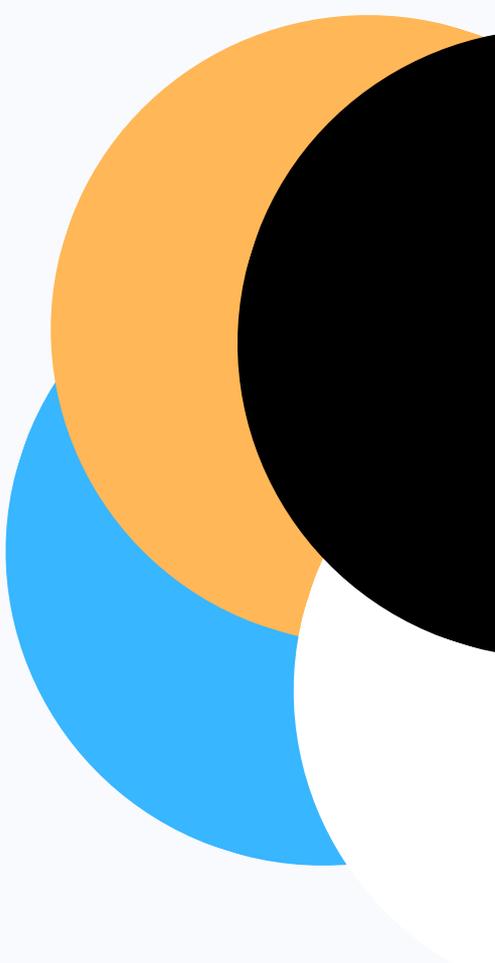




info b  st

**BOOST YOUR
YOUTH NGO
MARKETING**





WELCOME

TO THE MANUAL THAT CAN HELP YOU TO REACH YOUR TARGET GROUP BETTER

Hello,

We are the leaders, members and volunteers of the organizations Mladiinfo Czech Republic, Mladiinfo Slovakia, PEWOBE and COSI! We have participated in the Erasmus+ Cooperation for innovation and the exchange of good practices project called INFOBOOST. Our goal was to get better in reaching our target group - youth on social media and through website.

We have shared good practise during 3 partner meetings, met with experts and participated in 1 training in order to improve.

We created this guide for all youth organizations that need to improve as well. To be honest, we are not professionals, we might be wrong sometimes. Hope it serves you well though!

Mannela *Mirka* *Ester*
Jeena *Marcela* *Hany* **Andrei**
Eliška *Alessia*
Silvia *Veronika* *Eli* *Ondrej*
Petr *Veronika* *Kristina* *Nicolas*
Nikola *Anděla* **Michaela**



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WEBSITE

HIGH QUALITY CONTENT

User-friendly

Using WordPress for creating our website is user-friendly and easy to learn. Permanent volunteers write articles about various topics. They actively seek out opportunities that we can inform our readers about.

Various topics

Our team write about self-development challenges, contests, volunteering opportunities, and travelling. Editors also interview people living abroad or students participating in the Erasmus project.

Editor manual

We have created a manual for editors, with which they can learn how to work with WordPress, how to structure an article to make it attractive and last but not least, thanks to this manual, they will participate in an online SEO course, which is crucial for successful articles.

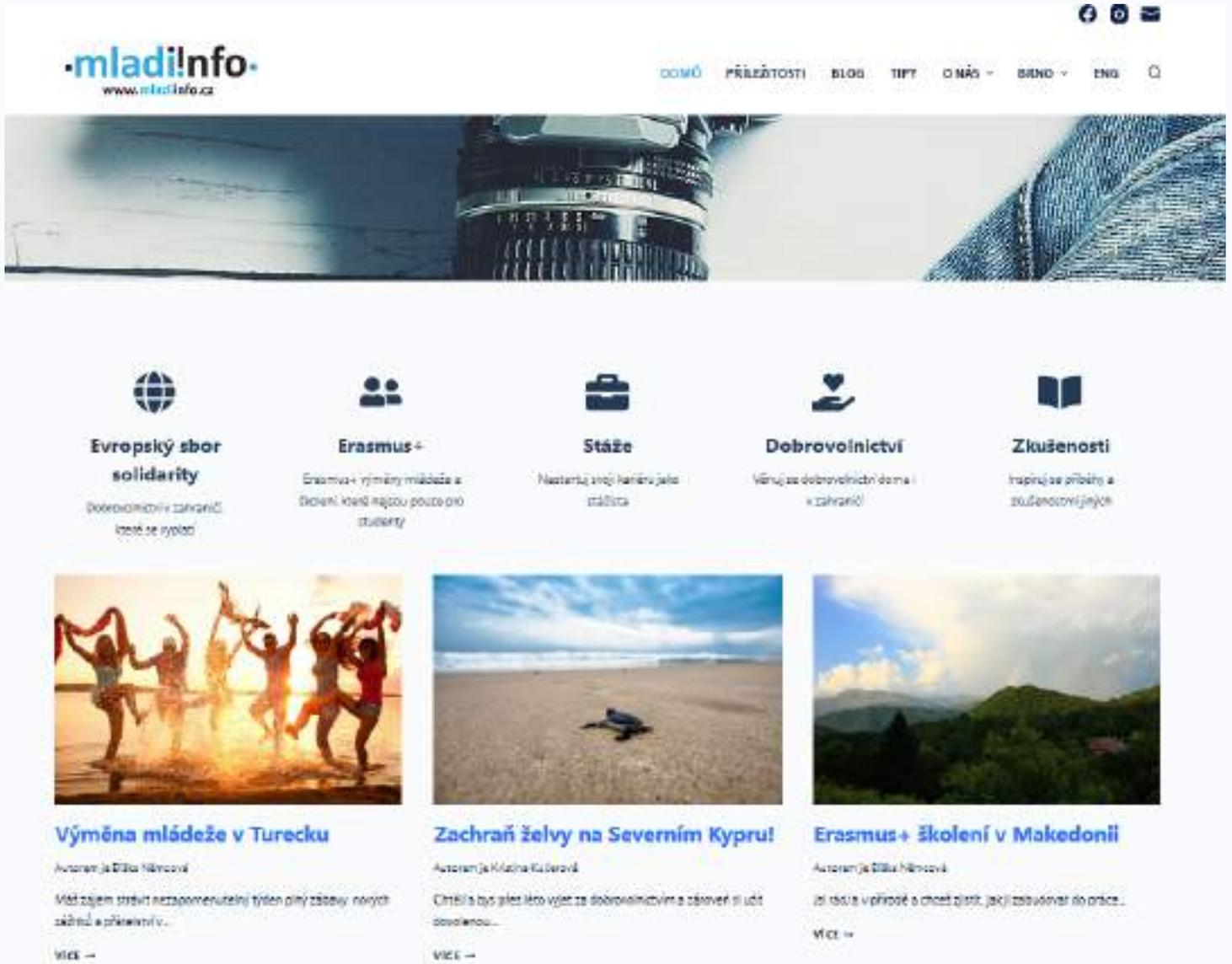
Editorial planner

Březen 2023		Články na web
	Kdo bude publikovat	Název téma článku
1.3.2023	Pavla N.	Jarní ramp občerství
3.3.2023		
5.3.2023		
7.3.2023	Eliska N.	Školení v Makedonii
9.3.2023		
11.3.2023		
13.3.2023	Štěpán	dobrovolnictví v Chorotsku
15.3.2023		
17.3.2023	Adela O.	inBáze dobrovolnictví
19.3.2023		
21.3.2023	Daniela	Blatná se intenzivně v OSN
23.3.2023		
25.3.2023		
27.3.2023		
29.3.2023	Eliska Z.	Sila myšlenky
31.3.2023		
1.4.2023	Adela O.	VeganFast Bře 2023
3.4.2023		

An useful tool is an editorial planner, where at the end of the month each of the editors writes their ideas for articles. We regularly post eight or more articles a month.

WEBSITE

CLARITY OF WEBSITE



Categorisation

We make clear website, which is logically divided into opportunities, where are the current offers, tips on free courses for all (design, social media or copywriting courses) or a blog, where inspirational stories or summaries of our projects appear.

GDPR compliance checklist

1. What is GDPR

The GDPR is an EU regulation that came into effect on 25 May 2018. The directive aims to ensure that organizations have policies and procedures put in place to protect the data of EU citizens. Below is a checklist that is designed to assist organizations in complying with the GDPR.

2. Is GDPR Obligatory ?

Yes, if you are a website owner, you are obligated to comply with GDPR if you collect, store, or process personal data of EU citizens. The GDPR applies to all organizations, regardless of their location, that process personal data of individuals in the European Union (EU). This means that even if your website is located outside of the EU, you must still comply with GDPR if you collect personal data of EU citizens.

Failing to comply with GDPR can result in significant penalties, including fines of up to €20 million or 4% of your organization's global annual revenue, whichever is higher. Therefore, it is important to take GDPR compliance seriously and ensure that your website is compliant



3. How to include GDPR in Website?

Including GDPR compliance on your WordPress website involves a few key steps:

- Update your website's privacy policy: You'll need to update your website's privacy policy to reflect GDPR requirements. This includes adding information about what data you collect from visitors, how you use that data, and how you store it.
- Add a cookie consent banner: You'll need to add a cookie consent banner to your website that notifies visitors that your website uses cookies, and gives them the option to accept or reject them. You can use a WordPress plugin such as "Cookie Notice" or "GDPR Cookie Consent" to easily add this banner.
- Enable user data access and deletion: GDPR gives users the right to access and delete their personal data. You'll need to make sure that your website has a way for users to do this. You can use a WordPress plugin such as "GDPR User Data" or "WP GDPR Compliance" to enable this functionality.
- Obtain consent for email marketing: If you use email marketing on your website, you'll need to obtain explicit consent from users before adding them to your email list. You can use a WordPress plugin such as "GDPR Consent" or "MailOptin" to add an opt-in form to your website.
- Use a privacy-friendly analytics tool: If you use analytics tools on your website, you'll need to make sure that they are privacy-friendly and do not collect personally identifiable information without consent. Google Analytics can be configured to be GDPR compliant.
- Use a GDPR-compliant web hosting service: Finally, make sure that your web hosting service is GDPR compliant. Look for a service that offers data protection and security features, and that has a clear privacy policy in place.
- By following these steps, you can make your WordPress website GDPR compliant and protect the privacy of your visitors.

Wir verwenden Cookies, um unsere Website und unseren Service zu optimieren. [Impressum](#) [Mehr erfahren](#)

Funktional Marketing

[Einstellungen speichern](#)

[Alle akzeptieren](#)



Google Analytics

1. What is Google Analytics

Google Analytics is a free web analytics tool provided by Google that allows website owners and marketers to track and analyze website traffic and user behavior. It provides insights into how users find and use a website, which pages they visit, how long they stay, and what actions they take, among other metrics.

By analyzing this data, website owners and marketers can make informed decisions about website design, content, and marketing strategies. They can also measure the effectiveness of their marketing campaigns and track the ROI of their online advertising efforts.

Google Analytics provides a wide range of features and reports, including real-time analytics, audience demographics, traffic sources, page views, bounce rates, and conversion tracking. It also allows users to set up custom goals and track events, such as clicks on specific buttons or downloads of files.

Overall, Google Analytics is a powerful tool that can help website owners and marketers improve their website's performance and drive more traffic and conversions.

2. How to include Google Analytics in Website?

To include Google Analytics on your website, follow these steps:

1. Sign up for a Google Analytics account: If you don't already have a Google Analytics account, you'll need to sign up for one. You can do this by visiting the Google Analytics website and following the sign-up process.
2. Set up a new property: Once you've signed up for a Google Analytics account, you'll need to set up a new property for your website. You can do this by clicking on the "Admin" tab and selecting "Create Property". Follow the prompts to set up your new property.
3. Get your tracking code: After you've set up your new property, you'll be given a tracking code that you'll need to add to your website. This code allows Google Analytics to track visitors to your website. To get the tracking code, click on the "Tracking Info" tab and select "Tracking Code". Copy the code that is displayed.



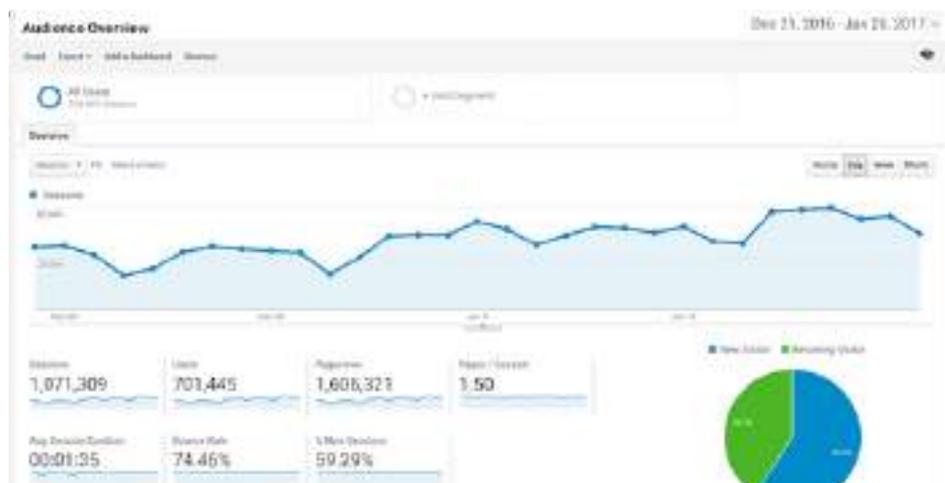
Google Analytics

4. Add the tracking code to your website: The easiest way to add the tracking code to your website is to use a plugin. If you're using WordPress, you can use a plugin such as "Google Analytics for WordPress" or "MonsterInsights" to add the tracking code. Install and activate the plugin, and then paste the tracking code into the appropriate field.

If you're not using WordPress, you'll need to add the tracking code to your website's HTML code. You can do this by editing your website's header file and pasting the tracking code just before the closing "head" tag. If you're not familiar with HTML, you may want to seek the assistance of a web developer to ensure that you add the tracking code correctly.

1. Verify that the tracking code is working: Once you've added the tracking code to your website, you'll need to verify that it is working. You can do this by visiting the "Real-Time" section of Google Analytics and checking to see if your website is being tracked. It may take a few hours for data to start appearing in your Google Analytics account.

By following these steps, you can include Google Analytics on your website and start tracking visitor data. Remember to comply with GDPR regulations and obtain user consent if necessary



NEWSLETTERS

1. Why to do it, is it worth it?

Algorithm of social media is unpredictable for us. When we struggle to find participants for our projects, we also support our "hunt" by sending emails to the potential participants, who actively sign up for the emails and want to take part in some projects, they are more active than regular followers on socials. It is time demanding, therefore we do it only if it solves our problems, we do not do it just to inform our recipients about our activities, for that we use just FB, IG.

2. How to grow your database?

Promoting subscription on social media

Regularly 1x month include a post promoting the subscription. The post can be repetitive and scheduled in advance for the whole year. The advantage is, that it does not make much effort.

Subscribe and be first!

Example: "If you subscribe till Sunday 11am, you will be the first one to receive detailed information about our new project in Georgia." Then you can send the newsletter with a link to infopack to the contacts in the mailing list, perhaps 1 day prior publishing it on your website for the public.

Result: Increasing the number of your recipients not only for the upper mentioned projects, but also for other newsletter in the future.

Promote the subscription on your website.

Pop-up window with catchy phrase.



VS.



What drew your attention more? :P We drew yours, right?



Inserted form under / in the middle of your articles

Example: *This project/ internship doesn't work for you? Give us your email and we'll send info about another projects that might suit you better!*

Sign up. Be inspired. Travel.

Subscribe now for hand-picked holiday deals, inspiration and the latest travel tips, straight to your inbox.

We won't pass your details on to anyone else. By clicking the sign up button you agree to our [Terms of Use](#) and [Privacy Policy](#).



Tick box in your applications, etc. Collect emails at events.

Make it a habit, that everytime people apply through your forms, they can tick the box and be part of your newsletter. Organizing event? Print out a table and collect emails.

3. Structure of the newsletter

Subject of the email - decides if the recipient opens!

Do not underestimate the subject of the email, coming up with THE phrase can take twice as much creating the body of the newsletter itself. Don't forget to get second opinion from your colleagues or representatives of the target group you send the email to. Don't go for obvious clickbaits though, only increases your "sign off" rate.



Limited edition of workshops
Solve your problems with Erasmus
Beach. Friends. Apply.



Erasmus project
Get involved with us
New opportunities for you

Image header

We made easy template in Canva for the image header. Catchy image representing the topic + key words = header.



Exotic volunteering from May!

Headline

Clearly say what the people can get by continue reading.

Body - text

Keep it short - dates, topic. People don't have time to read more.

CTA - Call to action BUTTON

This is absolutey essential. [The goal of the campaign is not make the people read your newsletter](#), it is either to APPLY for something, to LEAD them to your website to get more info, or to FOLLOW you on socials.

APPLY

JOIN

MORE

Picture

Add a picture, infographics, icons, emoji. Make it attractive.

Branding

Make sure that the newsletter matches your brand, colors, etc. The goal is that if people open the newsletter, they understand it is created by your organization. Keep the template similar in the campaigns.



SOCIAL MEDIA

INSTAGRAM AND FACEBOOK

- Social media need to be in line with your overall **mission** and **vision**, therefore you should start from formulating what you want to achieve and then translate it to your communication strategy
- o **The mission** is the bigger picture of what you want to achieve
- o **The vision** is the general statement of how you will achieve the vision
- Based on **the mission** and **vision** you can **define goals**.
- Goals are general statements of what needs to be accomplished
-
- Based on this, **SMART goals** should be formulated out of which concrete actions for a social media plan can follow
- Goals and Objectives can be measured by indicators.

Indicators:

- **Facebook:** Followers, growth of followers, view of stories, views of reels
- **Meta Business Suit** enables you to track your reach and gives you different analytic instruments
- **Instagram:** Followers, interactions on stories, impressions, profile visits
- Some analytic instruments can be found on Meta Business Suit, others need to be accessed through the **Instagram app**.
- Keep in mind that the online indicators should lead to reaching **your offline indicators**, e.g. by having **more participants in events**. Reaching a lot of people online might not necessarily lead to more people offline.
- **Both platforms** also allow you to pay for a **wider reach of your posts**, where you can clearly define your target group. As NGOs we should carefully assess which posts will help us achieve a higher follower rate to invest a marketing budget wisely.

SOCIAL MEDIA

INSTAGRAM AND FACEBOOK

- **Target group:**
- Defining the target group, we want to reach. Tailoring posts to their interests. Appropriate choice of language.
- The target group should match your overall goal and you should know where you can reach this target group. You might have to create different content based on the platform and target group.
- Core message:
- Create an official wording of your organisation. [Try to make it simple](#). This is the idea which you want to share with the world. **Important is that you share:**
- **WHY you do it, not WHAT.**

Instagram



facebook



SOCIAL MEDIA

create your own brand

- **fond**
- **brand colors**
- **similar graphic**
- **regular content**



useful tool ,which will help to followers asociate the organisation with their typical visual akka personal branding



INSTAGRAM

1. Check analytics regularly, take notes of what works for you and what does not

- you can do so through Meta Business Suite

2. More useful insights in the app than in the browser

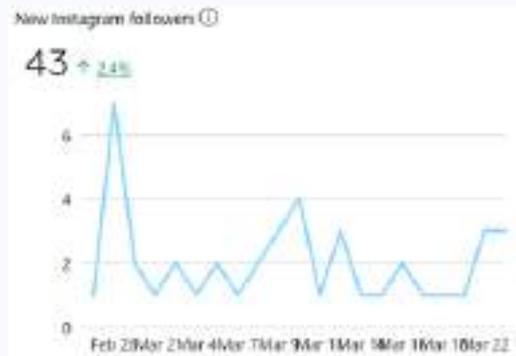


- while this data can be very useful, you cannot export them
- take screenshot if you want to work with data later

INSTAGRAM

3. What you can track:

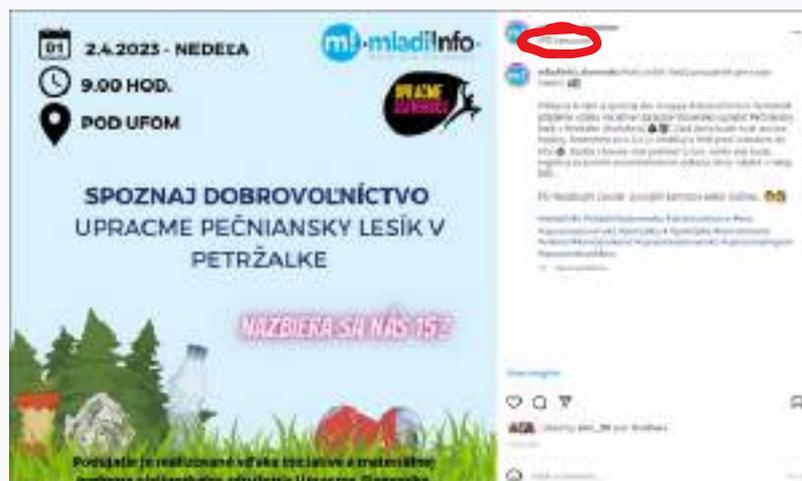
- followers
- views of stories
- impressions
- views of stories, interactions with stories
- comments, likes
- reach
- profile visits



- mark a specific period for which you want to download the data (week/month/custom/etc.)
- the data can be exported as png, csv and pdf

4. For better reach:

- add location



INSTAGRAM

- tag organizations you work with or people on the photos (with their permission)

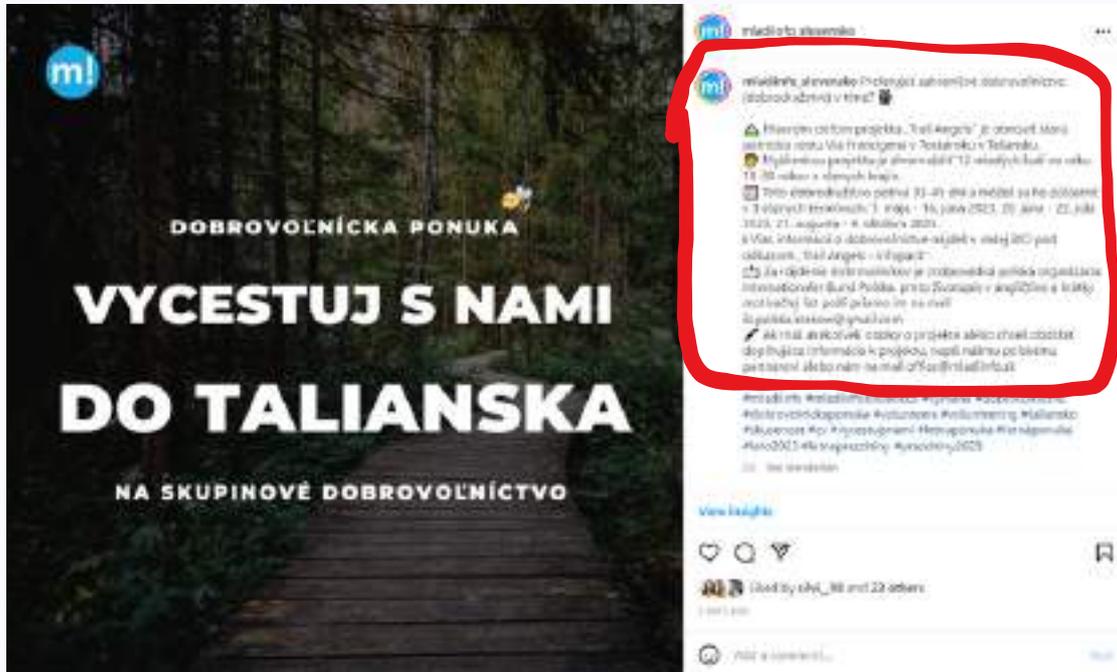


- create a sticker/gif with the logo of the organisation for stories (<https://giphy.com/create/gifmaker>)
- use more hashtags - Instagram will allow maximum of 30 hashtags, however they should not be too broad, also create personalized hashtags (<https://resources.audiense.com/blog/3-types-hashtags-for-marketing>, <https://www.netinfluencer.com/ways-to-find-trending-hashtags-on-instagram/>, <https://resources.audiense.com/blog/3-types-hashtags-for-marketing>)

#mladiinfo #mladiinfoslovensko #vymena #dobrovolnictvo
#dobrovolnickaponuka #volunteers #volunteering #italia
#taliansko #farming #italy #ekologickehospodarstvo
#ecologicalfarming #eco #bio #esc #escexperience #skusenost
#cv #vycestujsnami #socialfarming #integracia

- the beginning of the post should be the most interesting part of the post
- fill posts with only interesting, relevant and necessary information

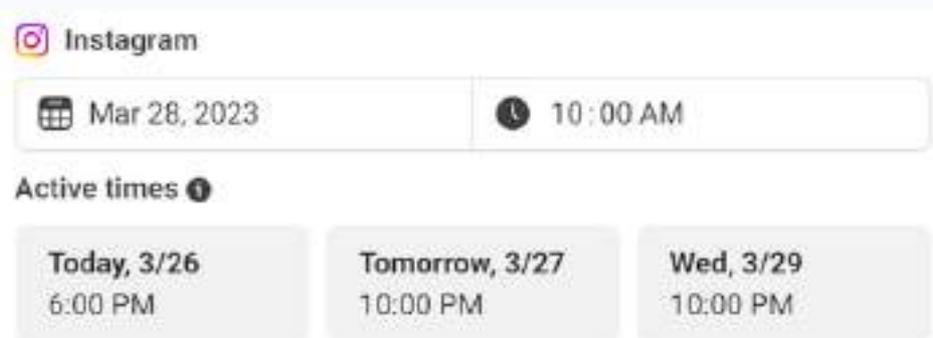
INSTAGRAM



- use terms people can understand, not professional terms (ESC/EVS,...)
- contact other organizations if you need to reach wider audience for specific matters, at the same time be willing to post the content of other organizations if they contact you and the content is relevant for your followers



- check the best times for posting and also when your followers are active - Meta Business Suite suggests the most active time/day



INSTAGRAM

5. For better reach pick one aesthetic for your organisation and stick to it



6. What works best?

- photos with real people
- posts with testimonials from volunteers

INSTAGRAM



- reels and short videos (with funny content, educative content, animals)
- including catchy and trending music



FACEBOOK

Tips

1 Invite your friends to like the page. Engage yourself, colleagues, volunteers and friends to comment your posts and get into the discussion.

2 Join some groups about the topic of your fanpage, start contributing and enter discussions. In your reply, you can link to a shared post from your profile that fits with the topic being discussed.

3 You can create a competition with an interesting prize to be won. The more attractive the prize you offer, the more people will take part. the more attractive the prize, the more people will participate. the problem can be legal issues that can lead to unpleasantness. Before organising a competition, find out what is allowed and what is not.

4 Try to create your own memes or find images and content that will attract new followers and encourage discussion or tagging.

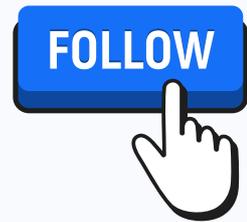


- use emojis with spaces, if you use too many, it can be confusing, don't use interpunction after emojis
- tag people for higher reach
- write the whole text on FB, e.g. blog post instead of sharing link
- keep track of clicks :<https://gadevtools.web.app/campaign-url-builder/>,
- use preview pics for articles
- use location
- don't be afraid to use CAPS LOCK
- hashtags don't really work on FB

FACEBOOK

What can you track on Facebook?

1. Followers



2. Comments, likes



3. Reach



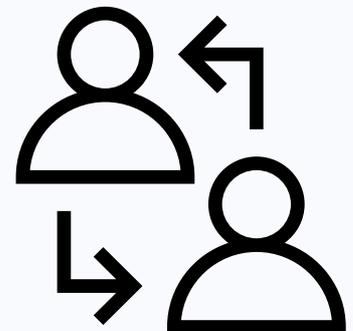
4. Views of stories



5. Interactions with stories

6. Profile visits

7. Engagement



FACEBOOK

How to create good Facebook post?

Facebook allows you to write and create more text. You can therefore upload text there from, for example, a blog or website. Remember to use terminology that all viewers of your posts can understand. Don't be afraid to use caps lock. Consider uploading a video rather than just leaving the link. Tag locations and people to get more reach. Use emojis appropriately, using spaces between them, avoiding large numbers of them.





YouTube



YouTube is the right place to ensure the visibility of non-profit organizations and to attract funds, supporters, volunteers and event participants because there is a **huge potential audience**.

Why?

Pick the right channel name

The perfect YouTube channel name:

- Has your Organisations' or projects' name in it.
- Has a word or phrase that categorizes it.
- Is short and easy to say.



Set a consistent posting schedule

If you want to grow the organisation's Youtube platform, you need to set a consistent and realistic publishing schedule and **sticking to it**. Consistency matters more than frequency. If you can only make a video once every two weeks, that's fine.

Use relevant keywords in video titles

YouTube is a search engine, like Google – except the search results are all video.

Keywords help the YouTube algorithm understand what your video is about, making it more likely to show up in the "suggested" column alongside related videos. This means you have a better chance of reaching new viewers.

Keywords can be as simple as one word ("opportunity" in the example above). Phrases of two or more words will often give both YouTube and people a better idea of your topic, such as "discover EU" "meet international people" and "learn about..."

YouTube

Don't go overboard here – one keyword in your title is fine. Plus: Keep it short. Studies show video titles under 10 words perform best in YouTube's search results, with 81% of top-ranking videos being under this limit. More importantly, aim for around 60 characters max for your title length, which is about 8-10 words (with spaces). You're allowed 100 characters, but only the first 60 show in search results.

Try out a free online tool like [KeywordsPeopleUse](#) to quickly find... keywords people use

Use relevant keywords in video descriptions

Keywords are important in descriptions for the same reasons as above. Dedicate the first few lines to describing your video, using 1-2 keywords.

Link to important info in video descriptions

Use the rest of the description field to tell viewers about you, your NGO, and link out to your other social media platforms. This can be a boilerplate template that's more or less the same for each video, though consider tweaking it if:

- You have a project, or event to promote.

Otherwise, always include:

- Video timestamps (learn how to make these later in this article).
- Links to your other social profiles.
- Your website and/or a specific landing page.
- A short blurb about your NGO.
- Contact information.





YouTube

Shorts are also featured in a dedicated Shorts section where users swipe through them, TikTok-style. Take a 15 second snippet from your latest video and upload that as a Short. Better yet, grab a few snippets from each video as you're editing it and you've now got 2-3 Shorts to publish throughout the week. Read the YouTube Shorts guide for tips to make the most of this exciting new format.

Record your videos ahead of time

Stay ahead of production by having your videos ready 1-2 weeks before they're scheduled to go live. This helps minimize any unforeseen circumstances that can knock you off track.

Nominate one person (employee or volunteer) as the video editor

Editing will take much longer than actually filming the video but it's time well spent. Borrow inspiration from your favorite YouTube channels to start figuring out your own editing style and techniques.

Depending on your budget, you could hire or train a volunteer to do the video editor as soon as you start your channel.

Use chapters/timestamps

Video timestamps, also known as chapters, are clickable links allowing viewers to skip around a video. Not having them means people may leave if they can't find what they're looking for easily.

Not using timestamps is like publishing a blog post without paragraph breaks.





YouTube

You can add timestamps manually or YouTube can auto-create them. To add them manually, type them into your video description. You need to:

- .List at least 3 timestamps.

- .Format them as "01:05 Name of Chapter"

- .Use 0:00 as the time of the first timestamp.

You can also edit past uploads to include timestamps this way. After you save the description, you'll see clickable timestamps like the above example.

Caption your videos

Closed captioning your videos makes your content accessible and inclusive to everyone. Approximately 1 in 5 people experiences a degree of hearing impairment, and about 5% of the global population is deaf or hard of hearing. Captions ensure you don't exclude any of your potential audience.

You can either supply your own written transcripts, or have YouTube automatically caption it with automated speech recognition.

For accounts just starting out, YouTube's automatic captions are a great option. You can edit the captions if YouTube gets any words wrong, and editing is a lot faster than typing captions from scratch.

You can go even further and caption your videos in multiple languages – YouTube will show viewers captions in their preferred language – to build a global audience.

Be direct with your audience

Be honest.

In your videos, say, "As a new channel, your likes, comments, and subscribes mean a lot, so hit the like button and subscribe, and comment below with your answer to (insert question related to your video's topic)."

Your fans want to support your work so let them know in plain language how they can.

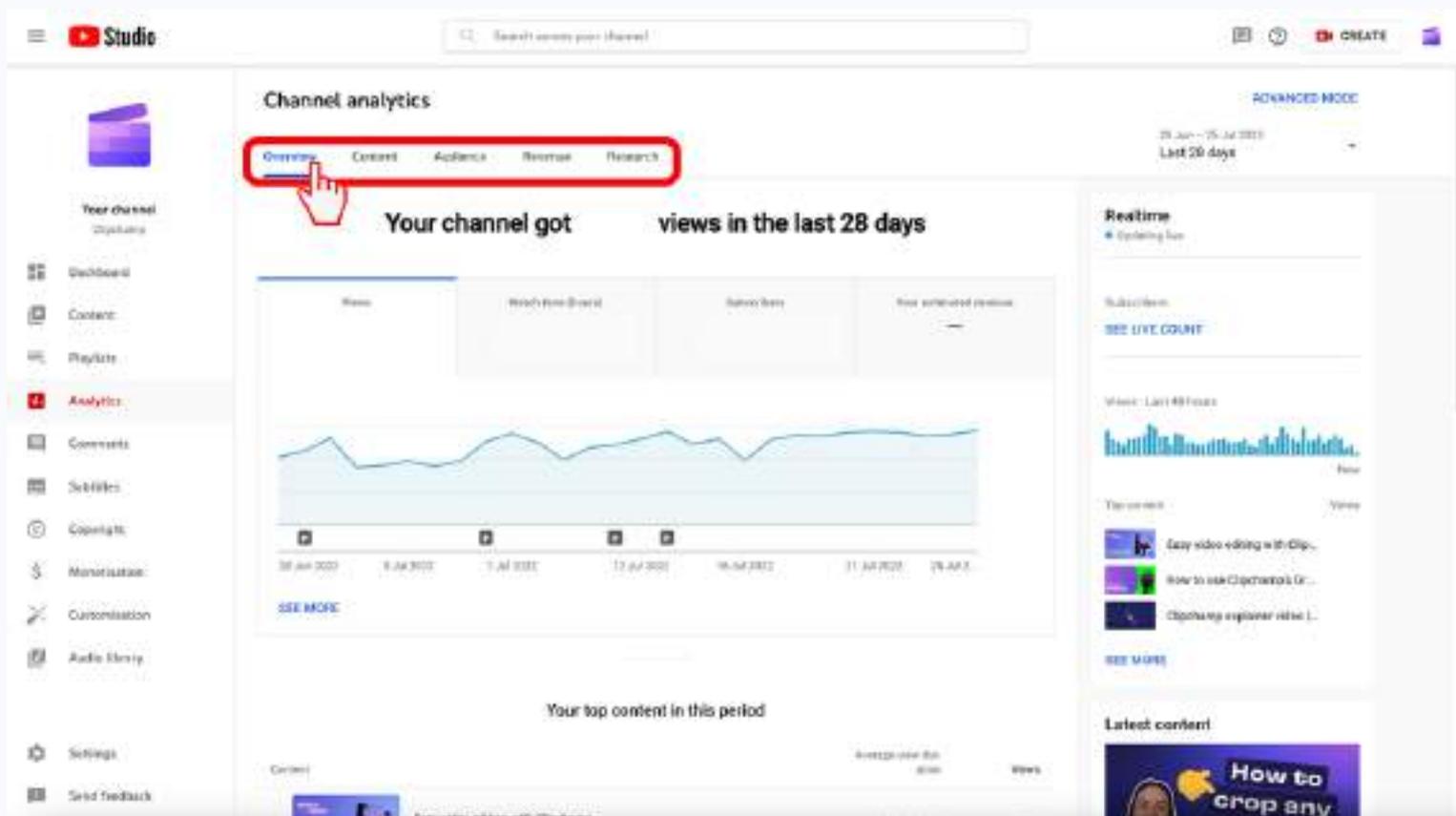
YouTube

Review your analytics

The person in charge should be reviewing your YouTube analytics at least monthly. Find your analytics in the left side menu in YouTube Studio.

Key metrics to help you understand how your channel is performing:

- Subscribers: Including unsubscribes.
- Top videos: Give your audience more of what they want.
- Channel watch time: This should trend upward every month. Not?
- Traffic sources: See how viewers find you, including search keywords.





YouTube

Set your channel tags

Channel keywords act like general labels for your channel, telling YouTube what your main topics are. The titles and descriptions of each of your videos are more important for your overall YouTube SEO, but these take 5 seconds to set up.

From YouTube Studio, click on **Settings** then **Channel**.

You aren't limited to a specific number of keywords, only 500 characters total. Keep it to 7-10 keywords at most.

Use playlists

YouTube playlists help you rank higher in search results because users are more likely to keep watching the next video, which increases your overall views and watch time – and makes YouTube think you're pretty cool.

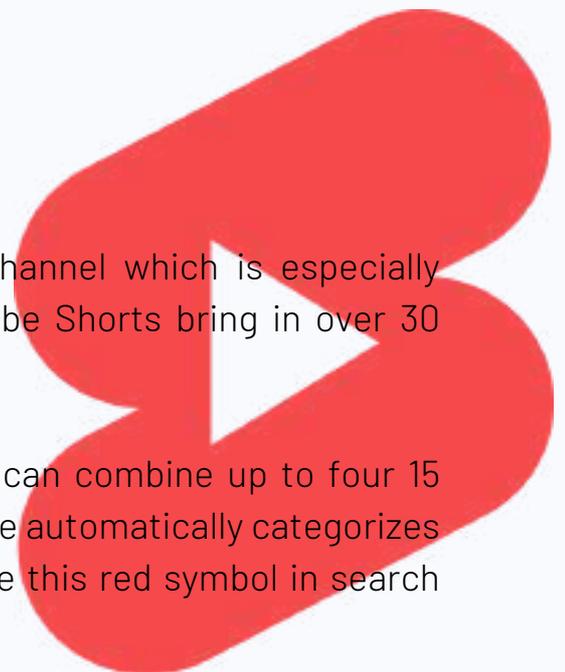
Group your videos by topic, or keep a specific series together. (Bonus tip: Later on when you get verified account, you can create official series playlists.)

Manage your playlists in YouTube Studio, either under **Content -> Playlists** or quickly add a new one from the top **Create** menu.

YouTube Shorts

YouTube Shorts are crucial for promoting your channel which is especially important for new creators. As of Q2 2022, YouTube Shorts bring in over 30 billion daily views.

Shorts are videos under 15 seconds, although you can combine up to four 15 second segments into one 60 second Short. YouTube automatically categorizes any video under 60 seconds as a Short. Shorts have this red symbol in search results and feeds.





MULTILINGUALISM

1. Why do we do it?

The organisation pewobe g GmbH is based in Frankfurt (Oder), which is located on the border with Poland. It focuses on German-Polish cooperation but also involves Young People mainly from Ukraine and Syria in its activities. One of our aims is to create a space where everyone, regardless of their background and mother tongue, can find their way in our activities. Posts published on our Social Media and website are always in three languages: English, German and Polish. Thanks to such actions, we can reach the inhabitants of the our double-city area but also foreigners living in that region. Creating such a post involves at least two people, sometimes more. The text in English is created by volunteers or pewobe workers. Later it is translated into German and Polish by native speakers. We want the quality of the posts to be as high as possible, so we make corrections and discuss the English text together. This helps to eliminate fails and create better publications.

2. What do we achieve with this?

Thanks to the multilingual character of our social media and website, we reach more people. This is one of the ways through which Young People find us and want to get involved. In Frankfurt (Oder) there is also located the Viadrina University, which brings together students from all over the world. By posting in English, they can better understand our activities and express a desire to participate. We are working with young people, aged 13+, so it is also important that their parents or legal guardians understand what we do. In addition to communicating with them, they also keep an eye on our Social Media and website. Multilingualism also allows us to work more effectively with partners from all over the world. They can easily find out more about us.

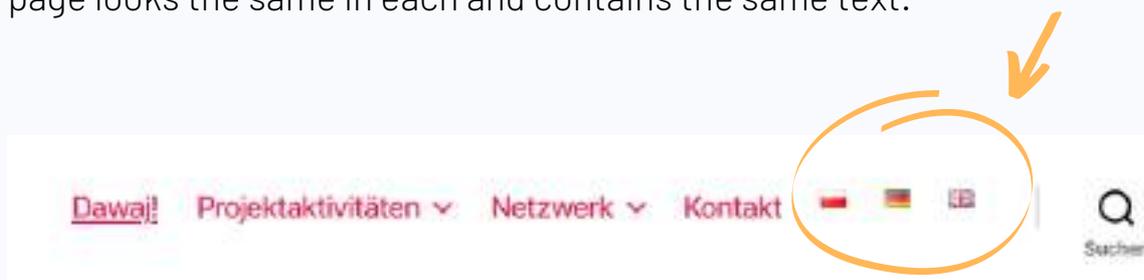
MULTILINGUALISM

3. How long does it take to create a multilingual post?

Creating such a post not only involves more people but also takes more time than if you use a single language. Depending on a number of factors, it can take from 1 up to 3 days. It is not an easy task but certainly in the case of our organisation, very effective and important.

4. How does it look like?

Our website is still under the construction. www.dawaj.eu is designed in such a way that there are buttons in the top right corner to change the language. The site is very intuitive and easy to customise. Regardless of the language, the page looks the same in each and contains the same text.



On our Social Media: Facebook and Instagram, the posts are in three languages, each below the other. Their order is random and always different. At the top, you will see that the post exists in 3 languages. An example can be found below.

MULTILINGUALISM

 Internationale Arbeit/International Work pewobe g GmbH
3 grudnia 2021 · 🌐

Post in  

🇺🇦 From 19th to 21st of November 2021, a team of our young volunteers from Stubice and Frankfurt (Oder) had the opportunity to visit Szczecin. As part of the preparatory meeting to the "Youth for Seniors" project, young people focused on planning activities for 2022 and could see the greatest attractions of Szczecin. 🤗🤗🤗🤗

14 participants from Poland and Germany had the opportunity to actively participate and decide about future events related to the project. After getting to know the plan in detail, they jointly decided on the dates of their implementation. They focused on the problems and difficulties that may arise at every stage of the project and looked for solutions together. They worked in groups and individually. Thanks to this, young people had the opportunity to get to know each other better and, thanks to the brainstorming, to create and plan a meeting with seniors, during which they would present them the plan for the next year.

The project is a Youth Participation Project, funded by the  Erasmus+ Youth Programme.

🇺🇦 Vom 19. bis 21. November 2021 hatte ein Team unserer jungen Freiwilligen aus Stubice und Frankfurt (Oder) die Gelegenheit, Stettin zu besuchen. Im Rahmen des Vorbereitungs Treffens für das Projekt "Jugend für Senioren" konzentrierten sich die jungen Leute auf die Planung von Aktivitäten für 2022 und konnten die größten Attraktionen von Stettin sehen. 🤗🤗🤗🤗

14 Teilnehmer aus Polen und Deutschland hatten die Möglichkeit, sich aktiv zu beteiligen und über künftige Veranstaltungen im Zusammenhang mit dem Projekt zu entscheiden. Nachdem sie den Plan im Detail kennengelernt hatten, legten sie gemeinsam die Termine für dessen Umsetzung fest. Sie beschäftigten sich mit den Problemen und Schwierigkeiten, die in jeder Phase des Projekts auftreten können, und suchten gemeinsam nach Lösungen. Sie arbeiteten in Gruppen und einzeln. Auf diese Weise hatten die Jugendlichen die Möglichkeit, sich besser kennenzulernen und dank des Brainstormings die Treffen mit den Senioren zu planen, bei dem sie ihnen den Plan für das nächste Jahr vorstellen wollen.

Das Projekt ist ein Jugendpartizipationsprojekt, gefördert durch das  Erasmus+ Jugend Programme.

🇺🇦 W dniach 19.11.-21.11.2021 zespół naszych młodych wolontariuszy ze Stubic oraz Frankfurtu nad Odrą miał okazję odwiedzić Szczecin. W ramach spotkania przygotowawczego do projektu „Youth for Seniors”, młodzież skupiła się na zaplanowaniu wydarzeń na 2022 rok oraz mogła przy okazji zobaczyć największe atrakcje Szczecina. 🤗🤗🤗🤗

14 uczestników z Polski oraz Niemiec miało okazję aktywnie brać udział oraz decydować o przyszłych wydarzeniach związanych z projektem. Po szczegółowym zapoznaniu się z planem, wspólnie decydowali o datach ich zrealizowania. Skupili się na problemach i trudnościach jakie mogą się pojawić na każdym etapie przebiegu projektu oraz wspólnie szukali na nie rozwiązań. Pracowali w grupach oraz indywidualnie. Mieli dzięki temu okazję lepiej się poznać oraz dzięki birzy mózgów, stworzyć i zaplanować następnie spotkanie z seniorami, podczas którego przedstawią im plan na następny rok.

Projekt jest Działaniem wspierającym uczestnictwo młodzieży, finansowany z funduszy  ERASMUS+ Młodzież.

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Zobacz tłumaczenie





EVENTS

1. Cooperation with other organisations

Try to cooperate with other organizations who could help you to promote your face-to-face and online events and try also making different events with them. These kinds of corporations help you gain new followers, subscriptions for newsletters and people that are interested in our work in general. These organizations can promote all kinds of your events through insta stories and facebook posts and share information before and after the event on their social media, so there is much better reach and you can gain new followers.

2. What do we do?

Some of the online events include regularly hosted webinars, where we update about new volunteering possibilities. Others are "Livetalks" on Instagram, where we host an organization or an influencer related to the topic of volunteering. Some of the face-to-face events include Quizzes in a café focused on different topics from the world. The main idea is to promote non-formal education and volunteering. We also collect a small fee from the participants of the quiz and money we collect is then donated to different organizations in need every time. This activity is very popular and it has been a pretty successful one. Another activity is called "Evenings in the dorms", which is held in the office of Mladiinfo Slovensko, where we connect with other organizations that are based at the university and in the dormitories. Then we have an event called "Tasting volunteering", where we prepare food from a certain country and we promote on-going volunteer projects based in the country. Lastly we take part in different expos and markets about volunteering. In recent times it was an event of Bratislava volunteering center who has many followers and many partner organizations.



This manual was created during the project

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Co-funded by the
Erasmus+ Programme
of the European Union

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