ICYE Guide to Visibility and Promotion

Produced in the Erasmus+ Key Action 2 project

Calling Youth to Action in a Global Visibility Drive

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1. ACKNOWLEDGEMENTS

The ICYE Guide to Visibility and Promotion is a product of the project *Calling Youth to Action in a Global Visibility Drive*. This Erasmus+ Key Action 2 project aimed to promote the value of volunteering and build recognition by ensuring the widest visibility of volunteering in four world regions. The objective was thus to develop a global strategy to promote long-term international volunteering and implement campaigns in all participating countries.

Partners from twenty one countries form part of the project. Twenty partners were able to attend the international training for communication multipliers in Accra, Ghana in November 2016 and launch local campaigns in their countries – experimenting with new formats, improving old techniques, creating new tools, publicity material… in effect leading to a whole gamut of new learning experiences in the promotion of long-term international volunteering. Nine partners were invited to attend the *Visibility Evaluation* in Paris, France, in September 2017 to present their campaigns, evaluate the project and develop this guide.

Although the guide has largely been developed in Paris, the information, tools and methods as well as the visibility strategy presented were discussed, debated and developed at the aforementioned training in Accra. We would therefore like to thank all partners in the project for the production of this final product of the project. To begin with, we extend a heartfelt thanks to ICYE Ghana for their hospitality, enthusiasm and efforts in making it a fruitful and enriching training in Ghana. Likewise grateful thanks to Jeunesse et Reconstruction – ICYE France for welcoming us and offering a creative working space for our visibility endeavours.

And to the participants of the training, the coordinators of the local campaigns, staff, coworkers and volunteers who supported the campaigns: The guide and the very many examples of simple and elaborate ideas for promotion would not have been possible without all of you. There has been tremendous learning in this project, and we hope that this guide will inspire others to more visibility work and promotion. A big shout out to all of you!

Project Partners

ICYE Austria – Grenzenlos Interkultureller Austausch

ICYE Colombia

ICYE Finland – Maailmanvaihto

ICYE Ghana

ICYE Kenya

ICYE Nepal – Nepal Volunteers and Cultural Youth Exchange

ICYE Switzerland

ICYE Bolivia

Centre for Sustainable Development Studies / ICYE Vietnam

ICYE France – Jeunesse et Reconstruction

ICYE Iceland – AUS

ICYE Mexico – SIIJUVE

ICYE Nigeria

ICYE UK

ICYE Brasil – ABIC

Dansk ICYE

ICYE Germany – ICJA Freiwilligenaustausch weltweit

ICYE India – ICDE

ICYE Mozambique – AJUDE

ICYE Poland – Stowarzyszenie Promocji Wolontariatu - FIYE

ICYE Slovakia – KERIC

Welcome to the *ICYE Guide to Visibility and Promotion* of long-term international volunteering. The aim of the guide is to assist volunteer organisations to address their needs and achieve their aims and objectives using the active promotion of their work as one of their strategies. The guide will therefore be useful to all organisations that wish to promote long-term international volunteering and non-formal learning.

Active promotion of long-term volunteering and non-formal learning is generally not top of the mind as everyone is intently involved in recruiting, preparing, problem solving and/or supporting their volunteers. Promotion and visibility work thus often gets neglected. Yet it is crucial as it gives the organisation a public profile, helps to spread the value of volunteering - locally, regionally, nationally or internationally, and helps to strengthen the organisation in a number of ways. All volunteering organisations do promotion work when recruiting volunteers, fundraising, networking... and ideally, this work should emerge from the overall visibility and promotion strategy of the organisation. Promotion work is one of the strategies that will help the organisation to achieve its aims.

The visibility and promotion strategy should be creative, goal driven, cost effective, well-planned and well-timed. It is important to set clear targets and measurable indicators at the outset, and include monitoring and evaluation of your action plan as these will also guide you in your future promotion work.

The *ICYE Guide to Visibility and Promotion* offers you the opportunity to carefully consider whether your organisation needs to promote itself, and why promotion and visibility are important. If you do decide you need to work on your visibility and promotion, it offers practical guidance and numerous best practice examples on how to do it.

Participants of the training in Accra, Ghana, Nov. 2016

3. WHY VISIBILITY AND PROMOTION ARE IMPORTANT

Visibility is crucial for international volunteer organisations. You can have the most diverse range of volunteer host projects and the best management and support services for volunteers, but without visibility no one will know your organisation exists. Visibility helps promote your organisation and attract potential volunteers.

With the large number of voluntary service organisations worldwide, offering diverse kinds of programmes - from work camps, short term volunteering opportunities to voluntourism and work-and-travel programmes, it is important to promote a distinct identity for ICYE and its programmes, in particular the ICYE long-term international volunteering programme. The focus of the ICYE long-term programme is on cultural exchange and hands-on volunteering. Intercultural learning serves to promote understanding, equality of opportunity, justice and peace among citizens of the world, laying also the foundation for enhancing the socio-cultural, personal and professional development of young people participating in its programmes. These key characteristics -based on non-formal and intercultural learning- create a distinct identity for ICYE that sets it apart from many other volunteering programmes.

Why promotion work is important is a question that each organisation is best placed to answer for themselves. When you reflect deeply on your context, you will probably discover a range of reasons to promote your organisation.

Reflect on your context, needs and challenges linked to:

- Other voluntary service organisations – do you complement each other or compete?
- Funding
- Networks
- Your members, volunteers, staff, board members
- What is your relationship with your host projects and local community?
- Are you achieving your aims?
- Are you well-known?

Since you will put in considerable time, energy and resources into your promotion work, be clear about your reasons for doing it.

You may want to:

- be visible
- have a clear identity in the volunteering sector
- increase communication with stakeholders
- increase membership
- have more volunteers
- have more host projects
- have more host families
- locate yourself politically
- get more funding
- do marketing

3. WHY VISIBILITY AND PROMOTION ARE IMPORTANT

At the international training for communication multipliers in Accra, Ghana, November 2016 (of the project *Calling Youth to Action in a Global Visibility Drive*), participants identified the following reasons for doing promotion work:

- Support ICYE's core activity: send and receive more volunteers

- Promote the value of volunteering and non-formal learning

- Networking

- Recognition: ICYE = Cultural Exchange

- Communicate our values: intercultural learning in a global society

- Encourage former volunteers to stay connected and involved in the organisation

- More partners: host families, host projects, sponsors

- Fundraising

- Changing outlook to volunteering (not voluntourism)

- Competitors (other volunteering organisations, tourism, voluntourism, work and travel)

- Local visibility: engage local volunteers

Publicity material ICYE Brasil: Host a volunteer from abroad!

STRATEGY

A strategy is an important tool that will help you to structure your work. To get started you need a specific plan that should be based on the following points:

- NEED
- AIM
- OBJECTIVES
- TARGET GROUPS
- METHODS / ACTIVITIES / CAMPAIGN
- TIMELINE
- IMPLEMENTATION / MONITORING
- EVALUATION / IMPACT ASSESSMENT
- SET MEASURABLE TARGETS
- RESULTS

NEED

The first step to create a strategy is to define and analyse the current situation of your organisation as well as the reasons why you need a strategy. You will also have to identify the resources you have as they will help you to achieve the goals you will set. To help you analyse the current situation of your organisation, we recommend the SWOT Analysis (see Annex A, page 53).

AIM

The aim of any strategy is a statement of the overall "Why". A project aim is a statement starting with the words: *"The aim of this strategy is…"* The statement tells you what your overall goal is and what it is you want to achieve. It does not go into details or describe specific tasks. An aim does not have more than 2 – 3 sentences.

During the aforementioned international training in Ghana (2016), the global aim of the strategy was defined as:

So for the project Calling Youth to Action in a Global Visibility Drive all partner organisations shared a common aim and identified a range of objectives to work on.

Building recognition of the ICYE long-term volunteering programme

OBJECTIVES

The objectives explain the "how" of the project aims and what major tasks are going to be carried out. They will depend on the specific needs of each organisation. Examples for possible objectives are: To increase the number of out-going participants, host families, host projects or incoming volunteers.

TARGET GROUPS

It is relevant to identify your target groups, to adapt your strategy and the aim according to who or what you want to reach/achieve. For example, the target groups will depend on the objectives of the visibility and promotion campaign of each organisation. Target groups for a campaign can be: host families, host projects, potential stakeholders, etc. More examples for target groups can be found in the global strategy described later in this chapter (pages 10 & 11).

METHODS / ACTIVITIES / CAMPAIGN

Once the needs, objectives and target groups have been identified, you can start developing the campaign you want to run. First, the activities have to be properly chosen and then the methods. The methods must be related to the vision and purpose of the campaign and to the planned activities. When choosing the activities you want to implement, the resources you defined earlier must be kept in mind. For example, prepare a budget and take into account possible technical limitations you may face.

The following questions can be helpful:

o   Can the method deliver the objectives specified for this stage of the visibility strategy?

o   Have you defined the person to be in charge of the activities?

o   How can you communicate the activities and what channels would you use?

There are different methods for planning a campaign. The one used by the participating organisations in the above-mentioned project is called the LFA matrix (Logical Framework Approach) and will be introduced later in the guide (Chapter 6, pages 24 - 27).

TIMELINE

While developing your strategy, you must define the timeline to indicate when to carry out the activities you have planned. In your timeline, you should include deadlines, dates of the events, the frequency of the planned activities and milestones to achieve.

> Consider time as a resource. When you set up your timeline, multiply the time you think you will need by "pi" (time x π).

IMPLEMENTATION / MONITORING

When you start implementing the planned activities, you need to monitor them regularly in order to observe your progress and to spot anything else you need to adapt or change in case you are not achieving your objectives as planned. Being flexible is important so you can grasp new opportunities as soon as they arise.

EVALUATION / IMPACT ASSESMENT

During the campaign, but especially at the end of it, you should evaluate the activities and their outcome in order to be able to measure the impact of your campaign. This is the point where you check if your objectives are reached and if the chosen methods were effective. In this way, you can adapt or improve the methods for future or ongoing activities and campaigns. Evaluation and impact assessment is described in greater detail in Chapter 7 (pages 28 - 32).

SET MEASURABLE TARGETS

Setting measurable targets is important in order to identify the results of the campaign. You have to define how you want to measure the results of the campaign and what the indicators are. Indicators can be an increase in the number of outgoing or incoming volunteers, Facebook likes and so on.

RESULTS

It is necessary to analyse the results of your campaign in order to examine whether the objectives were met. The results will also help you to understand what improvements are needed. The results should therefore be evaluated and shared within your organisation. This will enable each organisation to adapt the different campaigns and best practices to its own needs.

Within the framework of the project Calling Youth to Action in Global Visibility Drive, a common global strategy encompassing the key objectives, target groups and relevant channels of communication was developed in Accra, Ghana (see table on page 10). The main aim of the strategy was defined as: *Building recognition of the ICYE long-term volunteering programme.*

> Campaigning becomes easier with clear, precise and well defined objectives!

Global strategy to build recognition of the ICYE long-term volunteering programme

| AIM	Objectives	Target groups	Communication channels
Building Recognition of the ICYE Long-Term Volunteering Programme	Raise awareness of potential sponsors and fundraising partners	• Charitable organisations • Private sponsors • Foundations • Potential partners	National information campaign, e.g. media, social media, events, networking
	Increase partnerships with the government, institutions, networks and relevant organisations	• UN, European Commission, CCIVS, CIVICUS, etc. • Potential Stakeholders	Networking on a national and international level, e.g. online, face-to-face
	Strengthening partnerships with current stakeholders and ICYE National Committees	Relevant stakeholders incl. host partners, host families, partner organisations, government, institutions, NGOs, etc.	• Print media • Face-to-face / sharing experiences
	Increase number of volunteers by highlighting the benefits of non-formal learning and intercultural exchange	• Potential youth • Candidates • High schools • Gap year students • Universities • Career break young adults	• Social media • Events • Workshops • Presentations • Sharing experiences • Info meetings (Promoting the values and benefits of intercultural)
	Create and develop a strong network of volunteers at a local level	• Citizens • Returnees / former volunteers • Host families • Host projects	• Face-to-face meetings (formal and informal) • Social media
	Increase number of host families and projects by highlighting the benefits of volunteering	• Potential host families and host projects • Families of volunteers • Social community • Institutions • Community around projects	• Dissemination of results and activities • Face-to-face / sharing experiences • Workshops • Presentations • Events

The graphic below illustrates the common global strategy developed in Ghana, for which the Lotus Method was used. The centre of the lotus depicts the aim, the first layer of red petals presents the different objectives, the second layer of blue petals comprises the target groups, and the third layer of black petals shows the channels of communication.

Search for existing publications and material on campaigning and strategies and adapt them to your needs.

For more information on the Lotus Method used at the training, see page 18 of the Final Activity Report: http://www.icye.org/wp-content/uploads/2016/11/Final-Activity-Report-Accra-Training-16-20-Nov-2016.pdf

The global strategy became the starting point for developing the campaigns that promoted volunteering in 20 countries worldwide.
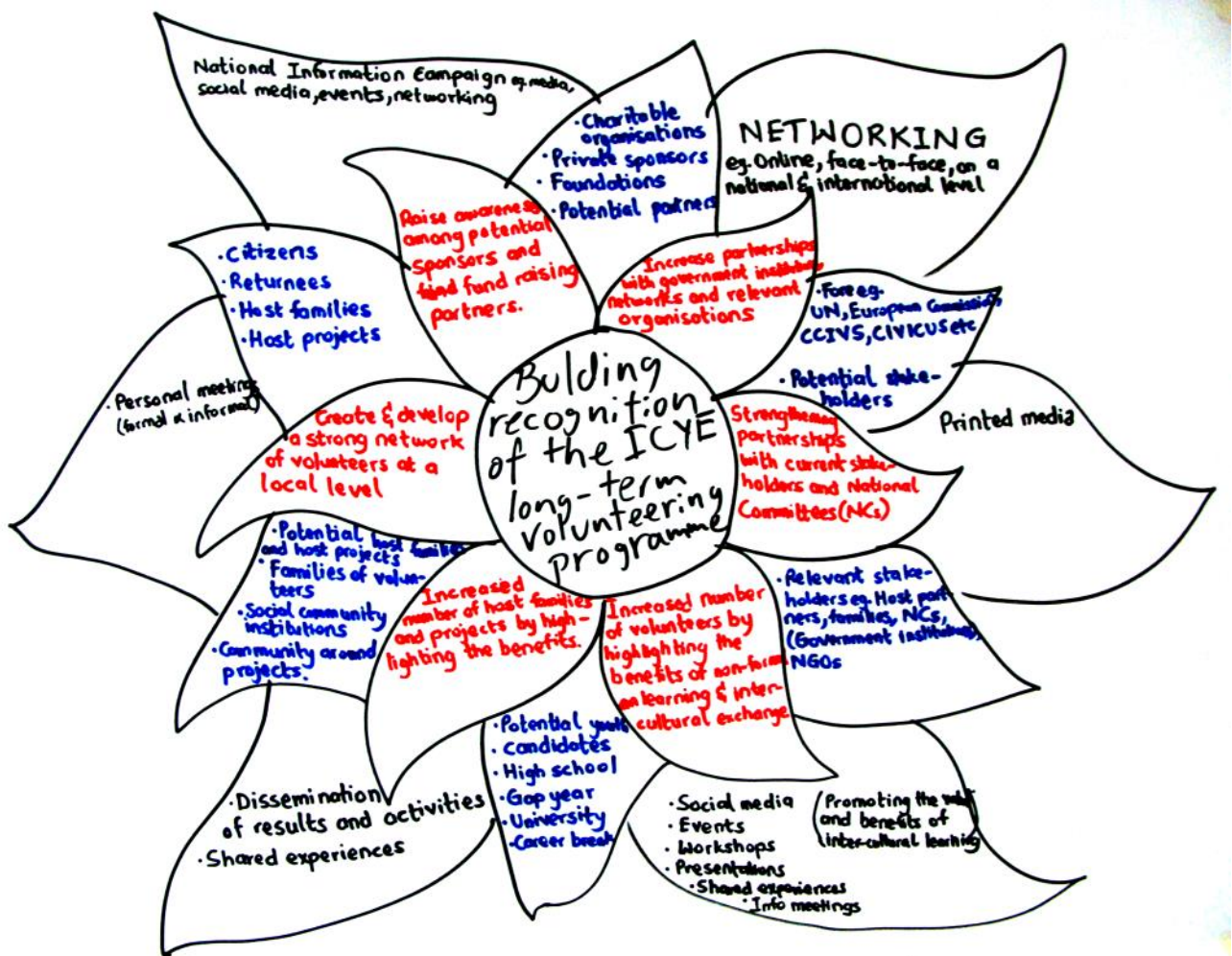
When you have developed your strategy you would have considered the different channels and tools to use, the main options are:

CHANNELS
- WEB COMMUNICATION
- SOCIAL MEDIA
- PUBLIC EVENTS
- MASS MEDIA

TOOLS/METHODS
- FIELD VISIBILITY
- AUDIO VISUAL PRODUCTS
- PUBLICATIONS
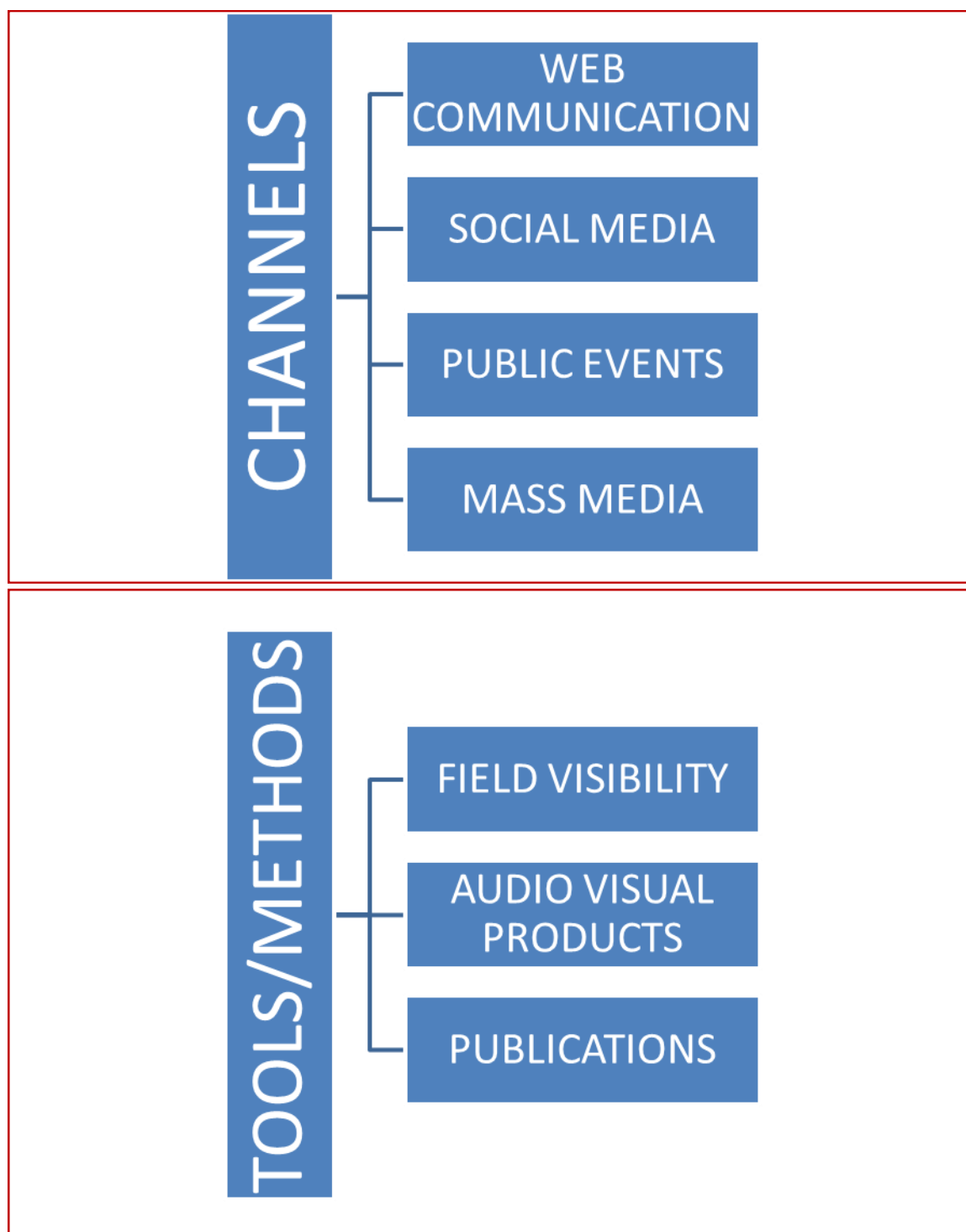
5. COMMUNICATION CHANNELS AND METHODS

Web Communication: Website, blogs, emails, newsletters…

Used in conjunction with social media, used to promote public events and mass media
Tools/Methods used: audio/visual and publications

⇒ For all organisations it is essential to have a website, it can provide complete information and presents a reliable image.

⇒ It is also essential to keep the information on the website up to date. Using social media feeds can be helpful if you don't have as much time to update the website regularly.

⇒ Newsletters can be a very positive way to talk about your work. It can have a wider reach than the immediate audience since it can be widely shared. It can be a tool for recognition for the volunteers' work and also to promote culture (e.g. ICDE-India's Holiday Special newsletter).

⇒ Ensure that you have consistent branding (logo, colours and fonts), this should be the same across your website and social media, printed materials and events.

⇒ Your website should include links to other ICYE National Committees, the ICYE Federation and your own social media channels.

⇒ Volunteer Blogs are really useful for attracting new volunteers and for providing engaging content.

⇒ Create a communication guideline for outgoing/incoming volunteers on how to write a blog/communicate on social media about their experience. Refer to blog advice/guidelines from VPV in Annex B and also to the relevant page in the ICYE Finland communication guide (link on page 14).

Newsletters from Denmark, India and Vietnam.

5. COMMUNICATION CHANNELS AND METHODS

Useful web-tools:

- **Mailchimp** (https://mailchimp.com/) can be used for e-bulletins/short newsletters for viewing updates on the website, e.g. for news updates there is a subscribe button on the website (mailchimp for WordPress plug-in, see plug-in on the dashboard of ICYE Vietnam's website: http://icye.vn/)

- **Yoast SEO** - WordPress plug-in for search engine optimisation

Examples:

- Maailmanvaihto Finland's biannual Magazine:
  http://maailmanvaihto.fi/en/maailmanvaihto-icye-finland/maailmanvaihtoa-volunteers-voices/

- Dansk ICYE's internal newsletter "Internus":
  http://138558.seu2.cleverreach.com/m/10579139/1234352-38c97b21117b1fa5fecdc9e7c7470ba2
  http://138558.seu2.cleverreach.com/m/10571694/1234352-38c97b21117b1fa5fecdc9e7c7470ba2
  http://138558.seu2.cleverreach.com/m/10554977/1234352-38c97b21117b1fa5fecdc9e7c7470ba2

- ICDE-India newsletters:
  http://icdeindia.org/images/news-letter/pdf/news-letter-icde-india-1st-edition-2017.pdf
  http://icdeindia.org/images/news-letter/pdf/news-letter-2nd-edition-f.pdf
  http://icdeindia.org/images/news-letter/pdf/news-letter-icde-india-3rd-edition-2017.pdf
  http://icdeindia.org/images/news-letter/pdf/news-letter-october-2017-f.pdf

- Maailmanvaihto - ICYE Finland's communication guide:
  www.maailmanvaihto.fi/wp-content/uploads/2017/10/Maailmanvaihto-communication-tips-for-volunteers.pdf

Embrace new ideas and take opportunities.

5. COMMUNICATION CHANNELS AND METHODS

<u>Social media</u>: Facebook, Twitter, Pinterest, YouTube, Instagram, Snapchat...

Used to promote all other channels

Tools used: audio/visual also possibly publications

> Define your abilities, competence level & know what you need and when.

⇒ Information on the best ways to utilise social media is available from the ICYE Social Media Guide:
   http://www.icye.org/images/stories/Publicationspdf/2015socialmediaguide.pdf

⇒ It is important to keep up to date with changes and developments in social media use. For example Instagram is more important and more widely used than when the guide was published and particularly useful for visibility among youth.

⇒ Keep in mind the national context for particular social media channels, for example, Twitter is widely used in some national contexts but in other countries it is not relevant.

⇒ Always remember to link with other ICYE National Committees / Federation on social media and to tell your partners about upcoming campaigns.

⇒ Share Facebook posts from other ICYE National Committees instead of just liking them, as it is much more effective in increasing the reach.

⇒ Share local events or opportunities from partner organisations (such as universities, study abroad agencies, related programme providers). They will be more likely to reciprocate and share your events, and you will get a larger audience for your own page.

Examples:

- **ICYE Finland on Instagram**: https://www.instagram.com/maailmanvaihto/?hl=en
- **ICYE UK on Twitter:** https://twitter.com/icyeuk
- **ICYE Vietnam on Facebook:** https://vi-vn.facebook.com/ICYEVIETNAM.vn/
- **ICYE International Office on YouTube:** https://www.youtube.com/user/ICYEio
- **ICYE Denmark on Pinterest**: https://www.pinterest.dk/danskicye/

<u>Public events:</u> Workshops, trainings, conferences, seminars, info-sessions, concerts, performances, local celebration days, festivals (film, music, cultural...), events based on key annual days (youth day, international volunteer day), exhibitions...

Used in conjunction with social media, web communications and mass media
Tools used: field visibility also possibly: audio/visual and publications

⇒ Consider the audience and the aim of the event when deciding what materials to bring with you.

⇒ At public events remember to bring information from ICYE National Committees, partners (WP/posters etc.) as well as your own materials.

⇒ Make the most of opportunities, consider different events, even if it is a new or not directly relevant event.

⇒ Use current incoming volunteers in events.

⇒ Make use of international/national youth forums and you can also look at events related to international days: http://www.un.org/en/sections/observances/international-days/

⇒ Following appropriate local/regional/national sites on social media can enable you to find information about up-coming events for particular target groups.

⇒ Look for the different festivals that are available in your local/regional area - think of places where your target audience might be as well as those that are linked to your work.

⇒ Use games and other workshops and not just direct promotion of programmes. For example, cooking classes and intercultural nights are organised by ICYE Vietnam for international and local volunteers to build deeper bonds among them and organise interesting activities during free time. This is also a good chance to attract the public to its fan page and website.

Cooking classes and intercultural night in Vietnam!

Cooking waffles at the ICYE Brasil Info stand at a high school in Alvorada!

⇒   Another example of using events to promote your programme is that of ICYE Brasil, which attracted young people to their info stand by offering fresh waffles.

⇒   Search events on Facebook for research on the type of events that your followers are interested in.

⇒   Use 'check in' on Facebook when attending events. You can also encourage those attending the event by offering a reward (for example sticker, t-shirt, etc.) when they check in with your organisation at the event and share it on Facebook.

⇒   Also take part in activities where the impact will be seen in the long term. For example, carrying out intercultural learning activities with young students before they have started to think about volunteering abroad can be considered beneficial to future recruitment.

Whatever your activity , don't forget visual identity: logo, name, website, hashtag!

**#ICYE Visibility: Participants of the Visibility Evaluation, Paris, Sept. 2017**

5. COMMUNICATION CHANNELS AND METHODS

Mass Media outreach: Press releases, interviews, press conferences, press visits, paid advertising, newspapers...

Used in conjunction with social media, web communications and public events
Tools used: field visibility also possibly audio/visual and publications

⇒ Try connecting with local or special interest newspapers or university radio stations who might be more interested in local stories. In most cases it is easier than connecting with national media *(*see below links and photos to articles published in newspapers in Switzerland, Denmark, and Germany, as well as the radio interviews in Mexico)*.

⇒ Encourage volunteers to speak about their story to local and national media, but also give guidelines to volunteers on how to talk about their experiences (e.g. see Tips for Preparing an Interview, page 6 of the communication guidelines by ICYE Finland: www.maailmanvaihto.fi/wp-content/uploads/2017/10/ Maailmanvaihto-communication-tips-for-volunteers.pdf.

⇒ Invite mass media to any large events that you are planning.

⇒ If you have a contact with a celebrity, then you can use them to promote the organisation or programme to mass media.

⇒ You may receive mass media contacts from when they have covered an event you have been involved in or through an individual networking event. Once you have connections, make sure you keep their contacts in your database so you can keep them informed of your activities.

⇒ If you are part of a bigger public event, e.g. a charity run, then try to contact the mass media to cover the event.
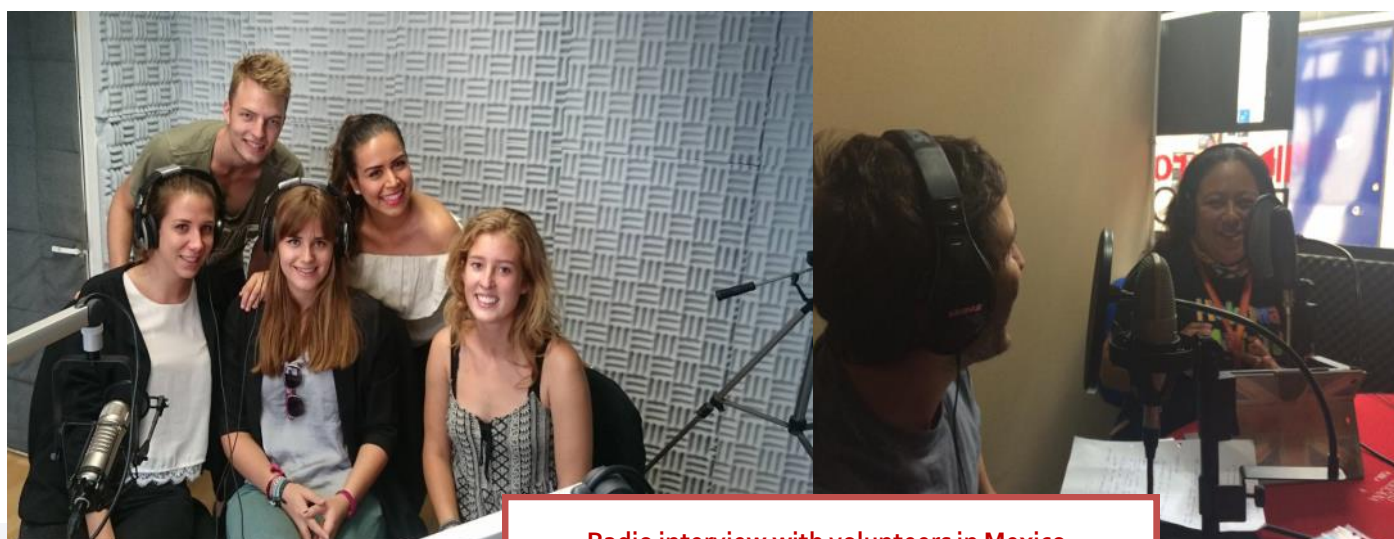
Radio interview with volunteers in Mexico.

5. COMMUNICATION CHANNELS AND METHODS

Examples:

- **Article about an Nigerian volunteer in Germany:** http://www.icyenigeria.org/blog/post/brief-chat-with-micheal-oba

- **Article about an Nigerian volunteer in Switzerland:** https://tageswoche.ch/form/portraet/freiwilligendienst-basel-erleben-karoline-und-olamide-die-schweiz/**. An English translation has been posted as blog on ICYE Nigeria's website** http://www.icyenigeria.org/blog/post/meet-olamide-ojuokaiye

- **Radio interview with staff of SIIJUVE Mexico:** https://www.mixcloud.com/Iberoradiopuebla/los-puntos-sobre-la-i-siijuve-invitaci%C3%B3n-a-ser-voluntario-alrededor-del-mundo-pt1/

- **Radio interview with volunteers of SIIJUVE Mexico**: https://www.mixcloud.com/Iberoradiopuebla/los-puntos-sobre-la-i-siijuve-invitaci%C3%B3n-a-ser-voluntario-alrededor-del-mundo-pt2/

Newspaper articles in Danish and German newspapers.

Publications: Guides, toolkits, handbooks, reports…

⇒ There are a number of different newsletters, guides and reports that are produced by the Federation and by other National Committees. The ICYE Federation newsletters are available online at the international website here http://www.icye.org/newsletter/ and various guides and publications are available here: http://www.icye.org/publications/

⇒ Make the best use of already produced materials. This has the advantage of using others' learning experiences and also provides a visible connection of your organisation to the international context of the Federation and international projects organised within the framework of the EU's Erasmus+ Programme.

⇒ Using these publications can also further disseminate the learning outcomes from previous projects.

⇒ When producing or presenting publications at a local/national/international level, you should consider the needs of desired target audiences (e.g. language requirements).

⇒ Materials that are produced for internal use should also be branded, e.g. letterheads, document wallets, handbooks, etc. This is particularly important for communication with the volunteers and also between ICYE National Committees.

Be clear about how and when to use what materials in your campaign.

Audio-visual products: Photos, audio, video, canva for Infographics, pdf, logos...

⟹ Audio-visual materials are often the most effective ways to communicate a message (in all types of channels).

⟹ Mixing media can be interesting, for example adding still images/pictures to video can be eye-catching or using printed materials in photos can be very effective (e.g. ICYE Finland's video: https://www.youtube.com/watch?v=QBDIksvD8Uw).

⟹ Make sure you have the correct permissions for using any images, from the people in the photo/video and the producer, as well as permissions for using songs to create a soundtrack for your video.

⟹ When collecting images/videos for a campaign, be clear about what it will be used for from the beginning (e.g. if it will be used as promotional material, what media it will be used in).

⟹ Ask volunteers, co-workers and wider personal networks for technical support in creating videos and visuals.

⟹ Video guide:

   • Videos should be short 1-2 minutes, especially for social media.

   • The first 3 seconds need to be attention grabbing - especially for Facebook as this will make the most of the automatic play function.

   • Quality of the videos should be good. When filming, consider background noise and also that the background view should be attractive (e.g. related to the video topic and not against plain background).

   • Consider using subtitles (useful for watching on social media).

   • Posting videos on Facebook directly is better than using a YouTube link as the former will auto play and get better reach and statistics.

Design tools: Below are some programmes and tools used by the partners in the project

⟹ **Canva.com** - free version available, includes many templates, is easy to use and produces high quality graphics. https://about.canva.com/blogs/use-canva/ (See example of info graphics by ICYE UK on page 49)

⟹ **Lightworks** - video editing tool, it is complicated but free and with a bit of time it can be a very effective tool. https://www.lwks.com/index.php?option=com_content&view=article&id=222&Itemid=261

⟹ **Moviemaker** - simple editor, good for putting audio and photos together

⟹ **MX player** - for audio and for changing format

⟹ **Adobe Illustrator CS6** - good for graphic design (not free)

⟹ **Adobe Premier Pro** - video editing tool (not free)

⟹ **Vivavideo** - videos on phone (android)

⟹ **Online-video-cutter.com** - can be used online to crop, cut, rotate and merge video, easy and fast to use.

⟹ **Slideshare / Prezi** - for presentations

> Ask coworkers, volunteers, personal networks for help with technical tasks!

<u>Field visibility:</u> Stickers, signboards, banners, leaflets, brochures, postcards; clothing items (e.g. T-shirts, bracelets, badges, caps); publications and materials (e.g. training manuals, notebooks and posters)...

⇒ These are most useful for any events or circumstances where you meet people face to face (off-line events). The materials used depend on the type of event and the audience (e.g. info events would need brochures but at a festival it would be better to have an ink stamp or stickers).

Info stands in Vietnam and Brazil

⇒ Leaflets and postcards (sometimes posters and stickers) can also be left in public places (library, community centres).

⇒ Don't include dates in printed material - include spaces for specific date information in banners/posters.

Danish posters with space for information on events.

⇒ Materials like t-shirts, bracelets, pens, notebooks, stickers can be used as prizes/rewards, also for fundraisers, for outgoing volunteers, for host projects, etc.

⇒ Discount costs for t-shirts could be possible by including printer's logo as well.

⇒ Consider sponsorship for t-shirts/merchandise from companies also from partners in project.

Dansk ICYE T-shirts

⇒ You should also consider local/national opportunities, for example in India it is an option to put branding on postage stamp.

⇒ Visibility should start from us (staff/coworkers should have branded t-shirts/badges, etc.).

ICYE Vietnam T-shirts with the printer's logo on the sleeve.

NOTE: Remember to always include your organisation's logo, ICYE logos and logos from other partners and sponsors, for example Erasmus+ logo.

6. DEVELOPING AN ACTION PLAN: THE LOGICAL FRAMEWORK APPROACH

How to structure a visibility and promotion campaign – the use of the LFA-matrix

After defining the need, aim and objectives of your campaign, you can use the Logical Framework Approach matrix as a project management tool to structure your work. The Logical Framework Approach matrix helps you to plan and reflect on:

- What you want to achieve?
- How to achieve it?
- With what (tools, persons, activities, etc.) to achieve it?
- How you will assess it?
- What pitfalls you may encounter?

Purpose of the tool

The purpose of the tool is to structure your visibility campaign and to create an overview, which will help you to know where you are in the campaign process.

How it works

The first layer of the matrix describes the aims of the project. The project aim refers to what you want to achieve with the campaign. The three subsequent layers describe the campaign:

- The specific results of the campaign (objectives)
- The specific actions or activities to create the results
- The specific resources which are necessary for the actions or activities to be carried out

The layers are arranged in three steps:

⇒ **Description**: A detailed description for each layer which clarifies what you want to achieve and with what (tools, persons, activities, etc.).

⇒ **Indicators**: A measuring point that creates the possibility to assess and measure the success of the achievements.

⇒ **Assumptions/ prerequisites**: A description of pitfalls/obstacles you may encounter, which could influence the success of the campaign.

A strong framework with a bottom up approach (supported by volunteers) is very useful.

What it looks like

Project elements	Description	Indicators	Assumptions/ prerequi- sites
Campaign/ Strategy goals (Aim)			
Results (Objectives)			
Activities			
Resources			

For each activity, you should have an activity plan as below:

Name of the activity	
Aim of the activity	
Project manager	
Other participants	
Time schedule Who does what and when?	
Resources	

If you have the time and resources do a test run of your ideas.

How to use it - a detailed description

Follow the instruction in each stage:

Project elements	Description	Indicators	Assumptions / prerequisites
Campaign/strategy goals (Aim)	Statement/main aim of the campaign.	Measures (direct or indirect) to verify to what extent the goal has been met.	Important events, conditions or decisions outside the control of the project which may affect the goal.
Results (Objectives)	Detailed descriptions of step-by-step objectives.	Measures (direct or indirect) to verify to what extent the results have been met.	Important events, conditions or decisions outside the control of the project which may affect the result.
Activities	Name and product of activities.	Measures (direct or indirect) to verify to what extent the activities were a success.	Important events, conditions or decisions outside the control of the project which may affect the activities.
Resources	Resources at hand to achieve the goal.	Goods, people and services necessary to undertake the activities.	Important events, conditions or decisions outside the control of the project which may affect the resources.

The process of defining indicators forces you to clarify your objectives.

Indicators must be:

A. Plausible, measuring what is important in the campaign

B. Attributable, measuring changes caused by the campaign

C. Cost-effective, involving data that may be collected and analysed inexpensively

Example: https://drive.google.com/open?id=0BwQP7aw-qxV8WmNiNzIyX0NDbEE

Recommendations

While running the campaign, new ideas and activities will probably come up. For example, you may receive an invitation to a school fair or have a new idea for an activity. But should this activity be implemented in the campaign?

See below a reflection model to bear in mind if you encounter the possibility of new activities. If a new activity is a possibility, ask yourself why you should do it? If it matches the aim and objectives, then consider doing it depending on time and resources of your campaign.

If you want to brainstorm on new possible activities, then start from the aim and ask yourself how?
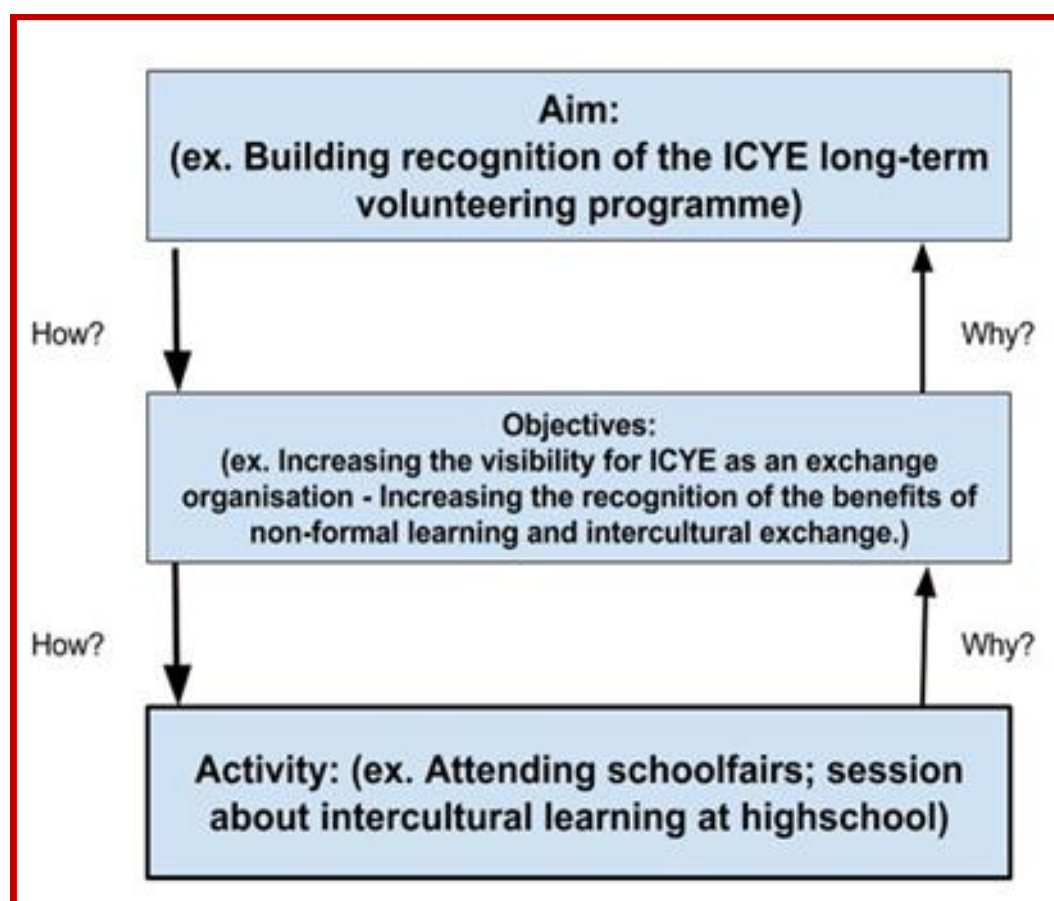
Don't forget to use the campaign's visual identity as well as your logos and merchandise for your campaign activities!

Once you have carried out a campaign, it is time to evaluate it. For this, plan your evaluation methods in advance.

First: think once again carefully about your aim, objectives, methods and target groups. Have you, for instance, set up clear and well-defined aim and objectives? If needed, make modifications to your evaluation plans. Make sure you have also made a plan for monitoring the campaign: it is important to assess during the activities if the campaign is going in the right direction or if modifications are needed!

Then: think of which evaluation methods are best suited for examining how well you will achieve your aims and objectives. In many cases you will be able to count the reach of your messages, but remember this does not yet tell about their impact. It is generally very useful to evaluate your interaction with the audience too. Remember to agree on who will be in charge of the evaluation.

"NOTE* It is very helpful to evaluate all your communication activities continuously (on a monthly basis for instance), not just the end result of your campaign!

Evaluation methods for different channels of communication

Social media

Will you use social media channels like Facebook, YouTube, Instagram or Snapchat in your campaign? Many social media accounts provide statistics on your performance. Just log in and dig into your statistics!

For instance, for videos on Facebook you can get data on how many people were reached and on the gender, country location and the age of their audience. You can also see how long the videos were watched. The reactions (such as likes, comments, clicks and shares) give important indications as to how your social media communication activities were perceived.

Comments to posts on ICYE Bolivia's Facebook page.
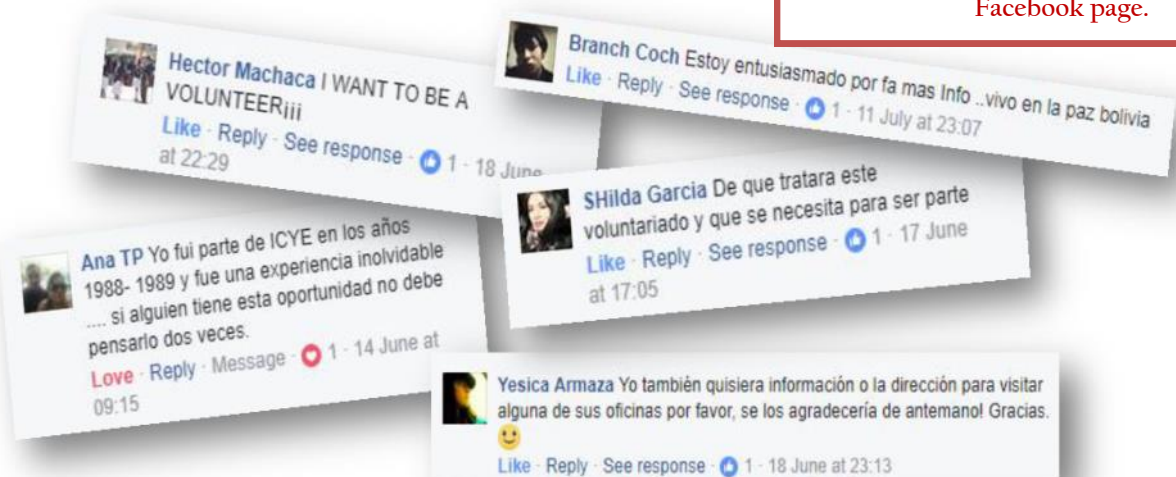
Case example: Volunteers Voices videos

Video by a volunteer of ICYE UK

- ♦ **Objective:** Increasing the number of host projects in the UK
- ♦ **Material:** Seven videos made by the ICYE UK volunteers on their experiences
- ♦ **Channels:** Facebook, YouTube
- ♦ **Could be evaluated by for instance:** People reached, length of time watched, reactions

Learn more about the ICYE UK campaign and watch the seven videos: http://www.icye.org/uk-erasmus-plus/

NOTE *The increase in the number of the host projects needs to be evaluated separately – by counting the number of the host projects and finding out if the host projects saw, were affected by and shared the campaign material.*

While digital communication is fast and efficient, face-to-face encounters, as well as phone calls and Skype-sessions can in some situations be more effective, give a personal touch and create trust.

Events

Will you organise an info session or a workshop? Will you attend fairs or have meetings with people? Count the audience and evaluate your interaction with them.

For instance, for info sessions you can directly count the number of the participants. In other events, such as big fairs, you may need to think of a way to estimate the number of people reached. The reactions of the audience/ participants can be measured by, for instance, collecting contact information of the participants who stopped by your booth (to send them further information).

When people contact your organisation for further information, remember to ask them where they heard about you – i.e. if they attended one of your events or via Facebook, etc.

Case example: First-hand experience of volunteering (Mexico)

- **Objective:** Increasing the visibility of the programme and the number of young people recruited for international volunteering
- **Activities:** Info sessions, workshop
- **Could be evaluated by for instance:** People reached, reactions

Learn more about ICYE Mexico's campaign: http://www.icye.org/Mexico-erasmus-plus/

,Un día de voluntariado' for pupils of a high school in Puebla.

NOTE The aim of increasing the number of young recruits must be evaluated in another way: Is there an increase in the number of young participants and have they wanted to participate because of attending the events? Through this campaign, ICYE Mexico was able to recruit two new participants for the programme.

Web communication

Will your campaign involve new content on your website, such as a blog? Will you launch a new website or start sending a newsletter?

Through Google Analytics (www.google.com/analytics), you can get data on the visitors to your website: For instance you will be able to see the number and country location of the visitors. You can also see the time your visitors spend at each page. For instructions on installing Google Analytics, please see:

support.google.com/analytics/answer/1008015?hl=en.

Through your newsletter platform (such as Mailchimp), you may be able to gain data on, for example, the number of the subscribers and the opening rate of your newsletter.

Case example: Blog on the experience of volunteers (Nigeria)

Blog post of an ICYE Nigeria volunteer

Read what samuel seidi from Austria said about Nigerian Food, Lifestyle and people...

- **Objective:** Strengthening the positive image of Nigeria for promoting the long-term volunteering programme in the country
- **Material:** A blog which displays volunteers' experiences and stories (one part of the campaign)
- **Channel:** Website
- **Could be evaluated by for instance:** People reached, time spent at the pages

Learn more about ICYE Nigeria's campaign: http://www.icye.org/Nigeria-erasmus-plus/

NOTE Through the above-mentioned data, one cannot tell if the positive image has been strengthened. This could be explored through another evaluation method, such as a survey for the target group on their images before and after the campaign.

Impact assessment

Impact assessment will help you explore the extent to which the aim of your campaign was met. It is not only important to evaluate your campaign just after implementation, but also to look into the long-term impact later on (e.g. increase in the numbers of volunteers sent and hosted, new host families and projects, etc.).

Keep in mind that your aims and objectives need to be clearly defined, and you need to collect data/statistics – if not, it will be very difficult or even impossible to assess impact. Also consider if you need to collect data before the start of your campaign to have a benchmark to measure your campaign against. So choose your impact assessment methods wisely! For example, at an event, info session etc., collect data on how participants learnt about ICYE or whether they had heard about the organisation before.

Case example: **Benefits of voluntary service (Switzerland)**

- **Objective:** Building recognition of the ICYE long-term volunteering programme and sending ten non-academic young people on a scholarship from the Mercator Foundation on an exchange during the programme your 2017/18.

- **Impact could be assessed by:** The number of the young people sent during the programme year compared to the year before, surveys on the recognition of the ICYE long-term volunteering programme before and right after the campaign, as well as thereafter at certain periods of time (one and two years, for instance).

Learn more about the campaign: http://www.icye.org/Switzerland-erasmus-plus/

ICYE Switzerland reaches out to non-academic youth on Facebook.

It is useful to have measurable objectives and well thought through time frames.

ICYE Switzerland - Time for an Exchange
27. März

Freiwilligeneinsatz mit ICYE: Letzte Plätze - 6 oder 12 Monate in folgenden Ländern: Bolivien, Brasilien, Ecuador, Finnland, Ghana, Indien, Kenia, Mexiko, Neuseeland, Nigeria, Taiwan und UK .
Ausreise im August 2017, Anmeldefrist: 15. April 2017

Stipendien für LehrabgängerInnen - als (Vor-)Praktika anerkannt...
Mehr anzeigen

ICYE Switzerland - Time for an Exchange
Jugendorganisation
Mehr dazu

The 10 campaigns described in this chapter were chosen as "best practice" and invited to attend the evaluation meeting of the project *Calling Youth to Action in a Global Visibility Drive* in Paris in September 2017.

Bolivia: Benefits of being a volunteer

Objectives Planned (as developed at the training in Ghana, November 2016)

- Increase in the number of volunteers
- Increase visibility with educational institutions
- Increase awareness of volunteer work and intercultural exchange

Activities planned

- Create life story videos
- Visit families and projects
- Do presentations: Info seasons with games in high schools and universities
- Share the work of the organisation on social media: Facebook

One of the videos shared on social media

Activities carried out

- Produced promotional material and videos by and with volunteers for social media
- Info sessions in four different schools

Challenges and lessons learnt

- Initially, the plan was to work with outgoing volunteers but since no reply was received from them, it was decided to work only with incoming and former volunteers.

- The main problem was the bureaucracy at high schools and universities (where we couldn't have info sessions).

- To make the videos, we had neither experience nor technical knowledge, but we asked friends for help with this.

Volunteers discuss how to improve volunteering promotion

- For the next campaign more time will be planned in advance to involve the outgoing volunteers and motivate them to do videos before they travel.

- More contact with schools and universities is required to organise info sessions.

- It is necessary to create guidelines on how to make videos and blogs and share them with the regional groups and volunteers.

Follow-up events

- The promotional campaign is meant to be replicated every year

- Info sessions and posting of videos on the Facebook will continue

- Challenge for next campaign: Access to universities

- Give tools and guidelines to the outgoing volunteers to help them make blogs and videos of their experiences for the next campaign (a session was already held during the pre-departure camp).

Info session at a school in Bolivia

For more information: http://www.icye.org/bolivia-erasmus-plus/

Brazil: Joining forces - engaging local volunteers in the global visibility drive

Objectives Planned (as developed at the training in Ghana, November 2016)

- "Test drive" - how many potential outgoing volunteers and/or host families we can engage in info events?
- Improve volunteer and co-worker management
- Invite new potentially active members to the association and animate the board to become more active and engage them
- Strengthen volunteering on a local level by engaging volunteers and co-workers in significant tasks and create a network of volunteers and co-workers

Activities planned

- ICYE international volunteers visit a language school and a local company during a week on volunteering where they can talk about their experiences doing voluntary work in local communities
- Create a database of former and current volunteers and update it regularly
- Organise a meeting with the board and potential new members (e.g. some very active host families)

Activities carried out

- Database with current and former volunteers was successfully created by a local volunteer
- Participation in a job fair at the local high school Vale Verde in Alvorada - "Waffles and Intercultural Exchange"
- Reaching out – Presentation on volunteering in the metropolitan area of Porto Alegre
- Creation of new public relation material (poster, cards, etc.)

New ICYE Brazil business cards designed by local volunteers

Preparation meeting with volunteers

Challenges and lessons learnt

- Good and structured planning and organisation of ongoing activities is very important to reach the goals set at the outset.
- The involvement of a co-worker with organisational skills from the start would have been beneficial.
- The campaign made us realise that there are still many things to improve and that it is very useful to have one person responsible for the communication of ICYE Brazil's activities.

Photos of the workshop *"Ser+Voluntário"*

- It is not always possible to implement certain tasks on time and have qualitative output when depending on (local) volunteers/voluntary assistance.
- Once the database has been updated, the volunteers need to be contacted, but how does one keep them interested?
- Reaching out to target groups on a more personal level during the speeches, info sessions and high schools events helped to get new connections with other possible host projects and places to promote our work.

Follow-up events

- Regular participation in fairs, at language schools and universities
- Prepare co-workers to be able to represent ICYE Brazil and provide them with promotional material and merchandise.
- Produce relevant materials, especially an information flyer and/or handbook
- Implement cultural evenings, themed movie nights and participate in one of Porto Alegre's numerous street fairs to improve the visibility of ICYE Brazil and international volunteering
- Make an institutional video
- A week of activities and a party to celebrate 30 years of ICYE Brazil in December 2017

For more information: http://www.icye.org/brazil-erasmus-plus/

Denmark: Hosting in focus

Objectives Planned (as developed at the training in Ghana, November 2016)

- Increase the number of host families and hosting projects by highlighting benefits
- Give information about hosting possibilities in Denmark
- Connect the benefits of being a host family with the values and work of ICYE
- Strengthen existing host families by providing training to improve skills and address culture shock
- To strengthen the network of host families

Activities planned

- Four info meetings for host families, two from January – July and two from July – December 2017
- Create videos about hosting - made by host families and volunteers (my life with a host family - volunteers interviewing their respective host families – selfie video).
- One training for existing families
- One event for host families

Activities carried out

- Host family activity/event in Frederecia
- 4 new host projects
- New cooperation with Aarhus Municipality (9 EVS host projects)
- Posters and PR-material made for host families
- Professional social media look
- One host family training at summer camp
- Attending the scout camp
- Attending the political festival at Bornholm (building recognition of youth exchange and volunteer work)

Political festival at Bornholm

"Rethink Activism", Folkefestival, Aarhus

- Six info meetings at the local level
- Info booth at 3 school and 2 university fairs
- New t-shirts, posters, flyers, etc.

Scout camp

New posters for the host family search

Challenges and lessons learnt

- In a democratic organisation with a flat structure, it is important to have a bottom-up process that creates ownership.
- You need professional support to have an ongoing image.
- Doing videos (good to buy a cheap microphone for iPhones) and using Lightworks for editing. Doing the subtitles is time consuming for co-workers/volunteers.
- It is useful to network and tap into what's new, hip, cool.
- Joining in related and important debates (what's being discussed right now and what's our take on it), helps to promote your organisation.
- Being structured and flexible at the same time.
- If you don't have the capacity to organise your own event, join others for a common cause.

Follow-up events

- Sustainable development quiz at Aarhus Folkefestival on 16 September 2017
- Become a host-family SO-Me campaign
- Attending the political festival folkemødet next year
- Creating visibility locally through the ICYE General Assembly 2017
- Host family folder - provides information on recruiting host families and detailed information to host families
- Info meetings

For more information: http://www.icye.org/denmark-erasmus-plus/

Finland: Volunteer Voices

Objectives Planned (as developed at the training in Ghana, November 2016)

- Increase in audience for the intercultural and non-formal learning experiences presented through volunteer blogs
- Increase in the percentage of volunteers having a blog
- Provide the volunteers with better tools and motivation to present their learning experiences on their blogs

Activities planned

- For objective 1: Making a yearly plan for sharing blog contents and starting to put this plan into action.
- For objective 1: Making two videos on the blog contents of the volunteers (one about Finnish volunteers and the other about international volunteers).
- For objectives 2 and 3: Improving recruitment, training and support for the bloggers.

Activities carried out

- Questionnaire for the previous bloggers on their experiences
- Imporved training and guidelines for bloggers (monthly topic suggestions added)
- Promotional video about the experiences of the Finnish and international volunteers
- Social media campaign "Pick a Word, Share a Memory"

Photo campaign: *Pick a Word, Share a Memory*

Video shared on social media

Challenges and lessons learnt

- The challenges had mainly to do with skills: we had very little previous knowledge on editing videos. Through the project, we were able to learn basic skills but could see that there is room for more knowledge. So, we will keep on learning.

- While making the video, we left very little time for planning the music. So we had no background music as we could not find music in time that we liked and could clarify licencing details. We will have to look into the music issue well in time when making the next videos.

- The campaign gave us a good chance to show the videos at our info stand at events. At open air events, it is not ideal to show videos due to strong sunlight on the screen.

- One of the key lessons learned is to make use of material that already exists (e.g. photos and videos taken by volunteers). We had a good photo campaign with a small effort as we made use of the postcard created within the framework of the **Calling Youth to Action in a Global Visibility Drive** project.

- Another key lesson is to think more about how to measure the effectiveness of the channels and methods we used to reach our target groups: being able to measure the results is one essential element in improving the activities.

Event on improving video making skills

Follow-up events

- Organise a training on making blogs on a yearly basis

- Send a questionnaire for the bloggers on a yearly basis

- Organise a training on video making, and make new videos in autumn 2017

For more information: http://www.icye.org/Finland-erasmus-plus/

Final Evaluation Camp!

India: Cultural exposure in the countryside

Objectives Planned (as developed at the training in Ghana, November 2016)

- Establishing new partnerships with host projects in various fields where volunteers can have cultural exposure in the Indian countryside
- Creating opportunities for volunteers in the field of environment
- Promoting voluntary work at the local and rural level

Activities planned

- Research on the regional school systems and related challenges
- Visiting the countryside in the south of India and establishing contacts and partnerships with host projects
- Placing volunteers in the new host projects in the countryside
- Making promotional videos
- Becoming more active on Facebook
- Publishing newsletters
- Utilising ICDE-India's events and seminars to promote volunteering

Activities carried out

- Meeting government official to collect data on schools and the education system and problems faced
- New partnerships established with nine host projects in the field of education (schools), and seven new host families found
- 11 volunteers placed in the new host projects
- Four issues of the ICDE Newsletter have been published
- Photos of volunteers with posters and postcards from the project posted on Facebook

School visits

Promoting ICYE on Facebook

Challenges and lessons learnt

- Resources like financial support and coworkers were not sufficient
- Lack of information on voluntary work in the countryside
- Need to be more active on social media to reach more young people
- It was important to look at where we are right now and to improve our present programme
- Do more networking and build relationship for promotion in the future
- Include participation in youth fairs and other events to promote volunteering

Promoting ICYE at a school in the countryside

Follow-up events

- Focus on optimising the use of social media and make videos of volunteers and their experiences
- Produce more publications, bookmarks, stamps, badges, etc.
- Organise info sessions in universities and colleges
- Strengthen relationships with ICYE National Committees to promote the ICYE long-term programme

For more information: http://www.icye.org/icye-in-the-world/india/

Mexico: First-hand experience of volunteering

Objectives Planned (as developed at the training in Ghana, November 2016)

1. Higher level of visibility for ICYE Mexico across the country
2. Recognition as one of the best local organisations in international volunteering exchange
3. Increase the number of Mexican participants sent by SIIJUVE in order to increase quota placements

Activities planned

- Inviting Mexican youth to experience voluntary work
- Providing students with a volunteer experience to inspire them to participate

Pupils of a high school in Puebla engage in volunteering

Activities carried out

- Two events for young Mexican students "*De intercambio en*…". The objective was to introduce students to volunteering and ICYE. Students had the opportunity to talk to incoming volunteers in Mexico and to skype with Mexican volunteers abroad.
- Activity "*Un día de voluntariado"* / a day of volunteering. The objective was to give students first-hand experience of volunteering and the chance to be involved with the beneficiaries of CIPAAC - Centro de Integración Psicológica y Aprendizaje A.C., an NGO supporting people with learning disabilities.
- Making volunteer videos

Challenges and lessons learnt

- For Skype chats with Mexican volunteers abroad, the internet connection didn't always work properly. Moreover, there was not enough time to ask them questions on skype. It would be good to check in advance if the internet connection is good enough for the skype chats.

- Time management was a problem in the second activity. We had 5 teams and monitored them in different areas which proved to be difficult. So it is important to plan more time in advance and avoid stress later.

Video by an ICYE Mexico volunteer

Activity for young people *"De intercambio en…"*

Follow-up events

- Carry out the same campaign in the other four regions of Mexico and also in new schools in Puebla.

- Take into account the campaigns carried out in the other participating countries of the project for ideas useful to future campaigns in Mexico.

For more information: http://www.icye.org/mexico-erasmus-plus/

Nigeria: An extraordinary land, for an extraordinary experience

Objectives Planned (as developed at the training in Ghana, November 2016)

- Increase number of volunteers hosted and sent in 2017/18 (6 both ways) and in 2018/19 (10 both ways)
- Strengthen relationships with partner organisations (local and international)
- Create a profile of projects and their activities, making it more informative and attractive
- Redo ICYE Nigeria website, add blogs of incoming and outgoing volunteers
- Discuss new marketing activities, material, events with regular sending and receiving ICYE National Committees, i.e. organise info days in Nigeria and abroad

Activities planned

- Critically review different materials/documents used until now:
  - a. National Profile
  - b. Work profile (more project descriptions with pictures and highlighting benefits and skills, safety issues and the opportunity for self-development
- Have volunteers both sent and hosted to write blogs and connect with ICYE Nigeria's blog
- Encourage ICYE National Committees to promote ICYE Nigeria, i.e. info days, targeting students of African studies, anthropology, etc.
- Staff exchange with 2 or 3 European National Committees

Activities carried out

- New website
- Two info meetings

ICYE Nigeria active on Facebook

- New project descriptions and pictures on the website and project folder
- Volunteer blogs on website
- Info session in Baptist church
- Info session "The Role of Young People in Voluntary Service" in collaboration with the Baptist Student Fellowship
- Event "Making ICYE visible" at a teenager concert, Yaba Youth Centre

Info session *"The Role of Young People in Voluntary Service"*

The Event *"Making ICYE Visible"*

Challenges and lessons learnt

- There were challenges in getting volunteers to help redoing the website, work on the volunteers' blog, and do presentations at info-sessions. Finances were limited.
- A guide for writing blogs would have been good as there were questions about the blogs.
- Lack of international volunteers in Nigeria made local promotion difficult.
- Lack of digital skills and competences.
- The key lesson is to be focused and persistent.

Follow-up events

- Update information regularly on social media to create more visibility.

- Doubled efforts will be put into seeking cooperation with ICYE National Committees to promote the programme.

For more information: http://www.icye.org/nigeria-erasmus-plus/

Switzerland: Benefits of voluntary service

**Objectives Planned (as developed at the training in Ghana, November 2016)**

- Increase the number of non-academic volunteers by highlighting the benefits of non-formal learning and intercultural exchange.
- Main Message of the campaign: Non-formal learning and intercultural competences = winning competences for your career.
- Send 10 non-academic young people on a scholarship from the Mercator foundation for 2017 / 2018

Activities planned

- Network with vocational schools (heads / teachers)
- Network with persons responsible for apprentices in big (multinational) companies
- Prepare presentation material ("Road Show") incl. evaluation form (=contacts)
- Communication (on and offline) incl. school and company channels
- Presentations (ideally former volunteers do presentations at their former school) incl. training on presentation skills for former volunteers.
- Networking with big (multinational) companies (Human Resource departments); prepare text and pictures for internal communication (on and offline)
- Contact Mercator Foundation

Activities carried out

- Meeting with the Mercator Foundation to negotiate a new contract by sharing its objective to promote cultural exchange among non-academic youth. Resulted in renewed contract between ICYE Switzerland and the Mercator Foundation.
- Update of database of vocational schools and multinationals
- Creation of new marketing material
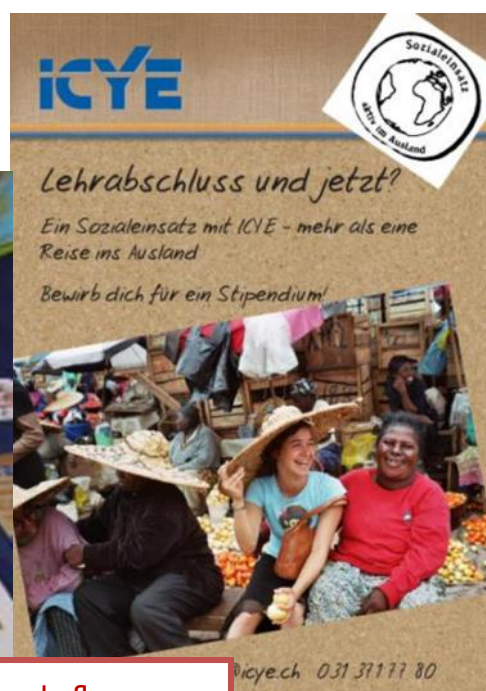
Brochures, postcards, flyers

- Presentations in 4 vocational schools (about the ICYE programme) with info stand/booth
- Sharing PR-material on social media

Preparation camp

Facebook ad

Challenges and lessons learnt

- The set-up of the campaign with the companies turned out to be more difficult than expected because ICYE Switzerland did not have enough human resources to professionally deal with the needs of the companies.
- ICYE Switzerland does not have an up-to-date website.
- Marketing material is inconsistent.

Follow-up events

- 2018 – 2020: The campaign will continue with greater efforts (until 2021 when the contract with the Mercator Foundation expires)
- End 2017: Website relaunch and redesigning of marketing material
- January 2018: Intensified efforts to establish contact with Swiss and multinational companies
- January 2018: Google-Adwords-Campaign to attract more people online
- A best practice document of the Mercator volunteers' projects will be produced
- Media relations will be intensified

For more information: http://www.icye.org/Switzerland-erasmus-plus/

United Kingdom: Boosting the recognition

Objectives Planned (as developed at the training in Ghana, November 2016)

- New partnerships and/or networks among charities and community organisations
- Increase the followers of ICYE UK on social media, particularly among potential host projects
- Increase the awareness of ICYE with current host projects and their communities
- Increase the numbers of host projects in the UK
- Increase ICYE UK's web visibility

Activities planned

- Increase website visibility through search optimisation
- Volunteers produce personal video selfie blogs at their projects which highlight the benefits of hosting an ICYE volunteer, produced by the volunteers with the support and guidance of ICYE-UK.
- Volunteer video selfie blogs would then be converted into a documentary

Activities carried out

- Volunteer videos - A volunteer's daily life
- Creation of 10 Selfie Video Questions and 10 Top Tips for Recording Video to guide the video-making process
- Sharing the videos on social media

Challenges and lessons learnt

- Creating videos required a lot of time – in terms of engaging volunteers and editing. It was however possible to overcome all the technical difficulties, and because of the preparation work we now have useful guidelines that we can use for other video projects.

- Engaging with projects was more difficult than expected. Since in many cases host projects are larger organisations, our main contacts are with volunteer coordinators and not media and communications staff. ICYE UK's capacity to invest time in the project was also limited and as a result there was less contact than was needed with the host projects in the preparation and delivery of the project.

- We needed to engage more with the host projects in advance through individual contact as this has shown to be essential in making sure that the right departments are aware of the upcoming campaign.

- Many of our projects are not active on social media and we need to remember this in future campaigns and also when considering the best way to highlight our work.

- We found that there were quite a few volunteers who did not want to create content for social media (despite in many cases being active on social media themselves).

- We did not set any specific targets to measure against this outcome. It would have been better to have clearer, more specific defined goals at the beginning of the campaign (e.g. number of videos, number of host projects engaged, reach of posts, etc.). This would have helped in the evaluation.

- With Facebook the most important thing to focus on is post shares (and re-tweets with twitter). This is the only way to reach 'new' audiences (not people already connected to ICYE).

Video by an ICYE UK volunteer

Follow-up events

- Have outgoing volunteers do similar videos as they could be beneficial for recruitment and for increasing the visibility of the sending programme.

- Have future hosted volunteers make similar videos, particularly in projects that were not involved in the visibility project.

For more information: http://www.icye.org/uk-erasmus-plus/

Vietnam: Creating connections

Objectives Planned (as developed at the training in Ghana, November 2016)

- Raise awareness of the public on the benefits and opportunities of volunteering, non-formal learning and intercultural exchange
- Strengthen the network of local volunteers by engaging them in relevant work
- Establish partnerships or create visibility with relevant government agencies and organisations

Activities planned

- Organise public events (annual open day and monthly workshops)
- Organise workshop and seminars at universities, colleges, schools (for students and parents)
- Engage with the media (online newspapers, student magazines)
- Promotion on social media (Facebook, YouTube, websites, blogs)
- Training for members on non-formal learning, intercultural exchange and event management
- Design curriculum and organise workshops for school students
- Participate in public events
- Send printed materials (flyers, leaflets, reports) to embassies, relevant government agencies and related organisations and institutions

Activities carried out

- Workshop "Beyond your limits" with about 200 young people attending and more than 1000 people watching it through Facebook's live streaming function. During the workshop, brief introduction to the outgoing programme and volunteers' experiences.
- Attending the Global Volunteering Day 2017 with presentations from 17 countries.
- Seven workshops and coffee-talks: For the workshops, young people/former volunteers are invited to attend, learn and share on different topics as well as to join in on a talk on volunteering.
- Publishing the ICYE Vietnam newsletter every three months. The newsletter presents ICYE Vietnam's previous events, informs about upcoming events and includes stories from former and current volunteers.

Challenges and lessons learnt

- Create a better connection between the volunteers and the organisation for stronger commitment
- Plan better the evaluation and impact assessment of the campaign
- Make a clear and detailed master plan for every single promotion activity
- Set a synchronous branding for the programme, make the website more professional and provide information systematically
- Collect photos of volunteers, activities and events; produce and share more videos/clips or volunteers' stories to inspire others to participate in voluntary service

Workshops

Follow-up events

- 16th – 18th December 2017: Winter camp on the topic "Around the world in 3 days" will focus on intercultural learning experience and personal development for international and Vietnamese volunteers.

- December 2017: Exhibition of stories and experiences of former volunteers by sharing a picture gallery, video box, sharing booths, and small workshop sessions to inspire future volunteers to start their journey next year and have more information about international voluntary service.

- 5th December 2017: #VolunteeringMadeMe

- January 2018: 'Returnees retreat' combines the final evaluation and aims to build a connection among former volunteers in order to inspire them to get more involved in the organisation. Based on a study conducted, between 40% - 50% of volunteers learnt about CSDS and ICYE Vietnam from former volunteers, who are one of our most effective PR channels.

For more information: http://www.icye.org/vietnam-erasmus-plus/

9. A. ANNEX 1

SWOT Analysis

SWOT analysis is a process that identifies an organisation's strengths, weaknesses, opportunities and threats. Specifically, SWOT is a basic, analytical framework that assesses what an entity (usually a business/organisation, though it can be used for a place, industry or product) can and cannot do, for factors both internal (the strengths and weaknesses) as well as external (the potential opportunities and threats). A SWOT analysis determines what assists the organisation in accomplishing its objectives, and what obstacles must be overcome or minimised to achieve desired results: where the organisation is today, and where it may be positioned in the future.

Breaking Down 'SWOT Analysis'

A SWOT analysis is usually presented as a square with each of the four areas making up one quadrant. This visual arrangement of the information provides a quick overview of the organisation's position. Although all the points under a particular heading may not be of equal importance, there are some insights to be had in seeing how the number of opportunities measures up to the number of threats, etc.

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	Strength-Opportunity strategies Which of the company's strengths can be used to maximize the opportunities you identified?	Strength-Threats strategies How can you use the company's strengths to minimize the threats you identified?
Weaknesses (internal, negative)	Weakness-Opportunity strategies What action(s) can you take to minimize the company's weaknesses using the opportunities you identified?	Weakness-Threats strategies How can you minimize the company's weaknesses to avoid the threats you identified?

Elements of a SWOT Analysis

When using SWOT analysis, an organisation needs to be realistic about its good and bad points. Analysis needs to be kept specific by avoiding grey areas and analysing in relation to real-life contexts. For example, how do the organisation's services compare to those of competing NGOs? SWOT analysis should be short and simple, and should avoid complexity and over-analysis, as much of the information is subjective.

⇒ **Strengths** describe what an organisation excels at and separates it from the competition: things like a strong brand, loyal customer base, strong balance sheet, unique technology and so on.

⇒ **Weaknesses** stop an organisation from performing at its optimum level. They are areas where the organisation needs to improve to remain competitive: things like higher-than-average turnover, cash flow problems, few coworkers and/or local volunteers, etc.

⇒ **Opportunities** refer to favourable external factors that an organisation can use to give it a competitive advantage: things like programmatic focus on personal and professional development of young people, intercultural learning, etc.

⇒ **Threats** refer to factors that have the potential to harm an organisation. For example, visa refusals for Incoming volunteers, increasing competition, cancellation of a grant or volunteering programme, rising costs, difficulties in finding the right staff and so on.

Doing a SWOT analysis will help to assess what you need to accomplish the objectives of your organisation. Simultaneously, an analysis of the current situation of your organisations will help you understanding if and why you need a visibility and promotion strategy.

Information adapted from: http://www.investopedia.com/terms/s/swot.asp

9. B. ANNEX 2

Communication guidelines for writing blogs by ICYE Vietnam

Hello VPV Volunteer!

*Thank you for your help and contribution to the VPV Blog. Your personal experiences will contribute to telling VPV's stories first-hand to people all over the world. It is important for us that you tell your stories in an honest and creative way that suits your style and passion, so feel free to have some fun with your posts! Before you begin writing, please take a look at the general guidelines listed below to help you get started. When you complete your post send it to **individual@vpv.vn** attaching photos you have to go along with the post. Thanks again for your participation and we look forward to reading about your adventures!*

- *Choose a topic to write about from the list below.*
- *Your post should be between 250 and 500 words (however this is not a requirement) and don't forget a title.*
- *Focus on specific moments instead of entire days or weeks which make posts too general or lacking in detail.*
- *Keep in mind that your audience is made up of potential volunteers who are considering working with VPV.*
- *Be honest and creative! This is your space to tell people about how awesome, challenging, inspiring, delicious your experience has been.*
- *If you are able to include pictures with your post, your story will be much more readable.*
- *Check out your post and share the link with your friends and family at* vpvhanoi.wordpress.com

Blog Post Topics

Volunteer
⇒ ***Explain a typical day volunteering…***

- Teaching
    - English, French
    - working with kids, teens, and adults
- Working with disabled people
- Working for an NGO

⇒ ***General questions about your volunteer experience***

- Why did you decide to volunteer?
- Why did you choose the specific programme and length of stay that you did?
- What kind of progress have you seen in the time you have spent volunteering?
- What have you learned through your volunteer experience?
- Would you recommend this programme to others considering volunteering and why?

See also communication guidelines by ICYE Finland to support volunteers in writing blogs, preparing for interviews and more: www.maailmanvaihto.fi/wp-content/uploads/2017/10/Maailmanvaihto-communication-tips-for-volunteers.pdf

… contd. Blog Post Topics

⇒ **Tell a personal story about a volunteer experience**

- Explain a moment or day from your volunteer work that you found to be a memorable or defining experience.
- What was moving about this experience?
- What did you take away or learn from this experience?

⇒ **Challenges with volunteering**

- Explain some of the challenges you have faced while volunteering (try not to use this as a time to vent your frustrations! All development projects present major obstacles and it's important to stay positive when facing them.)
- What have you done to face and or overcome these challenges?
- What have you gained through facing these challenges?

Immerse

⇒ **Food**
- Restaurant review
- Specific type of food review (bun cha, spring rolls)
- Exotic food taste testing
- Street food

⇒ **Festivals**
- Holidays in Vietnam
- VPV events
- Festivals in Hanoi

⇒ **Homestay**
- Homestay trip
- Eating a meal at a Vietnamese friends house

⇒ **Language**
- Vietnamese lessons
- Using Vietnamese outside of VPV

⇒ **Music**
- Local music
- Performances (opera house, jazz)

Explore

⇒ **Weekend trips in Vietnam**
- Sapa
- An Lac
- Halong Bay
- Hoi An
- Hue
- Homestay

⇒ **Travel outside of Vietnam**

⇒ **Exploring Hanoi**
- The Old Quarter
- Museums
- Parks
- Lakes
- Staying active in Hanoi
- Shopping and bargaining
- Night markets

⇒ **Tell a personal story**
- Tell a story about a memorable moment or experience

10. CONTACTS

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