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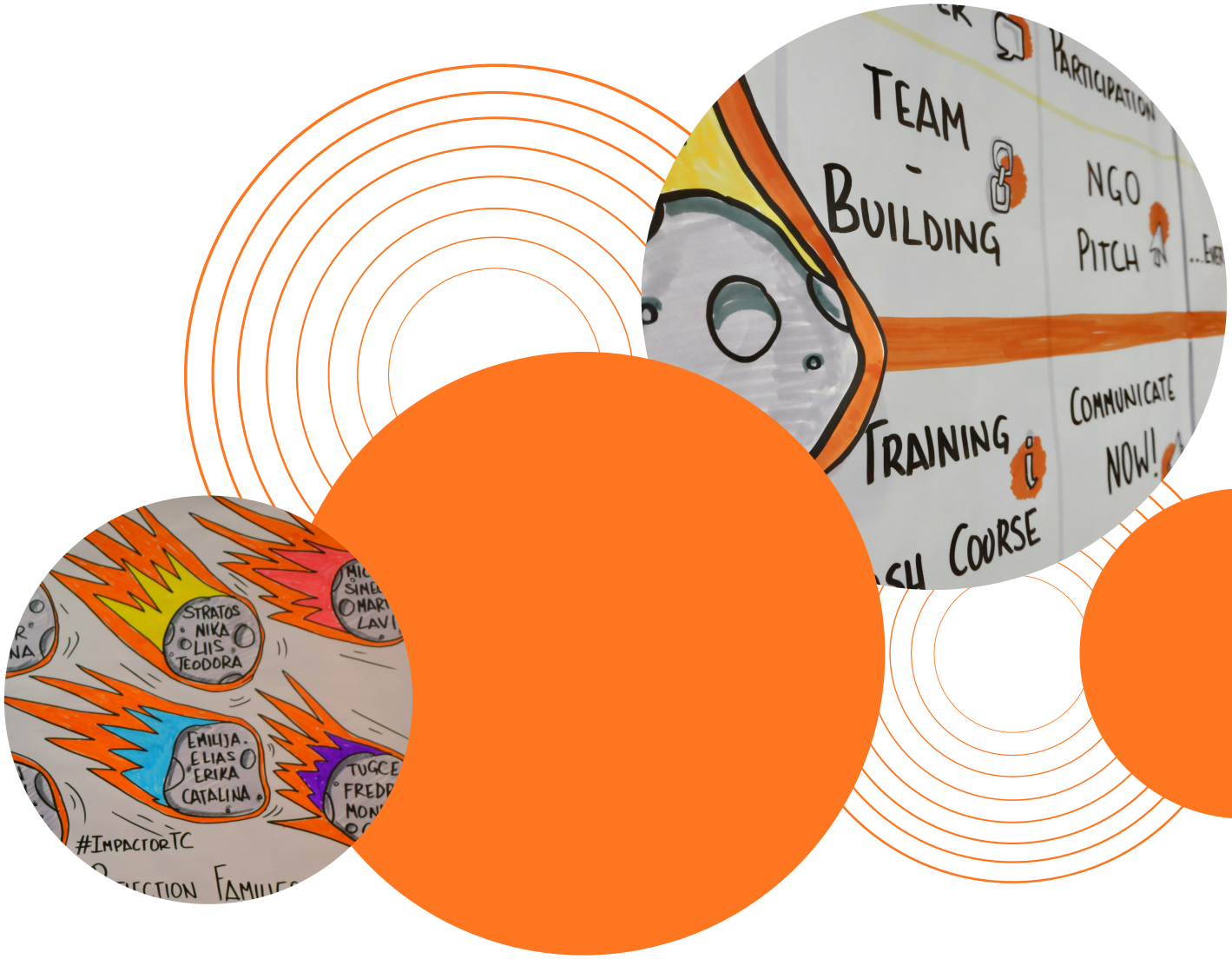
IMPACTOR

INCREASING THE LOCAL IMPACT OF NGOS



Erasmus+

anpcdefp

Shokkin Group
International

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THE PROJECT

“Impactor: Increasing the local impact of NGOs” was a training course held in Ploiesti (Romania) during the period 01-08.04.2019 which involved 28 youth workers/youth leaders from Romania, Estonia, Turkey, Sweden, Poland, Greece, Austria and Macedonia.

The impact of E+ projects is rarely extended beyond the individual level, in the local communities where participants go back after the projects. There are several causes leading to this: selection of appropriate participants, youth workers find it difficult to motivate and support youngsters to initiate their own local projects and to become more active, lack of understanding of what the role of a youth worker is within an international collaboration.

The project aimed to increase the competences of youth leaders who have roles of Erasmus+ project coordinators related to participant selection for youth exchanges, evaluation of their learning and support for dissemination and follow-up activities.

The specific objectives of the training course were:

- To boost participants’ competences in working with youngsters in international projects by addressing their communication skills for youth empowerment and involvement.
- To equip participants with tools and knowledge on strategic local project development
- To develop participants’ ability to support youngsters to initiate local projects as follow-ups of E+ projects.
- To create space for them to share practices and experiences of working with international projects to identify techniques that proved useful in the past.
- To support them in creating a personalised strategy adaptable for each partner organisation for E+ participant support following the recruitment-involvement-follow-up path.

HOW TO INCREASE OWN IMPACT & BE BETTER AT COMMUNICATION?

7 STEPS OF NGO MARKETING

Young people are easier to reach if your organization has an attractive communication style and a clear marketing strategy. Here are seven steps that will help you define it:

1. Perform an Organization Self-Assessment
The first step in any proactive marketing plan is to assess the current state of marketing at your organization. Take a step back and discover what's actually occurring—or not occurring—at your nonprofit.

2. Set Goals and Strategy
A properly organized nonprofit marketing plan supports itself like a pyramid. For each goal, there are objectives, every objective has strategies, and each strategy has tactics.

3. Determine Your Unique Value
What is the foundation of your fundraising messaging and nonprofit outreach? Your point of differentiation. What makes your nonprofit the only one of its kind?

4. Craft Your Message
Now that you know where you'd like to go, how do you get there? Appeal to your audience's values.

5. Choose Your Tools
We're all about nonprofits becoming online fundraising and marketing superheroes. And every superhero (even the planner types, like you) needs a utility belt of resources to get through the day-to-day tasks and the tight spots you might run into along the way.

6.Define Budget, Timeline, and Resources
Now that you've determined the right mix of channels for your outreach, decide how much money, time and resources you will need.

7. Track and Measure Your Results
A marketing plan that sits on the shelf is not particularly useful. You should regularly review your results to verify that your goals have been met or to determine if new strategies are in order.

You can find the full guide in the source document:
"7 Steps to Creating Your Best Nonprofit Marketing Plan Ever" - Network for Good

TELLING GOOD STORIES WELL

It is hard to attract young people into your organization with just numbers and statutes, but it is easy to attract them with good stories. This is why, project coordinators should invest in developing and practice their storytelling skills:

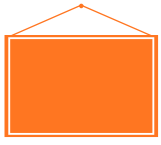
Plan your story starting with the takeaway message. Think about what's important to the audience. The **ending is the most important point** of the story.

Keep your stories short for the workplace. **Three to four minutes long** is about what people can digest in today's noisy world.

Good stories are about **challenge or conflict.** Without these elements, stories aren't very interesting. The compelling part of a story is how people deal with conflict--so start with the people and the conflict.

Think about your story like a movie. Imagine you are screenwriter with a goal to get your message across. The story has to have a **beginning, middle, and end.**

Start with **a person and his/her challenge,** and intensify human interest by adding descriptions of time, place, and people with their emotions.



Be creative. Create a **storyboard**; draw it out, while listening to music or reading something for inspiration. A good story always has ups and downs, so "arc" the story. Pull people along, and introduce tension, just like in a fairy tale. ("From out of nowhere, the wolf jumps to the path…").

TELLING GOOD STORIES WELL

Intensify the story with **vivid language and intonation.** Tap into people's emotions with language. Use metaphors, idioms, and parables that have emotional associations.

Most of us have not told stories in front of an audience since English class in high school. So you will need to **practice**. Tell your story in front of a friendly audience and **get feedback.** Gauge your pace, and take note of the story's length and your use of language. It will be a bit rusty at first, but underneath it all, we are all born storytellers.

The most important point is to **make the switch within**; because once you internalize that today's "left-brain" communication style doesn't work very well and you realize that stories are how people really communicate; you will find it a lot easier to proceed…because it's authentic. And that is what really persuades.

Source: David Lavenda

TOP 10 TIPS FOR PITCHING YOUR NGO

To be good at communicating with youth, an organization needs to make short, clear and engaging presentations, for instance, a pitch. A good pitch for a non-profit organization should convey your mission, spark interest with your story/facts and encourage listeners to take needed action. It should be manageable to deliver it in 90 seconds leaving the audience wanting more and ready to act.

Know your audience

This includes the expected size of the audience, as well as their age and their background. It is also important to know their level of knowledge and interest about the topic you are presenting. Finally, consider how the audience views you and what they will likely expect to gain from your organization.

Structure and outline your speech

Many people find that outlining helps them organize their thoughts and create a well-crafted speech. Develop the key message or up to three key points you want the audience to takeaway. A pitch can be broken down into three sections: the hook to grab attention, the body to introduce your impact, and the wrap-up to call for action.

Create a “hook” to engage your audience

Think about how important a book's first paragraph is. If it doesn't grab you, you are likely to put it down. The same principle goes for your speech: from the beginning, you need to intrigue your audience. For example, you could start with an interesting statistic, headline, story or fact that pertains to what you are talking about and resonates with your audience.

Tell personal stories

Storytelling puts an audience at ease, humanizes you as a speaker, and makes your messages more memorable. It is the most powerful tool in a speaker’s toolkit. To find your stories, you simply have to mine your own life experiences and pull out the gems. Audiences will remember your stories more easily than facts and figures, and they are more likely to enjoy your presentation. Another benefit is that personal stories are easier for you to remember when you are at the podium.

Include a Goal early in the presentation

If your audience knows the purpose or goal of the presentation from the start, they are more likely to relate what you have to say with that purpose as you present your material. This makes it easier at the end to get the action you want, whether it's funding, approval to proceed with an initiative, to change their minds, or simply get agreement and understanding.

Ask thought-provoking or rhetorical questions

An effective way to convey information is to ask a question first instead of launching into the presentation material. This will get them thinking about the material in the context you want. For instance, you could say "You might wonder why ..."; "When I started to look at this issue, I asked myself ..."; or "How much longer should we ...?" Be sure to consider your audience and the things they would wonder about, and phrase your questions so you answer those things for them, while at the same time advancing your message and your goals for the presentation.

Pay attention to how you are speaking

If you are nervous, you might talk quickly. This increases the chances that you will trip over your words, or say something you don't mean. Force yourself to slow down by breathing deeply. Don't be afraid to gather your thoughts; pauses are an important part of conversation, and they make you sound confident, natural, and authentic. Speak in your own authentic voice. Unless you practice your speech, you won't be able to speak with poise and polish. And with poise and polish comes certainty and confidence. Finding the right words and using a comprehensive vocabulary will allow you to make your case with conviction.

Avoid sameness

It is said that sameness is the enemy of speaking. If you follow the same cadence, vocal rhythm, pitch, tone and gesture patterns throughout your presentation, your audience will tune you out. Think about what puts a baby to sleep. You need to change it up; keep enough variety in your delivery so it holds the audience's interest.

Use gestures to emphasize your points

This can include intentional hand movements and your movements on the stage. For example, you might want to use your fingers to indicate the point you are on, or drive your hand down to emphasis a point. Use gestures that are natural for you, as forcing them will look fake.

Be yourself

Although it might be tempting to adopt a persona, don't try to be someone you are not. The audience is there to see you! Have the confidence to put a bit of yourself into your speech. Remember, it's possible to give a professional speech and still be you.

USE OF DIGITAL TOOLS

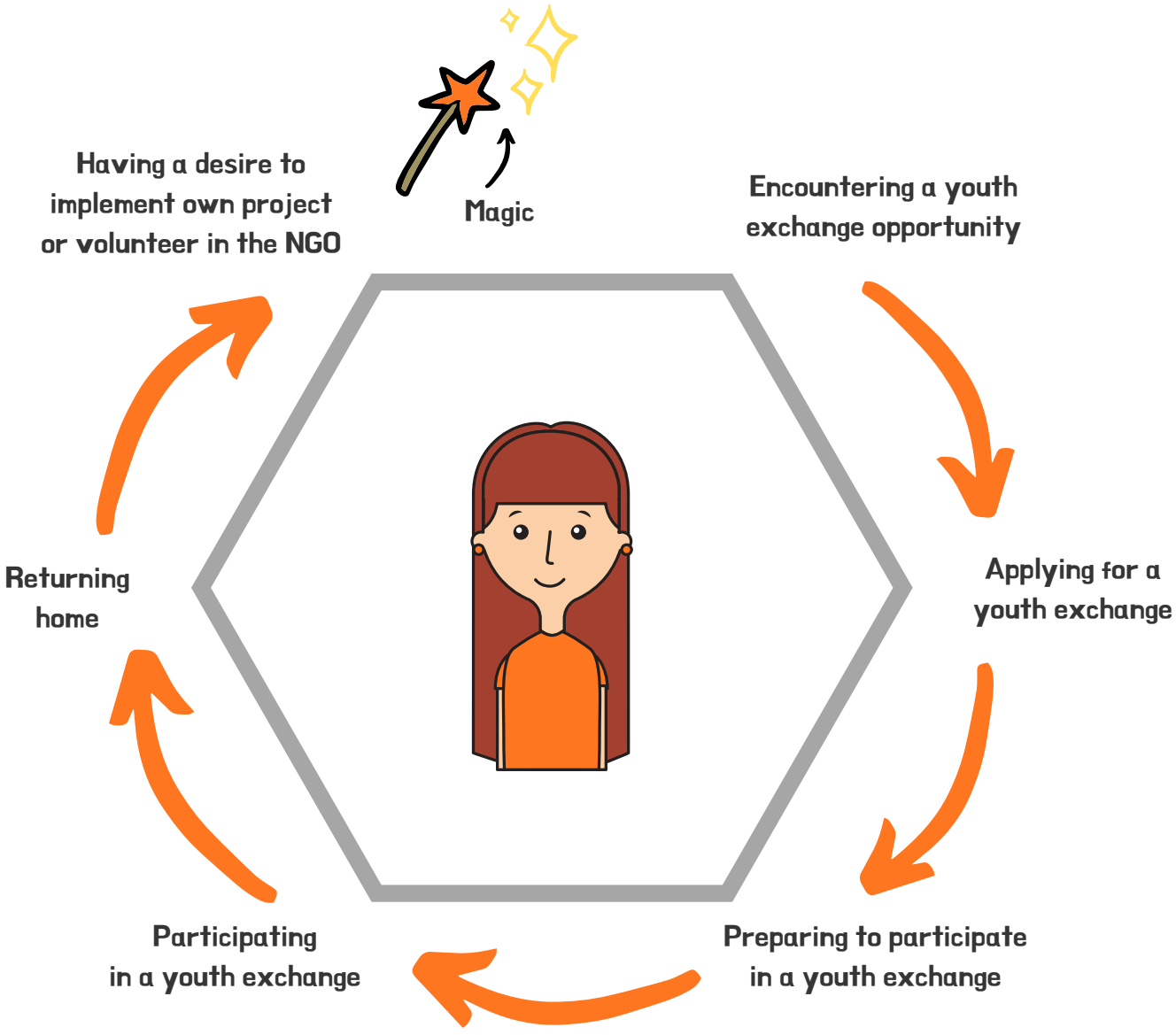
Digital tools can be used in the daily work of organizations with young people and during all phases of the participant and volunteer cycle. Whether it is to make a project call more appealing or summarize the development of an event, there are plenty of options and formats available. Here you have a few:

- **Graphic design, poster, banners:** https://www.canva.com/, https://piktochart.com/
- **Infographics:** https://venngage.com/
- **Videos and slideshow:** https://animoto.com/
- **Presentations:** https://prezi.com/, https://docs.google.com/presentation/
- **Comic strips:** https://www.fotojet.com/features/misc/photo-comic.html
- **Photos**: https://pixlr.com/
- **Memes**: https://makeameme.org/
- **Polls**: https://www.mentimeter.com/
- **Quiz**: https://kahoot.com/
- **Wordclouds**: http://www.wordle.net/
- **Outdoors game**: https://en.actionbound.com/

HOW TO PROVIDE GOOD SUPPORT AS A SENDING ORGANIZATION?

SUPPORTING YOUNG PEOPLE IN THE YOUTH EXCHANGE CYCLE

When an NGO acts as a sending organization in a youth exchange project, it receives a possibility to involve a young person in the organization in the long run. We have identified 6 steps that a young person ideally goes through from hearing about an opportunity to having a desire to initiate a project in the organization, as well as ideas for an organization to provide support in order to establish a long-term relationship with the young person.



1.Encountering a youth exchange opportunity

- Analyze communication channels where your target group “hangs out” and use those channels to share information for the call;
- Prepare short and simple calls for participants, that help to envision the experience and outcome;
- Use motivating or engaging visuals to attract attention to the call;

2.Applying for a youth exchange

- Appoint an informal contact person who is also young and have been on projects before, who can share a real experience;
- Create a database of short success stories of previous youth exchanges and make it available on your website;
- Mention the possibility to provide a support letter for the young person to their school/university;
- In the call mention that it is more important to be curios instead of fluent in English;
- Specify & explain the status needed to participate (resident, citizen);
- Explain what reimbursement is and how it is managed, create a FAQ section;

3.Preparing to participate in a youth exchange

- Have an overview of the program flow and expectations of the hosting organization;
- Hold a preparation meeting with the whole team;
- Prepare a project involvement timeline;
- Go through the info pack with the participants and contact the hosting organization to clarify details if necessary;
- Make the meeting using non-formal methods;
- Support social activity between the team outside of the office space;
- Set up learning expectations for the youth exchange with the group;
- Create own ritual or activity like a travel log for the group/Instagram posting strategy;
- Facilitate purchasing tickets for the youth exchange making the group travel together;
- Set up a date and time for the after-project meeting;
- Create a separate FB chat or group for internal discussions;

4.Participating in a youth exchange

- Check-up with an email/phone call while the group is abroad, remind that you are there to support;
- Follow their social media posts and encourage social media activity with your organization's account;
- Agree with the hosting organization to give space for dissemination planning in the program;

5.Returning home

- Hold a welcoming after-project meeting;
- Use non-formal methods to give feedback and evaluate the project quality;
- Set up an action plan for dissemination activities;
- Set up learning goals for the future engagement;
- Provide with space and materials to implement a dissemination activity;
- Ask the hosting organization to follow-up with the participants;

6.Having a desire to implement own project or volunteer in the NGO

- Have clear membership and internal development cycle;
- Prepare role descriptions and support materials;
- Be consistent with open local meetings;
- Add participants to the newsletter of the organization;
- Ask what they are interested in doing;
- Organize a seasonal alumni gathering;
- Create a way of recognizing involvement and contribution (badges, certificates, levels).

WHAT YOUTH NEEDS TO STAY WITH AN ORGANIZATION AFTERWARDS?

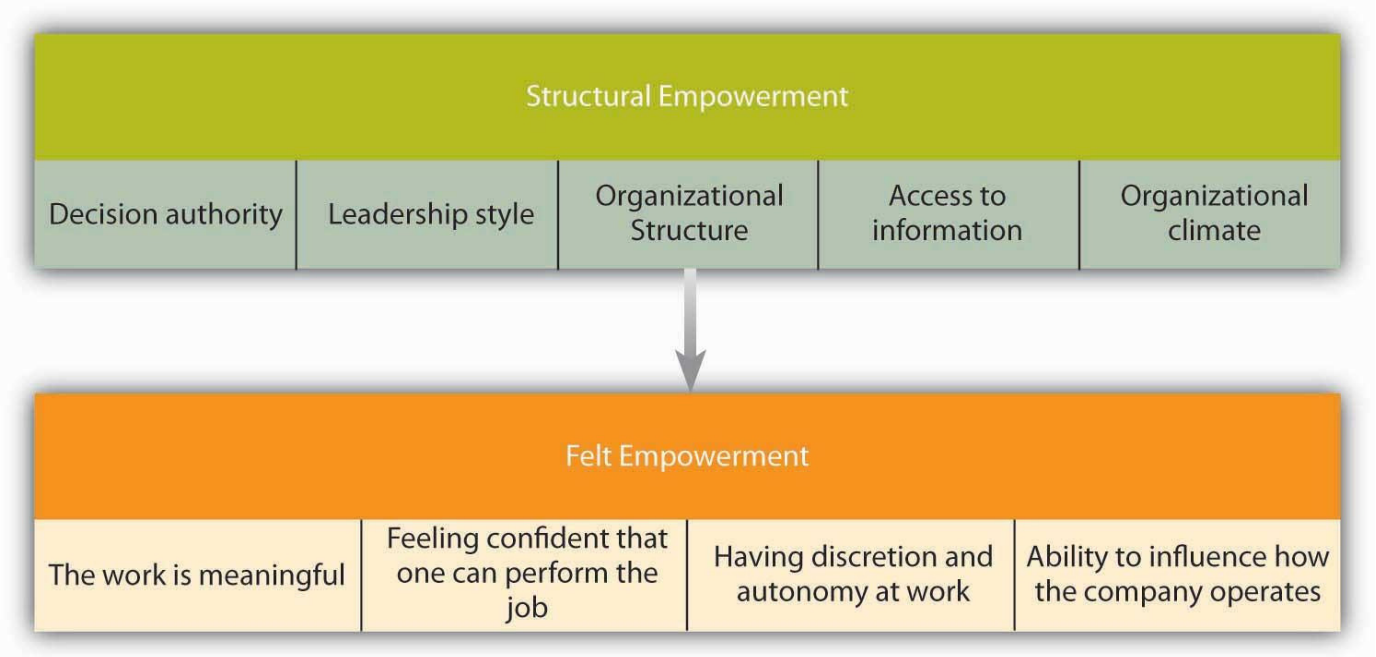
YOUTH NEEDS EMPOWERMENT

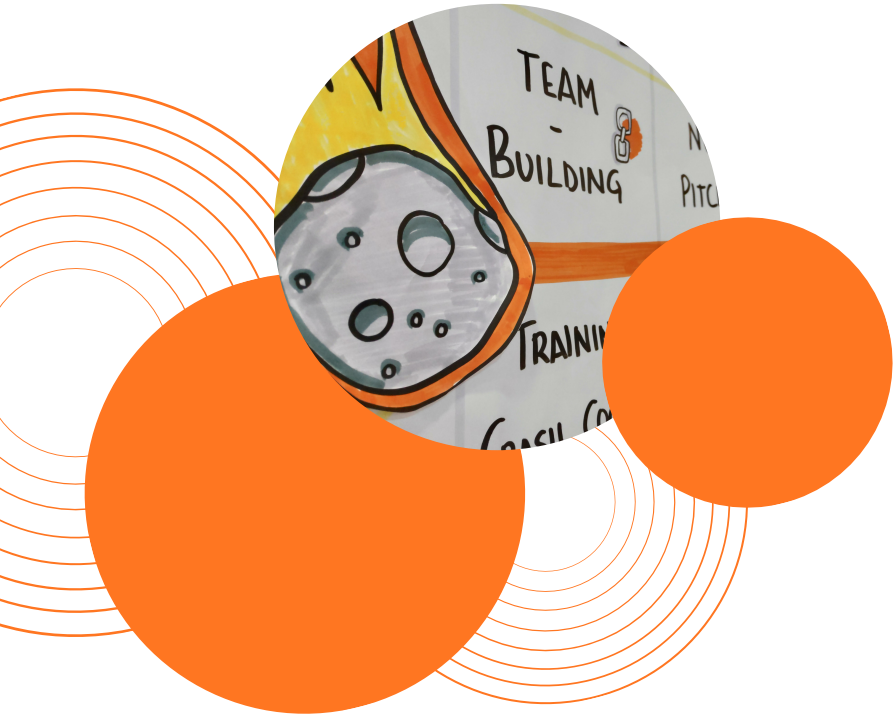
Youth Empowerment is the outcome by which youth, as change agents, gain the skills to impact their own lives and lives of other individuals, organizations and communities. Empowerment consists of:

- **Skill Development:** The process of strengthening the skills of youth so that they know how to effectively make decisions, positively interact with their peers, and act as community advocates.

- **Critical Awareness:** The process of providing youth with the information and resources necessary for analyzing issues that affect their lives and environments as well as strategize on ways to act as change agents in their communities.

- **Opportunities:** The process of providing youth with platforms for decision-making and and encouraging their active participation in creating community change.





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Shokkin Group International

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