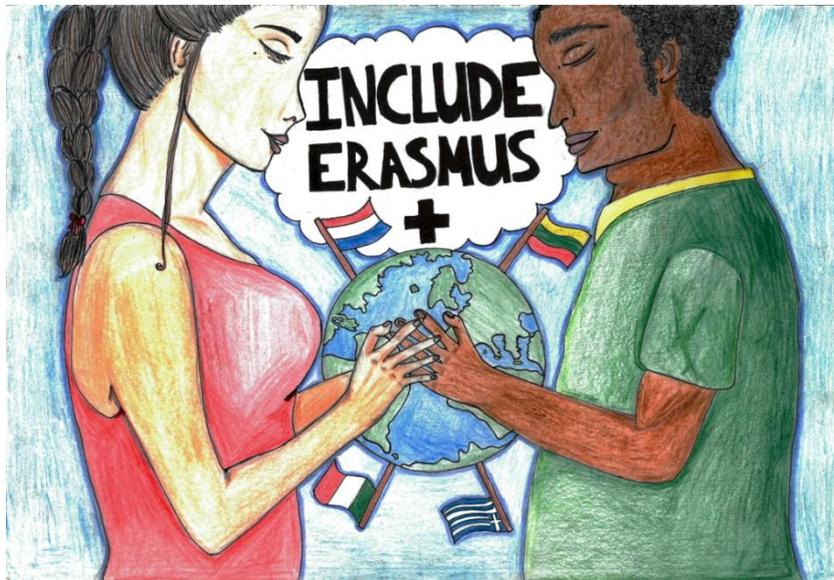




ERASMUS+/KA2-Cooperation for innovation and exchange of good practices

Strategic Partnership:

*Ict, Non-formal learning, Creativity and Life skills. Universal
Democracy for Entrepreneurship, 2016-1-IT02-KA219-024515_2
INCLUDE*



Learning/Teaching/Training Activity-C1

Kalamata, 2-8/4/2017

Topic of C1 activity:

DEMOCRACY AND PARTICIPATION

Output of C1 activity:

Guideline: How to promote a campaign without losing a friend

Instructions on how to run a campaign for supporting associations active in the field of social inclusion. The guidelines are the result of the experience gained by the 4th Senior High School of Kalamata, after having organized a real campaign within the frame of Erasmus+/KA2 programme.

The first you have to do is.....

brainstorm on the following basic questions:

- 1. who runs the campaign?**
- 2. what is the campaign for?**
- 3. what the main real life event should be?**
- 4. what is the overall context in which the campaign is included?**

Next....

start indentifying all the aspects of the campaign, such as:

- 1. outline the goals you want the campaign to accomplish**
- 2. find your focus and identify how your campaign help you to achieve your goals**
- 3. pay special attention to the message. A clear, simple message communicates the goals more effectively**
- 4. identify the target audience**
- 5. decide on a real life event, which can make a major contribution to the success of the campaign**
- 6. decide on the communication channels**

Then....

it is time to think how to implement your plans

At this stage, all your plans are put under real conditions. Everything should flow in concert to create a huge excitement around your campaign.

Your aim is to get your message out to the public and find supporters, wherever they are. Motivate them to take part. In the heart of your efforts should be a real life event, such as a music concert, an exhibition, an artistic event, a festival...

The event should be well organized. The venue, the time, the performers, the setting up of the event, the associations for the support of which the event and the entire campaign are held, are of primary importance.

Create a campaign logo, or an image designed for your campaign. The image should reflect the campaign's message and goals.

The message, the logo, the campaign goals and the event, should always be the same and clearly connected. Consistence is a key tactic in campaigns. Being consistent on the message and goals, people are more likely to take action and support.

It is very important to advertise your campaign in a way that can reach a variety of people within your community.

Promotion across all your communication channels is very essential:

- **advertise on the Internet and all forms of social media, website updates, email blasts....**
- **contact local news papers and ask them to feature the campaign event by publishing it. You can also give an article related to the campaign goals to be published**
- **call local television and radio stations to feature your campaign event on their programme, or give interviews**
- **create posters and hang them out throughout your community. On the poster include the logo, the message, the campaign goals and information about the event**
- **talk about the campaign to friends, colleagues, members of social groups. Use personal connections to encourage community members to take part in the event**
- **tell everyone why you are running the campaign and what for you are trying to raise money**

After you have come across with all organizational issues and overcome all obstacles, the time to present the event and conclude your campaign has come.

At the end, send a thank you message to all those people who supported your campaign, evaluate how well everything went and make changes if needed for the future.

Let's see step by step what we did...

We brainstormed and discussed a lot on the following questions:

1. who runs the campaign? → *The 4th Senior High School, which is a state school of upper secondary education, situated in Kalamata (Greece), a city of about 70.000 people.*
2. What is the campaign for? → *The purpose of the campaign is to support (financially, morally, emotionally...), local associations active in the field of social inclusion.*
3. What the main event should be? → *many suggestions were made. The final decision was to organize a music concert.*
4. What is the overall context in which the campaign is included? → *The campaign was carried out within the frame of Erasmus+/KA2 programme.*

We identified all the aspects of the campaign

1. We outlined the goals we wanted the campaign to accomplish.

➤ **For the school:**

- **keep close connection with the social reality surrounding it**
- **create open relations with different stakeholders**
- **play a more active role in the local community**
- **enrich the curricula with methods of non-formal learning**
- **be more able to organize social campaigns**

➤ **The students:**

- **be more sensitive to accepting social diversity**
- **cultivate the sense of voluntarism**

➤ **The local community**

- **recognize that the school has the potential to play a key role against social discriminations**

- recognize that the school isn't only a place for learning, but can also function as community hub
 - learn more about Erasmus+ European Programmes and the great benefits they have
- We also aimed through this campaign to:
- give more possibilities to disadvantaged people
 - combat discriminations
 - make the work of social associations more widely known
 - increase right, respect and responsibility for our fellow-humans who face social marginalization

2. We found our focus, which was:

- the close connection that should exist between the school itself and the surrounding social reality.

3. We identified how our campaign would help us achieve our goals:

- **by organizing an interesting event so as to attract all citizens to take part**
- **by supporting associations active in the field of social inclusion whose work is highly appreciated by all citizens**
- **by highlighting the aims of the campaign**
- **by selecting successful communication channels**

4. We payed special attention to the message. A clear and successful message always stimulates the recipients to take action. Our moto was:

The school opens itself to the surrounding social reality

We designed a logo, which clearly reflected the message.

5. We identified the target audience, so that all our campaign assets really cater to their profile and have the right voice and tone:

- **students**
- **teachers**
- **parents**
- **other schools**

- **local authorities and decision makers**
- **social groups**
- **all the citizens, and generally all the local community**

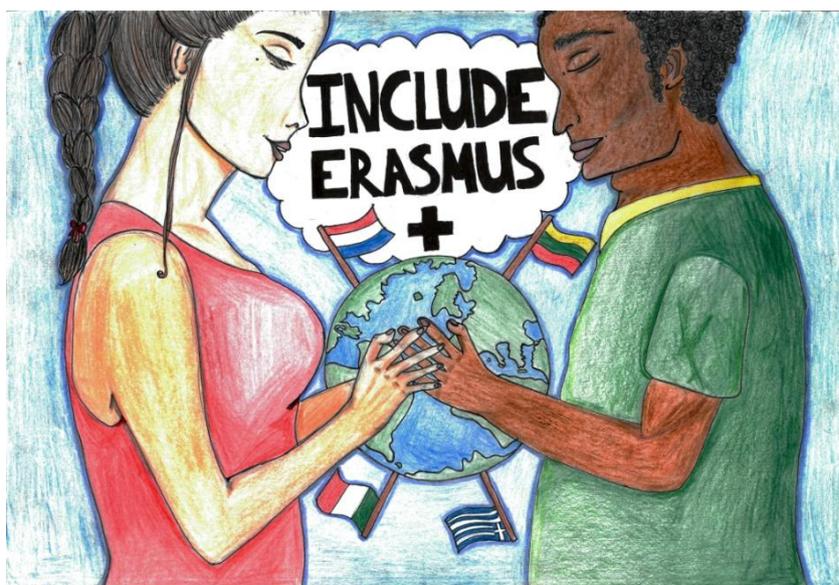
6. We decided on the core event of the campaign, which was a music concert. We carefully organized the event, so as to make it successful and interesting for those who came to attend it. The event was dedicated to social associations active in the field of social inclusion, whose work is greatly recognizable by all members of the local community. We paid special attention at:

- **the kind of music that would be performed during the event** ➔ *all kinds of music*
- **the musicians that would take part** ➔ *choirs, youth bands, professional musicians*
- **the time and the venue the event should take place** ➔ *evening, at the municipality cultural center*

- the specific associations in honour of which the event would be performed ➡ *SOS children villages, Social Solidarity Clinic, KEFIAP (people who suffer disabilities), Association for people with cancer rxperience*
- the way the work of the associations should be presented to the spectators ➡ *the students prepared presentations about the associations and the great work they do in the field of social inclusion*
- the way of the fundraising ➡ *the fundraising was a voluntary contribution by the public who attended the event*

7. Communication channels

- internet (website updates, email blasts, social media...)
- newspapers
- local radio and TV stations
- posters
- banners



INCLUDE

participant schools:

Liceo Classico Dante Alighieri (Italy)

Aoc de Groene Welle (Netherlands)

Siauliu Lieporiu gimnazija (Lithuania)

4th Senior High School of Kalamata (Greece)

**official websites:*

<http://include.erasmuska2.eu/>

<https://includeerasmuska2.blogspot.gr/>

