiency. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|---|---|
| Track | Track financial expenditures to ensure accountability. | Track progress toward achieving project milestones. | Track data to evaluate long-term program impact. |
| Deliver | Deliver high-quality training programs for capacity-building. | Deliver timely emergency assistance to affected populations. | Deliver impact-driven solutions to development challenges. |
| Report | Report key performance indicators to funding agencies. | Report monitoring and evaluation findings to senior management. | Report success stories to highlight program impact. |
| Optimize | Optimize resource allocation to maximize project impact. | Optimize operational processes to improve efficiency. | Optimize technology use for data-driven project management. |
| Facilitate | Facilitate multi-stakeholder dialogues on policy reforms. | Facilitate training sessions to build partner capacity. | Facilitate knowledge exchange among implementing agencies. |

Humanitarian Assistance & Disaster Response

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|---|---|
| Assess | Assess disaster-affected areas to determine urgent needs. | Assess the impact of humanitarian aid distribution. | Assess food security levels in post-crisis communities. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| Respond | Respond to immediate humanitarian crises with rapid interventions. | Respond to community requests for emergency assistance. | Respond to funding appeals for disaster relief. |
| Deploy | Deploy trained personnel to disaster-affected regions. | Deploy mobile health units to remote crisis zones. | Deploy relief supplies based on situational assessments. |
| Mobilize | Mobilize emergency resources for disaster-stricken communities. | Mobilize humanitarian volunteers to provide urgent assistance. | Mobilize donor support to expand aid efforts. |
| Support | Support affected populations with essential relief items. | Support government agencies in coordinating emergency responses. | Support frontline workers through capacity-building efforts. |
| Coordinate | Coordinate disaster response activities among multiple agencies. | Coordinate logistics for the distribution of food and medical supplies. | Coordinate shelter programs for displaced populations. |
| Deliver | Deliver life-saving medical care to vulnerable groups. | Deliver rapid response services to disaster zones. | Deliver financial aid to support post-crisis recovery. |
| Rescue | Rescue individuals from hazardous areas during emergencies. | Rescue stranded families in flooded communities. | Rescue and evacuate populations in high-risk disaster zones. |
| Provide | Provide psychological first aid to trauma- | Provide food and nutrition support to | Provide legal aid to displaced populations. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------|---|--|--|
| | affected individuals. | malnourished communities. | |
| Organize | Organize emergency response teams to assist affected areas. | Organize community-led preparedness training for disaster mitigation. | Organize relief efforts to ensure equitable aid distribution. |
| Rehabilitate | Rehabilitate damaged infrastructure post-disaster. | Rehabilitate livelihoods by supporting small businesses in affected areas. | Rehabilitate schools to ensure children can return to education. |
| Distribute | Distribute emergency aid to crisis-affected populations. | Distribute hygiene kits to prevent disease outbreaks. | Distribute cash assistance to vulnerable households. |
| Restore | Restore access to clean drinking water in post-disaster areas. | Restore communication networks to facilitate emergency coordination. | Restore housing for families displaced by natural disasters. |
| Mitigate | Mitigate disaster risks by implementing early warning systems. | Mitigate health crises through vaccination and disease control. | Mitigate the impact of climate-related disasters through community planning. |
| Strengthen | Strengthen disaster resilience through community-based interventions. | Strengthen humanitarian coordination through partnerships. | Strengthen the capacity of local responders through targeted training. |
| Advocate | Advocate for increased funding for emergency relief programs. | Advocate for disaster risk reduction policies | Advocate for the protection of human rights in crisis situations. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| | | at the national level. | |
| Safeguard | Safeguard vulnerable populations by ensuring access to humanitarian aid. | Safeguard relief workers by enforcing security protocols. | Safeguard ethical standards in humanitarian response efforts. |
| Assist | Assist families in rebuilding homes after natural disasters. | Assist governments in disaster preparedness planning. | Assist local NGOs in providing immediate relief to affected communities. |

Monitoring, Evaluation, Accountability & Learning (MEAL)

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|---|
| Assess | Assess program effectiveness through field evaluations. | Assess community needs to guide program development. | Assess financial performance of grant-funded initiatives. |
| Evaluate | Evaluate impact reports to measure key performance indicators. | Evaluate program sustainability based on beneficiary feedback. | Evaluate the efficiency of resource allocation across projects. |
| Analyze | Analyze survey data to identify trends in program effectiveness. | Analyze project outcomes to refine strategic priorities. | Analyze donor funding patterns to optimize grant applications. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| Measure | Measure progress toward project milestones using tracking tools. | Measure impact of social programs through statistical methods. | Measure improvements in education accessibility post-intervention. |
| Monitor | Monitor compliance with donor requirements in program execution. | Monitor community engagement levels in project activities. | Monitor program risks and propose mitigation strategies. |
| Track | Track key performance indicators for program effectiveness. | Track implementation of program adjustments based on evaluations. | Track expenditure reports to maintain budget accuracy. |
| Audit | Audit financial records to ensure compliance with donor standards. | Audit project activities to verify alignment with stated goals. | Audit partner organizations to assess their performance. |
| Validate | Validate research findings to ensure data reliability. | Validate financial expenditures against approved budgets. | Validate training materials for consistency with program objectives. |
| Review | Review monitoring reports to identify opportunities for improvement. | Review project implementation strategies for efficiency. | Review policy recommendations for alignment with global frameworks. |
| Report | Report on program achievements in quarterly donor updates. | Report evaluation findings to government | Report discrepancies in project execution for corrective action. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|-------------|--|---|---|
| | | agencies and partners. | |
| Compare | Compare baseline and post-intervention data to assess impact. | Compare program efficiency across different implementation regions. | Compare financial reports to projected budgets for discrepancies. |
| Benchmark | Benchmark program performance against industry best practices. | Benchmark donor engagement strategies to improve funding outcomes. | Benchmark evaluation methodologies to enhance accuracy. |
| Investigate | Investigate challenges in program implementation through stakeholder interviews. | Investigate financial inconsistencies in development projects. | Investigate compliance gaps in monitoring frameworks. |
| Recommend | Recommend strategic improvements based on monitoring results. | Recommend policy adaptations to strengthen program outcomes. | Recommend training programs for capacity-building initiatives. |
| Synthesize | Synthesize evaluation findings into actionable recommendations. | Synthesize program data to create comprehensive impact reports. | Synthesize research insights for advocacy campaigns. |
| Interpret | Interpret field data to inform policy briefs and decision-making. | Interpret qualitative research findings for program design. | Interpret financial reports to identify spending trends. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|--|
| Adapt | Adapt evaluation methodologies to evolving program needs. | Adapt project strategies based on lessons learned. | Adapt training content to better fit local cultural contexts. |
| Document | Document project progress for reporting and accountability. | Document best practices from program implementation. | Document impact stories to showcase program success. |
| Disseminate | Disseminate evaluation results to internal and external stakeholders. | Disseminate research findings to inform advocacy efforts. | Disseminate best practice guidelines to improve field operations. |
| Institutionalize | Institutionalize feedback mechanisms to enhance accountability. | Institutionalize monitoring frameworks to improve consistency in evaluation. | Institutionalize learning processes to support program innovation. |

Stakeholder Engagement & Partnership Development

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|---|
| Engage | Engage private sector partners to co-fund social enterprise initiatives. | Engage civil society organizations in policy advocacy. | Engage local authorities to strengthen disaster preparedness plans. |
| Coordinate | Coordinate inter-agency | Coordinate stakeholder | Coordinate regional |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| | collaboration on capacity-building initiatives. | roundtables to enhance knowledge exchange. | networking events for knowledge sharing. |
| Convene | Convene multi-stakeholder dialogues to foster cooperation. | Convene community meetings to gather input on development initiatives. | Convene government leaders to discuss regulatory improvements. |
| Collaborate | Collaborate with UN agencies to streamline humanitarian responses. | Collaborate with academic institutions to conduct impact assessments. | Collaborate with NGOs to implement joint advocacy campaigns. |
| Liaise | Liaise with government officials to align policies with program goals. | Liaise with donors to secure funding for development projects. | Liaise with local communities to tailor interventions to their needs. |
| Consult | Consult with experts to refine climate adaptation strategies. | Consult with marginalized groups to design inclusive social programs. | Consult with financial institutions to develop microfinance solutions. |
| Foster | Foster long-term partnerships to improve project sustainability. | Foster dialogue between conflicting parties in peacebuilding initiatives. | Foster trust between donors and implementing agencies. |
| Strengthen | Strengthen institutional capacity through training and mentorship. | Strengthen policy frameworks to enhance program implementation. | Strengthen cross-sector partnerships for effective advocacy. |
| Facilitate | Facilitate public-private sector | Facilitate knowledge | Facilitate donor meetings to align |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|--|
| | cooperation in economic development. | exchange between community leaders and experts. | expectations with project goals. |
| Advocate | Advocate for inclusive policies to protect vulnerable populations. | Advocate for increased public investment in social services. | Advocate for gender equity in employment laws and practices. |
| Mediate | Mediate disputes between stakeholders to ensure project continuity. | Mediate discussions between government and civil society actors. | Mediate negotiations for international aid distribution. |
| Build | Build networks among regional partners to foster knowledge sharing. | Build stakeholder engagement strategies for community-driven initiatives. | Build coalitions to support large-scale advocacy efforts. |
| Negotiate | Negotiate funding agreements with international donors. | Negotiate terms of engagement with governmental regulatory bodies. | Negotiate access to resources for displaced populations. |
| Influence | Influence decision-making processes to align with human rights principles. | Influence corporate social responsibility programs to support local communities. | Influence public opinion through media outreach and campaigns. |
| Maintain | Maintain strong relationships with donor agencies to ensure funding continuity. | Maintain regular communication with field offices to align operations. | Maintain an updated database of key stakeholders for project planning. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|---|
| Align | Align program objectives with national development priorities. | Align donor funding streams with strategic organizational goals. | Align advocacy campaigns with global human rights initiatives. |
| Leverage | Leverage existing networks to expand program reach and impact. | Leverage private sector expertise for social innovation projects. | Leverage data insights to enhance stakeholder decision-making. |
| Network | Network with key policymakers to advance legislative reforms. | Network with community groups to enhance grassroots engagement. | Network with academic researchers to support evidence-based policymaking. |

Policy Development & Advocacy

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|---|---|
| Research | Research policy gaps in national disaster risk management frameworks. | Research best practices in microfinance for women's economic empowerment. | Research funding trends to inform NGO grant-writing strategies. |
| Draft | Draft policy briefs to support government engagement strategies. | Draft strategic plans for long-term advocacy campaigns. | Draft regulatory recommendations to improve labor rights protections. |
| Propose | Propose new legislative | Propose funding allocations for | Propose community-driven |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| | frameworks to enhance gender equity. | education initiatives in low-income regions. | solutions to address food insecurity. |
| Advocate | Advocate for inclusive policies to protect vulnerable populations. | Advocate for increased public investment in social services. | Advocate for gender equity in employment laws and practices. |
| Lobby | Lobby government representatives to prioritize public health policies. | Lobby corporate partners to support sustainable development projects. | Lobby for international trade policies that favor smallholder farmers. |
| Reform | Reform workplace policies to improve gender equity in hiring. | Reform outdated procurement systems to enhance transparency. | Reform national curriculum to include comprehensive sexuality education. |
| Align | Align advocacy strategies with global human rights frameworks. | Align stakeholder interests to support policy implementation. | Align local development policies with international sustainability goals. |
| Advise | Advise governmental bodies on best practices in humanitarian aid distribution. | Advise private sector leaders on responsible corporate social responsibility initiatives. | Advise civil society organizations on engaging effectively in policy reform. |
| Analyze | Analyze voting patterns to understand public support for policy changes. | Analyze economic data to measure the impact of social protection programs. | Analyze stakeholder feedback to refine advocacy messaging. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|---|---|
| Recommend | Recommend legal reforms to improve refugee protection measures. | Recommend best practices for monitoring and evaluating policy impacts. | Recommend tax incentives to encourage corporate environmental responsibility. |
| Influence | Influence government leaders to adopt inclusive development policies. | Influence regional economic agreements to benefit low-income communities. | Influence social norms through awareness campaigns on gender-based violence. |
| Negotiate | Negotiate agreements between NGOs and government agencies to streamline aid distribution. | Negotiate funding terms with multilateral institutions for large-scale development projects. | Negotiate policy commitments from private sector stakeholders in sustainable agriculture. |
| Institutionalize | Institutionalize gender mainstreaming strategies in local governance structures. | Institutionalize best practices for corruption prevention in public procurement. | Institutionalize human rights principles in national education curricula. |
| Regulate | Regulate financial assistance programs to ensure equitable distribution. | Regulate corporate social responsibility initiatives to align with global sustainability standards. | Regulate international trade practices to promote ethical supply chains. |
| Monitor | Monitor legislative developments to anticipate changes in | Monitor the implementation of international conventions at | Monitor compliance with human rights treaties across |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|--|
| | policy landscapes. | the national level. | various jurisdictions. |
| Amend | Amend existing laws to better protect the rights of marginalized groups. | Amend environmental regulations to enhance climate resilience. | Amend social protection programs to extend benefits to informal workers. |
| Develop | Develop white papers to influence national policy dialogues. | Develop frameworks for evaluating the effectiveness of government interventions. | Develop data-driven advocacy campaigns to enhance public engagement. |
| Promote | Promote policy coherence across government agencies for effective program implementation. | Promote participatory governance through public consultations. | Promote evidence-based decision-making in legislative processes. |
| Endorse | Endorse global human rights resolutions to strengthen diplomatic commitments. | Endorse regional initiatives to combat illicit financial flows. | Endorse labor policies that uphold fair wages and workplace protections. |

Grant Writing, Fundraising & Resource Mobilization

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--------------------------------------|---|
| Write | Write compelling grant proposals to secure funding for | Write donor reports that demonstrate | Write policy briefs to support government |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|---|---|
| | community development. | measurable program impact. | engagement strategies. |
| Develop | Develop strategic fundraising plans to diversify revenue streams. | Develop grant application templates to improve proposal efficiency. | Develop donor engagement strategies to foster long-term partnerships. |
| Secure | Secure multi-year funding commitments from international donors. | Secure strategic partnerships with corporate sponsors. | Secure resources to expand program reach and sustainability. |
| Propose | Propose innovative financing models to sustain social programs. | Propose joint ventures between NGOs and private sector partners. | Propose multi-stakeholder collaborations for resource sharing. |
| Fundraise | Fundraise for education initiatives through targeted donor campaigns. | Fundraise through online crowdfunding platforms to support grassroots projects. | Fundraise by organizing high-profile benefit events for development programs. |
| Negotiate | Negotiate grant agreements with international funding bodies. | Negotiate co-financing deals with government agencies. | Negotiate investment partnerships with impact-driven private entities. |
| Align | Align fundraising strategies with organizational growth objectives. | Align donor contributions with targeted programmatic outcomes. | Align funding proposals with global development goals. |
| Pitch | Pitch new development projects to | Pitch funding opportunities to high-net-worth individuals. | Pitch innovative solutions to potential investors |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|---|
| | philanthropic organizations. | | in impact-driven enterprises. |
| Present | Present project funding needs at international donor conferences. | Present program impact assessments to funding agencies. | Present success stories to attract new investment in social ventures. |
| Justify | Justify funding requests with robust data and impact evidence. | Justify budget allocations in grant applications to meet compliance standards. | Justify financial projections in fundraising campaigns with thorough market analysis. |
| Draft | Draft grant proposals with clear objectives and implementation plans. | Draft partnership agreements outlining mutual benefits and commitments. | Draft memoranda of understanding (MoUs) to formalize funding collaborations. |
| Budget | Budget financial projections for proposed development projects. | Budget multi-year funding requirements to ensure program sustainability. | Budget grant expenditures in alignment with donor regulations. |
| Leverage | Leverage existing donor relationships to expand funding opportunities. | Leverage public-private partnerships to maximize financial resources. | Leverage in-kind contributions to reduce program costs. |
| Attract | Attract new donors through evidence-based impact storytelling. | Attract investments in social enterprises by demonstrating long-term viability. | Attract foundation grants to support gender equality initiatives. |
| Expand | Expand funding portfolios by securing new revenue streams. | Expand network of philanthropic partners for | Expand organizational outreach to |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|--|
| | | collaborative grantmaking. | engage diverse funders. |
| Partner | Partner with corporate sponsors to support sustainable development initiatives. | Partner with multilateral institutions to co-finance large-scale programs. | Partner with grassroots organizations to mobilize community-level fundraising. |
| Generate | Generate donor interest through impact-driven campaign messaging. | Generate alternative revenue streams through social impact bonds. | Generate matching fund commitments from government agencies. |

Gender, Social Inclusion & Community Development

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|---|
| Promote | Promote inclusive policies to enhance women's leadership in decision-making. | Promote social cohesion through interfaith dialogue initiatives. | Promote disability-inclusive programming across development projects. |
| Facilitate | Facilitate gender mainstreaming workshops for local policymakers. | Facilitate community dialogues on reducing discrimination. | Facilitate public forums to discuss social inclusion challenges. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|---|
| Advocate | Advocate for legislative changes to protect minority rights. | Advocate for gender-sensitive budgeting in government policies. | Advocate for increased funding to support marginalized communities. |
| Mainstream | Mainstream gender considerations into national policy frameworks. | Mainstream disability rights into public education programs. | Mainstream social inclusion measures into workforce development projects. |
| Integrate | Integrate gender equity indicators into program evaluation metrics. | Integrate indigenous knowledge systems into environmental conservation efforts. | Integrate accessibility considerations into urban planning initiatives. |
| Empower | Empower women through skills development and entrepreneurship training. | Empower youth to participate in community governance structures. | Empower refugees by enhancing access to livelihood opportunities. |
| Sensitize | Sensitize local leaders on the impact of gender-based violence. | Sensitize employers to the benefits of inclusive hiring practices. | Sensitize communities about the rights of people with disabilities. |
| Ensure | Ensure equitable access to healthcare services for marginalized populations. | Ensure participation of minority groups in decision-making processes. | Ensure that development projects align with human rights standards. |
| Strengthen | Strengthen social protection systems | Strengthen community- | Strengthen policies that |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|---|--|
| | for vulnerable populations. | based organizations advocating for women's rights. | promote workplace diversity and inclusion. |
| Enhance | Enhance local governance structures to be more inclusive. | Enhance protection mechanisms for at-risk populations. | Enhance advocacy networks to support community-led initiatives. |
| Address | Address systemic inequalities in access to education. | Address challenges faced by marginalized youth in the labor market. | Address gaps in social protection policies for informal workers. |
| Assess | Assess the impact of gender-based violence prevention programs. | Assess barriers to inclusive economic participation. | Assess the effectiveness of social inclusion initiatives in rural communities. |
| Mobilize | Mobilize community groups to advocate for disability rights. | Mobilize resources to support gender-responsive development programs. | Mobilize volunteers to implement inclusive education initiatives. |
| Protect | Protect the rights of indigenous peoples in land tenure policies. | Protect vulnerable children from exploitation and abuse. | Protect the voices of marginalized groups in public policy discussions. |
| Mitigate | Mitigate social stigma against people living with disabilities. | Mitigate barriers to gender equality in formal employment. | Mitigate risks of exclusion in humanitarian aid distribution. |
| Prevent | Prevent workplace discrimination | Prevent forced displacement | Prevent early marriage through |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|---|
| | through policy reforms. | through community-driven development. | targeted awareness campaigns. |
| Engage | Engage men and boys in gender equality efforts. | Engage community elders in promoting cultural inclusivity. | Engage private sector partners to implement social inclusion initiatives. |

Education, Training & Capacity Building

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|---|
| Educate | Educate community members on best practices in financial literacy. | Educate policymakers on gender-responsive budgeting. | Educate field staff on conflict-sensitive program approaches. |
| Train | Train education officers on curriculum development best practices. | Train grassroots organizations on human rights advocacy. | Train volunteers in mental health first aid response. |
| Build | Build local capacity for evidence-based decision-making. | Build digital literacy skills among underserved youth. | Build knowledge-sharing platforms for educators. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|--|
| Enhance | Enhance leadership skills among young professionals. | Enhance community engagement through participatory training sessions. | Enhance public speaking confidence among grassroots advocates. |
| Deliver | Deliver interactive learning sessions on climate adaptation. | Deliver structured training modules for professional development. | Deliver mentorship programs for career progression. |
| Develop | Develop e-learning resources for remote education initiatives. | Develop customized training materials for community outreach programs. | Develop professional certification courses for vocational skills. |
| Facilitate | Facilitate peer learning circles for knowledge exchange. | Facilitate discussions on culturally responsive education practices. | Facilitate workshops on adult learning methodologies. |
| Transfer | Transfer technical knowledge to strengthen institutional capacity. | Transfer best practices in educational program design. | Transfer research-based insights into curriculum development. |
| Upskill | Upskill teachers in integrating digital tools in classroom learning. | Upskill local entrepreneurs in business management techniques. | Upskill frontline workers in psychosocial support services. |
| Strengthen | Strengthen institutional training programs for sustainable capacity-building. | Strengthen partnerships between academia and development agencies. | Strengthen teacher networks for continuous professional development. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| Empower | Empower youth through skills training and mentorship. | Empower educators with innovative teaching strategies. | Empower women in STEM fields through technical capacity-building. |
| Coach | Coach emerging leaders in organizational management. | Coach civil society groups on advocacy strategies. | Coach local government officials on policy implementation. |
| Mentor | Mentor junior staff in career development and leadership. | Mentor university students in international development research. | Mentor community facilitators to enhance grassroots engagement. |
| Adapt | Adapt global training models to fit local cultural contexts. | Adapt curriculum frameworks to meet specific learning needs. | Adapt skill-building programs based on labor market demands. |
| Improve | Improve training methodologies for interactive learning experiences. | Improve accessibility of education materials for persons with disabilities. | Improve assessment tools for tracking learning outcomes. |
| Design | Design competency-based education frameworks. | Design professional development plans for career advancement. | Design innovative pedagogical strategies for non-formal education. |
| Certify | Certify trainers in instructional design methodologies. | Certify program graduates in specialized skill areas. | Certify community leaders as peer educators in social development. |
| Evaluate | Evaluate training effectiveness through participant feedback. | Evaluate competency-based assessment | Evaluate the scalability of workforce |

| Action Verb | Example 1 | Example 2 | Example 3 |
|-------------|-----------|--------------------------------|--------------------------|
| | | models for education programs. | development initiatives. |

Climate Change, Environmental Protection & Sustainability

| Action Verb | Example 1 | Example 2 | Example 3 |
|-------------|---|--|---|
| Mitigate | Mitigate the impact of climate change through adaptive agricultural techniques. | Mitigate deforestation by promoting sustainable land use policies. | Mitigate pollution by implementing waste reduction initiatives. |
| Adapt | Adapt conservation strategies to align with climate resilience goals. | Adapt traditional water management practices to address drought conditions. | Adapt rural development programs to integrate sustainable energy solutions. |
| Develop | Develop renewable energy projects to promote environmental sustainability. | Develop community-driven afforestation programs. | Develop innovative technologies for climate-smart agriculture. |
| Restore | Restore degraded ecosystems through reforestation and habitat rehabilitation. | Restore biodiversity by establishing protected areas and wildlife corridors. | Restore soil health through regenerative agricultural practices. |
| Protect | Protect endangered | Protect water resources through | Protect indigenous land |

| Action Verb | Example 1 | Example 2 | Example 3 |
|-------------|--|--|---|
| | species by strengthening conservation laws. | pollution control measures. | rights to sustain traditional environmental stewardship. |
| Conserve | Conserve natural habitats by promoting sustainable tourism. | Conserve marine biodiversity by enforcing sustainable fishing regulations. | Conserve energy by integrating smart grid technologies. |
| Advocate | Advocate for stronger climate policies at the international level. | Advocate for the inclusion of indigenous perspectives in environmental governance. | Advocate for increased funding for climate adaptation initiatives. |
| Implement | Implement circular economy principles to reduce waste. | Implement urban planning strategies to enhance environmental sustainability. | Implement nature-based solutions for disaster risk reduction. |
| Monitor | Monitor carbon emissions to track progress on climate commitments. | Monitor deforestation rates using satellite imagery. | Monitor water quality in vulnerable communities. |
| Assess | Assess environmental risks in urban development projects. | Assess the effectiveness of conservation initiatives. | Assess community resilience to climate-related hazards. |
| Mainstream | Mainstream climate considerations into national development plans. | Mainstream ecosystem-based adaptation strategies into policy frameworks. | Mainstream green job initiatives into workforce development programs. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|---|
| Prevent | Prevent land degradation through soil conservation techniques. | Prevent overfishing by establishing marine protected areas. | Prevent air pollution by enforcing stricter industrial emissions standards. |
| Research | Research innovative solutions for carbon sequestration. | Research traditional ecological knowledge to inform sustainability practices. | Research climate migration patterns to develop policy responses. |
| Endorse | Endorse global climate agreements to strengthen environmental commitments. | Endorse sustainable agriculture practices to enhance food security. | Endorse renewable energy adoption to achieve carbon neutrality goals. |
| Campaign | Campaign for corporate accountability in reducing environmental impact. | Campaign to raise awareness on plastic pollution in oceans. | Campaign for tree-planting initiatives in urban areas. |
| Promote | Promote sustainable land management practices among farmers. | Promote green finance mechanisms for climate adaptation projects. | Promote public engagement in climate action through education initiatives. |
| Offset | Offset carbon emissions through reforestation programs. | Offset environmental damage by restoring degraded landscapes. | Offset corporate carbon footprints through investment in clean energy projects. |

Conflict Resolution, Mediation & Peacebuilding

| Action Verb | Example 1 | Example 2 | Example 3 |
|-------------|---|---|---|
| Mediate | Mediate disputes between conflicting community groups. | Mediate peace talks between government and opposition groups. | Mediate land tenure conflicts to ensure fair resource distribution. |
| Resolve | Resolve inter-ethnic tensions through structured dialogue sessions. | Resolve governance disputes in post-conflict regions. | Resolve community grievances by facilitating local peace agreements. |
| Prevent | Prevent violence through early warning and response mechanisms. | Prevent radicalization by implementing youth engagement programs. | Prevent electoral disputes by promoting transparent voting processes. |
| Negotiate | Negotiate ceasefires between warring factions. | Negotiate terms of peace agreements with multiple stakeholders. | Negotiate access to humanitarian aid corridors in conflict zones. |
| Facilitate | Facilitate reconciliation processes between former adversaries. | Facilitate cross-border peace dialogues. | Facilitate community-led peacebuilding initiatives. |
| Restore | Restore trust between divided communities through social cohesion programs. | Restore access to justice for victims of conflict. | Restore democratic institutions in post-conflict societies. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|--|
| Build | Build local peace committees to prevent community conflicts. | Build partnerships between law enforcement and local leaders. | Build economic opportunities for former combatants to support reintegration. |
| Strengthen | Strengthen community mediation structures to handle disputes. | Strengthen legal frameworks to support transitional justice. | Strengthen interfaith dialogue as a tool for peacebuilding. |
| Transform | Transform violent conflict dynamics into opportunities for collaboration. | Transform post-conflict economies through targeted development programs. | Transform social norms to support gender-inclusive peacebuilding. |
| Assist | Assist displaced populations in returning to their homes after conflict. | Assist governments in drafting peace agreements. | Assist local NGOs in implementing grassroots peace initiatives. |
| Promote | Promote dialogue between conflicting parties to foster mutual understanding. | Promote human rights as a foundation for sustainable peace. | Promote conflict-sensitive approaches in development programs. |
| Support | Support reconciliation efforts through community-driven storytelling. | Support peace education in schools to prevent future violence. | Support former child soldiers in reintegration programs. |
| Develop | Develop early warning systems for detecting potential conflicts. | Develop curricula for peace education in conflict-prone regions. | Develop transitional justice mechanisms for post-war societies. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|--|
| Advocate | Advocate for increased investment in conflict prevention programs. | Advocate for inclusive participation in peace negotiations. | Advocate for victim-centered approaches in post-conflict recovery. |
| Implement | Implement disarmament programs to reduce violence. | Implement training sessions for local mediators. | Implement community dialogue initiatives to address historical grievances. |
| Align | Align national policies with international peace agreements. | Align conflict resolution strategies with sustainable development goals. | Align security sector reforms with democratic governance principles. |

Digital Transformation & ICT for Development (ICT4D)

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|---|
| Innovate | Innovate mobile-based learning tools for remote students. | Innovate data visualization techniques for government accountability tracking. | Innovate financial inclusion platforms for underserved populations. |
| Digitize | Digitize public records to improve accessibility and transparency. | Digitize health records for better patient data management. | Digitize training materials for online learning platforms. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|--|
| Automate | Automate grant management processes to reduce administrative workload. | Automate program data collection to enhance real-time reporting. | Automate financial reporting for donor compliance. |
| Analyze | Analyze program data to identify trends in service delivery. | Analyze user behavior on digital platforms to improve accessibility. | Analyze cybersecurity risks in digital transformation initiatives. |
| Optimize | Optimize data collection frameworks for improved monitoring. | Optimize cloud computing solutions for large-scale NGO operations. | Optimize mobile applications to streamline beneficiary registration. |
| Enhance | Enhance cybersecurity measures to protect sensitive beneficiary data. | Enhance digital literacy among marginalized communities. | Enhance website usability to improve public engagement. |
| Configure | Configure open-source software for low-cost digital education programs. | Configure cloud-based platforms for remote team collaboration. | Configure mobile payment systems to facilitate cash transfers. |
| Implement | Implement e-learning systems for professional development programs. | Implement digital identification systems for refugee registration. | Implement mobile health tracking tools in rural clinics. |
| Upgrade | Upgrade information systems to align with emerging technologies. | Upgrade cybersecurity protocols to prevent data breaches. | Upgrade ICT infrastructure to support hybrid work environments. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|--|
| Secure | Secure data privacy through encrypted communication channels. | Secure network infrastructure to prevent cyber threats. | Secure online platforms against unauthorized access. |
| Transform | Transform traditional education models through digital classrooms. | Transform manual reporting systems into automated dashboards. | Transform NGO communication strategies through social media integration. |
| Deploy | Deploy ICT solutions to enhance humanitarian aid delivery. | Deploy mobile connectivity in underserved rural areas. | Deploy blockchain technology for transparent fund management. |
| Maintain | Maintain cloud-based storage systems for program data security. | Maintain digital learning platforms to ensure continuous education access. | Maintain online help desks to support remote work teams. |
| Scale | Scale digital health initiatives to reach more patients in remote areas. | Scale mobile financial services for broader financial inclusion. | Scale data-driven decision-making in development programs. |

Data Management & Research

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---------------------------------------|--|-------------------------------------|
| Collect | Collect data from field operations to | Collect feedback from beneficiaries to | Collect survey responses to measure |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|--|--|
| | track program progress. | inform program adaptations. | satisfaction levels among stakeholders. |
| Analyze | Analyze large datasets to identify trends in social impact programs. | Analyze qualitative research findings to refine program methodologies. | Analyze survey results to assess program effectiveness. |
| Interpret | Interpret field data to inform policy briefs and decision-making. | Interpret qualitative research findings for program design. | Interpret financial reports to identify spending trends. |
| Compile | Compile regional case studies to support best practice sharing. | Compile research data into structured reports for donors. | Compile historical program performance data for trend analysis. |
| Validate | Validate research findings to ensure data reliability. | Validate financial expenditures against approved budgets. | Validate training materials for consistency with program objectives. |
| Review | Review monitoring reports to identify opportunities for improvement. | Review project implementation strategies for efficiency. | Review policy recommendations for alignment with global frameworks. |
| Report | Report key performance metrics to stakeholders. | Report on program achievements in quarterly donor updates. | Report discrepancies in project execution for corrective action. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|---|---|
| Document | Document program methodologies for knowledge management. | Document project outcomes to ensure transparency. | Document community feedback for continuous program improvement. |
| Synthesize | Synthesize evaluation findings into actionable recommendations. | Synthesize program data to create comprehensive impact reports. | Synthesize research insights for advocacy campaigns. |
| Disseminate | Disseminate evaluation results to internal and external stakeholders. | Disseminate research findings to inform advocacy efforts. | Disseminate best practice guidelines to improve field operations. |
| Store | Store research data in secure, accessible formats for future reference. | Store program impact reports in centralized databases. | Store stakeholder feedback systematically for analysis. |
| Integrate | Integrate data analytics into decision-making frameworks. | Integrate program data with geographic information systems. | Integrate real-time monitoring tools into project evaluations. |
| Visualize | Visualize impact data through interactive dashboards. | Visualize trends in humanitarian response through GIS mapping. | Visualize statistical findings for donor presentations. |
| Audit | Audit financial records to ensure compliance with donor standards. | Audit project activities to verify alignment with stated goals. | Audit partner organizations to assess their performance. |

Communication, Public Relations & Media

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|--|---|--|
| Communicate | Communicate research findings to key stakeholders via policy briefs. | Communicate project updates to donors through newsletters. | Communicate advocacy messages via social media platforms. |
| Publish | Publish research papers on migration and displacement trends. | Publish case studies highlighting program beneficiaries' success stories. | Publish advocacy toolkits for grassroots organizations. |
| Disseminate | Disseminate educational materials to increase community awareness. | Disseminate technical reports to inform global development discourse. | Disseminate capacity-building resources through knowledge-sharing platforms. |
| Draft | Draft press releases to announce major program achievements. | Draft social media content to engage global audiences. | Draft communication strategies for donor engagement. |
| Design | Design visual reports to effectively convey project impact. | Design public information campaigns to increase policy awareness. | Design multimedia content to highlight development challenges. |
| Brand | Brand program initiatives with consistent messaging and visuals. | Brand organizational materials to align with international standards. | Brand awareness campaigns to enhance visibility. |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---|--|---|
| Promote | Promote humanitarian initiatives through strategic media partnerships. | Promote organizational goals at global conferences. | Promote best practices in sustainable development through targeted messaging. |
| Engage | Engage journalists to improve media coverage of development issues. | Engage online communities through interactive discussions. | Engage policymakers through targeted advocacy efforts. |
| Inform | Inform the public about policy changes affecting development programs. | Inform donors about program achievements through impact reports. | Inform beneficiaries about available social services. |
| Broadcast | Broadcast program updates through national and international media outlets. | Broadcast educational videos on social platforms to raise awareness. | Broadcast live discussions on pressing development issues. |
| Advertise | Advertise job opportunities within humanitarian organizations. | Advertise fundraising campaigns to attract new donors. | Advertise training workshops to reach target participants. |
| Persuade | Persuade corporate partners to support social impact initiatives. | Persuade donors to increase funding commitments. | Persuade stakeholders to adopt policy recommendations. |
| Capture | Capture compelling stories from | Capture high-quality images to document field operations. | Capture key moments from advocacy events for |

| Action Verb | Example 1 | Example 2 | Example 3 |
|--------------------|---------------------------|------------------|---------------------------|
| | program beneficiaries. | | promotional materials. |