

PLANNING THE CAMPAIGN

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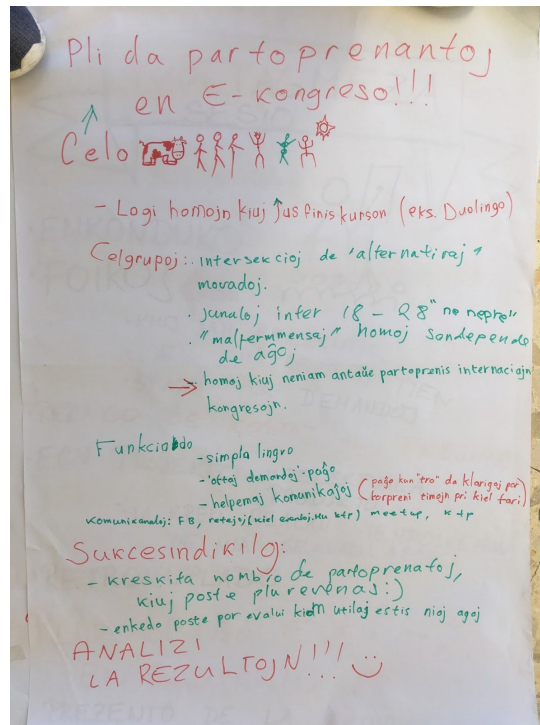
One has to follow some rules in order to plan a campaign. Let us suggest the following series of steps which help us analyse what one wants to achieve and how to achieve it successfully:

- 1. Identify the needs of the organization.**
What do we need the campaign for?
- 2. Formulate the needs as goals.**
From need to goal: to have more students → to recruit people for the course.
- 3. Define the target group**
Targeting to attract everybody is NOT a good strategy.
- 4. Elect the way for the communication to work.**
Platform(s), materials, tools, time planning, measures, ...
- 5. Decide what the measurements of success will be.**
How do we measure that our campaign was a success?
- 6. Analyse the results.**

Here is a method to quickly plan four campaigns:

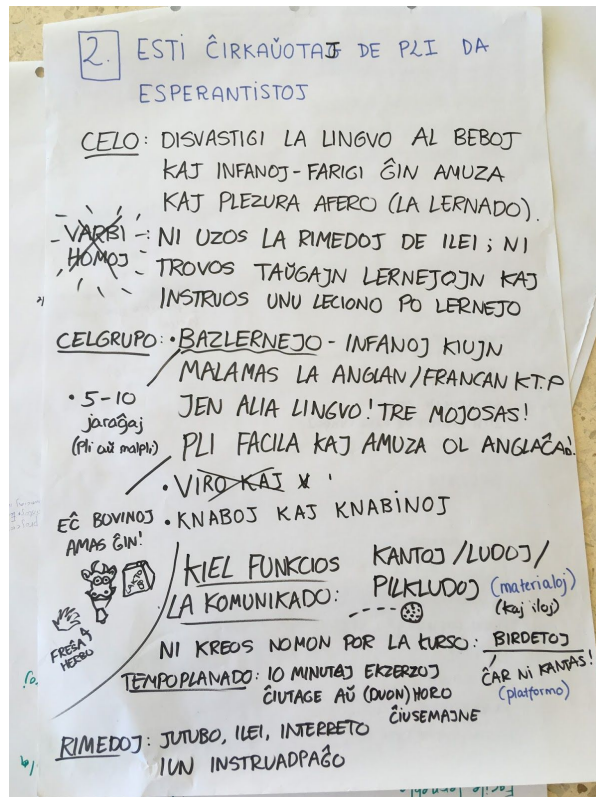
More participants in a congress

1. More participants in an Esperanto congress
2. Attract people who have just finished an Esperanto course (e.g. Duolingo)
3. Target groups:
 - intersections of “alternative” movements
 - youth between 18-28 (not necessarily)
 - open-minded people regardless of age→ people who have never taken part in an international congress before
4. Operation:
 - simple language
 - “FAQ” page
 - helpful communication (webpage with many tips on what to do)Communication canals: Facebook, webpages, ...
5. Measurements of success:
 - growing number of participants who will come back in the future
 - survey after the campaign to evaluate how useful our actions were
6. Analyse the results



To be surrounded by more Esperantists

1. Introduce the language to babies and children - make learning fun and pleasurable
 2. We would use the methods of ILEI to find suitable schools and teach one lesson at each school
 3. Target group:
 - primary school
 - children who do not like English, French, etc.
 - approximately 5-10 years old
 - boys and girls
 4. Operation:
 - songs, games, ball games
 - course name
- Time planning:
- 10-minute-long exercises each day or exercises of half an hour/one hour every week
- Resources:
- YouTube, ILEI, some webpage focused on learning



To have more members

1. To have more members
2. To recruit people
3. Target group: university students
4. Platforms: Facebook, a poster at the university

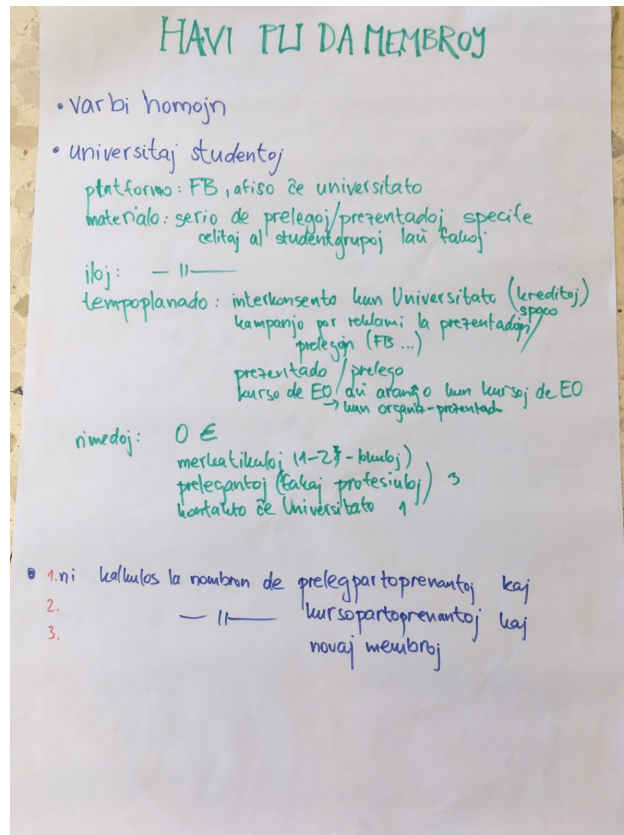
Materials and tools: series of lectures and presentations specifically targeting students according to their subject

Time planning:

- agreement with the university (credits, rooms, ...)
- campaign to advertise the lectures or presentations (Facebook...)
- lecture/presentation
- Esperanto course or any event with courses (with organised presentation)

Resources:

- 0€
 - marketing (1-2 people)
 - speakers (specialized professionals - 3 people)
 - contact with the university (1 person)
5. We will calculate the number of lecture participants, course participants and new members



3. More participants in the Erasmus+ events

1. To have more participants in the Erasmus+ events
2. To find participants from different organizations
3. Target group:
 - members, (co)workers of youth, mainly European organizations
 - preferably organizations whose members are interested in the topics
4. Platforms:
 - Facebook
 - internet
 - e-mail
 - instant messengers

Materials (tools):

- description of the project (resume)
- videos
- brochure about the project
- motivator (story about previous experiences and good practises)

Timing:


- deadline for the applications
- time plan for the event

Resources:


- money for the materials
- e-regulations
- salaries (trainers, authors, ...)

5. Measurements of success:

- number of applicants
- number of participants
- number of people seeing the advertisement on Facebook and on the webpage
- feedback about the event/project
- other organizations' desire to take part in the event

Havi partoprenantojn en Erasmus+ -eventoj 

① CELO: ~~INTERŜANĜI SPERTOJN KUN ALIAJ PARTOPRENANTOJ KAJ PLYNFIKI LA KAPABLOJN~~

 TROVI PARTOPRENANTOJN EL DIVERSAJ ORGANIZOJ

② CELGROPO:

- + MEMBROJ, (KUN)LABORANTOJ DE JUNULARA, ĈEFEŬROPA ASOCIO.
- + PREFEĜE ASOCIOJ K. TIES MEMBROJ INTERESITAJ PRI LA TEMOJ.

<u>PLATFORMOJ</u> : FB WWW @ TV/MESĜILOJ ③	<u>MATERIALOJ/LOJ</u> : PRISKRIBO DE LA PROJEKTO (RESUMO) • VIDEOJ • BROŝURO PRI LA PROJEKTO • MOTIVIGILO (RALANTO PRI ASOCIA SPERTO) BONA PRANTIKO)	<u>TEMPO</u> : • LIMITO PRI KANDIDATICO • TEMPOSKEMO POR LA EVENTO	SUKCES-INDIKILOJ - Numero de kandidatoj - numero de partoprenantoj - numero de homoj kiuj vidas aktive en FB kaj retpaĝoj - retreklamo pri la rezultoj/projekto - desiro de aliaj asocioj por partopreni en la eventoj
		<u>RIMEDOJ</u> : MONO POR MATERIALO, RET-REKLAMO, SALARIOJ (TRAJNISTO, URBANOJ...)	