Effective Communication for Youth (ECY)

2016-2- NL02-KA205- 001438

LEARNING MATERIALS 3 CAMPAIGNING ORGANISATIONS

Erasmus+

Table of contents:

0. Learning targets

- To plan relevant campaigns for various important goals in our context.
- To become aware of the existence of various communication channels and their use.
- To select and develop tools and methods for diffusion.

1. Fundamentals

1. 1.1. Definition

A campaign is a systematic set of actions to attain a specific target.

We must think on the target and actions and make a planning to attain the necessary results. Because we plan before doing, like we think before starting to talk.
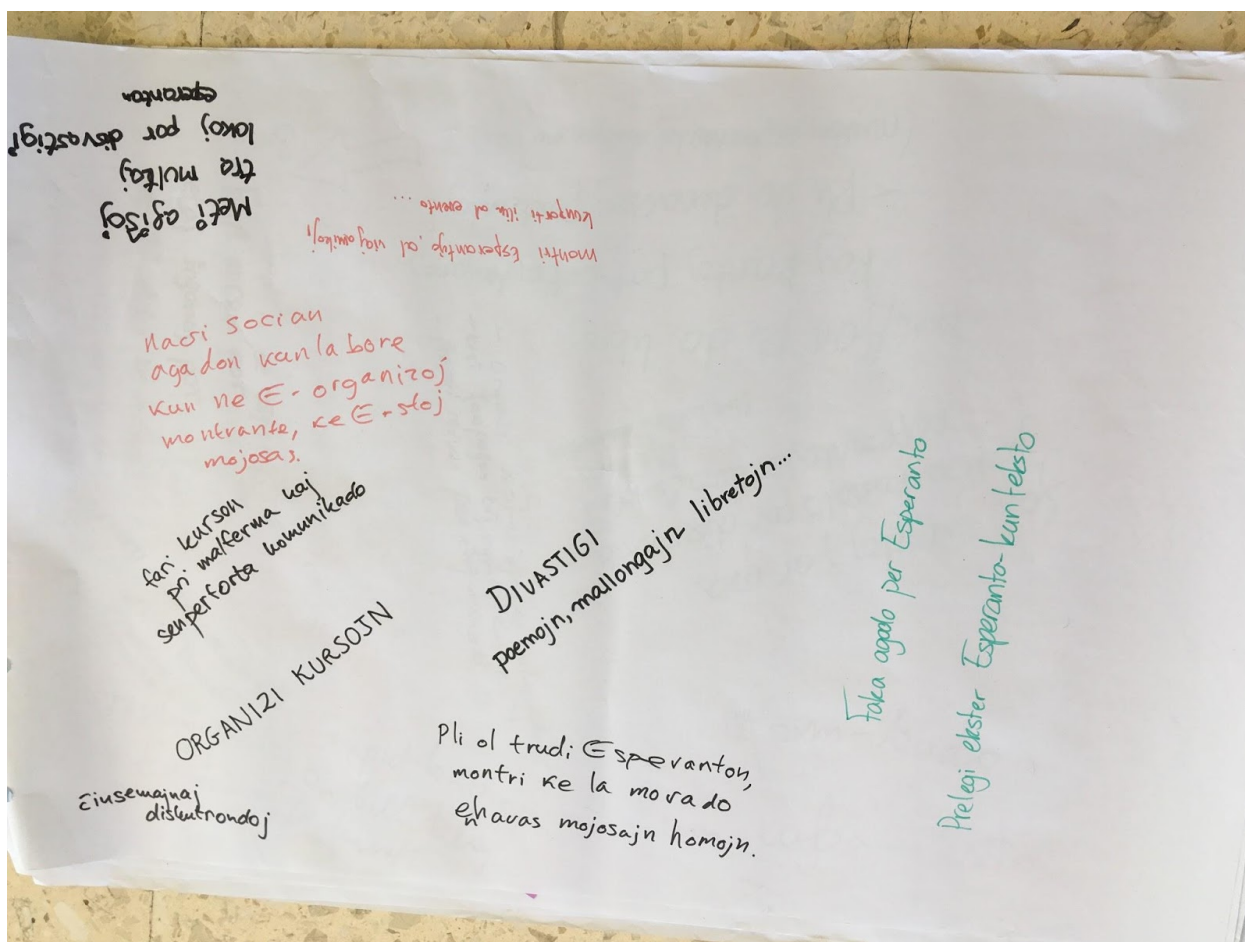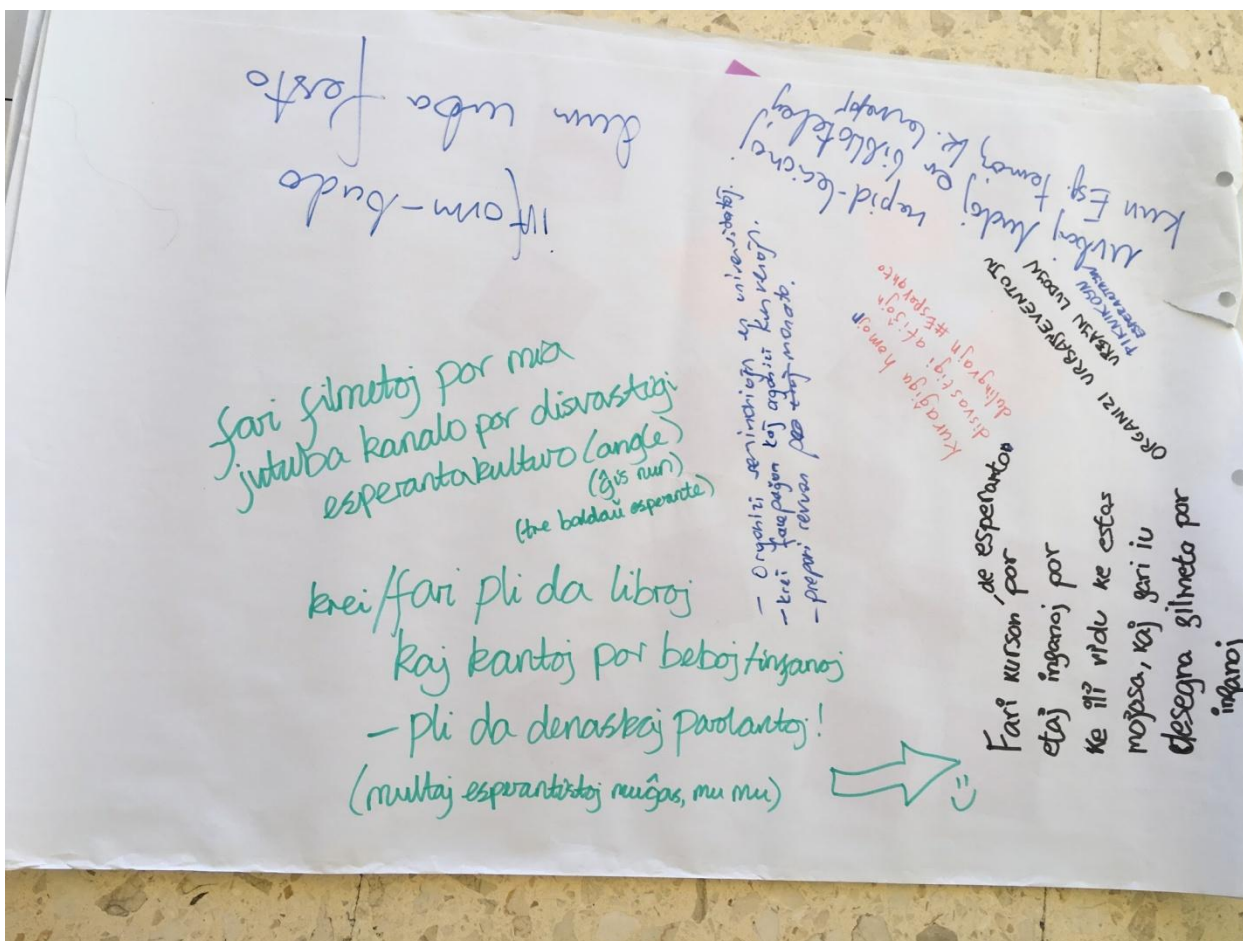
2. 1.2. Types

We can classify our campaigns by:
- Setting:
  - o Political.
  - o Commercial.
  - o Social action.
- Target:
  - o Sensibilisation.
  - o Operational.
- Direction:
  - o Local.
  - o International.

2. Collective action

Many people ask themselves "What can I do for Esperanto?". And there are indeed a lot of actions that we can do. For example:

In every social movement there is some more frequent action, and one that functions in one can have different results in another. For example, vegans use the method of "pay for view", suggesting to view a video for a donation of one euro, and later they ask whether they prefer to donate it to the vegan movement and whether they wish to have more information about what they viewed.

Let's reflect on what we could do and what others do, even in other movements, for renovating and seeing what works better. A talk and a course afterwards is not necessarily the most efficient idea every time and everywhere.

[# MISSING PHOTO of exercise with post-its on a big paper: "Thinking other ideas individually for research"]

3. Communication channels

3. 3.1. Concepts

- Medium: we can talk per voice, per text...
- Channel: journal, television, social network...
- Platform: Facebook, The New Tork Times...

It is important to distinguish between online and offline.

4. 3.2. Selection

The two most important variables of decision are the target group (you should be where your target group is) and costs (don't be in all social networks because you can't, and to appear without news for six months won't be helpful).

4. Planning

For planning a campaign we must follow systematisation, and that's why we suggest the following series of steps that will basically help us analyse what we want to attain and how we succeed:

1. **Identifying   organisational   needs.**
   What do we need a campaign for?
2. **Formulating   needs   and   targets.**
   From need to target: having more learners → Recruiting people for the course.
3. **Defining   the   target   group**
   Targeting everyone is NOT a good strategy. Revising dividing factors of the previous training.
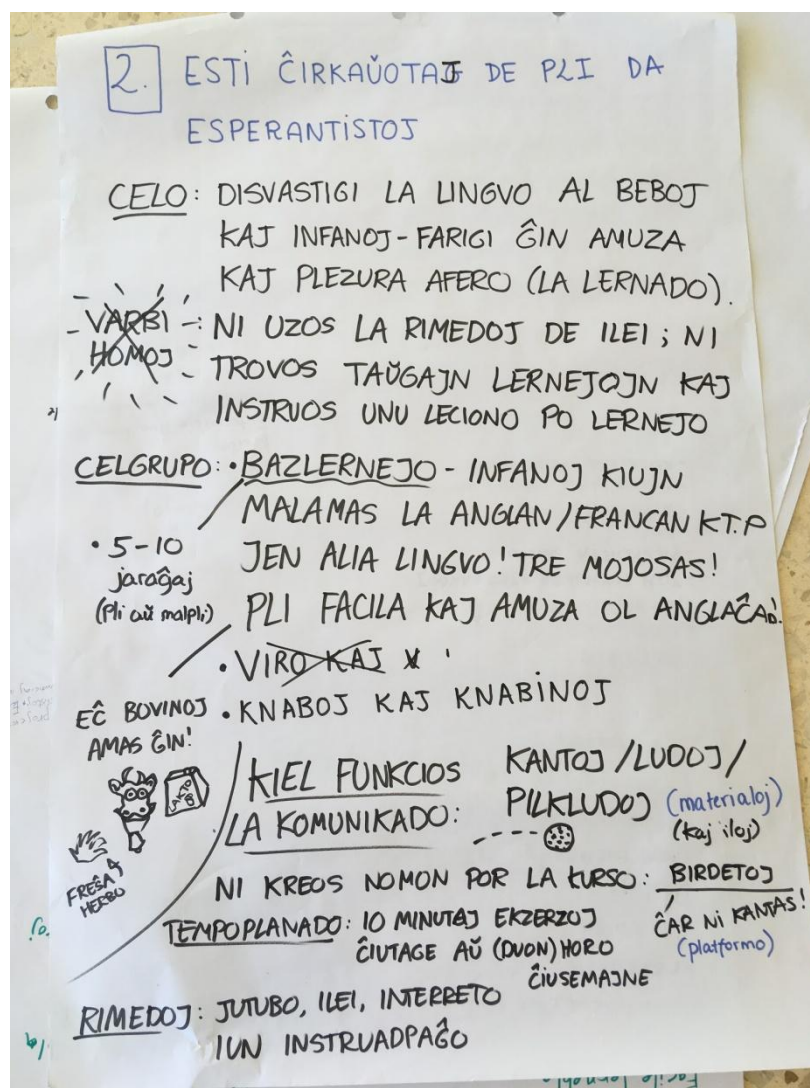
4. **Choosing how the communication will work.**
   Platform(s), materials, tools, timetables, solutions...
5. **Deciding success indicators.**
   How will we measure whether our campaign has succeeded?
6. **Analysing results.**

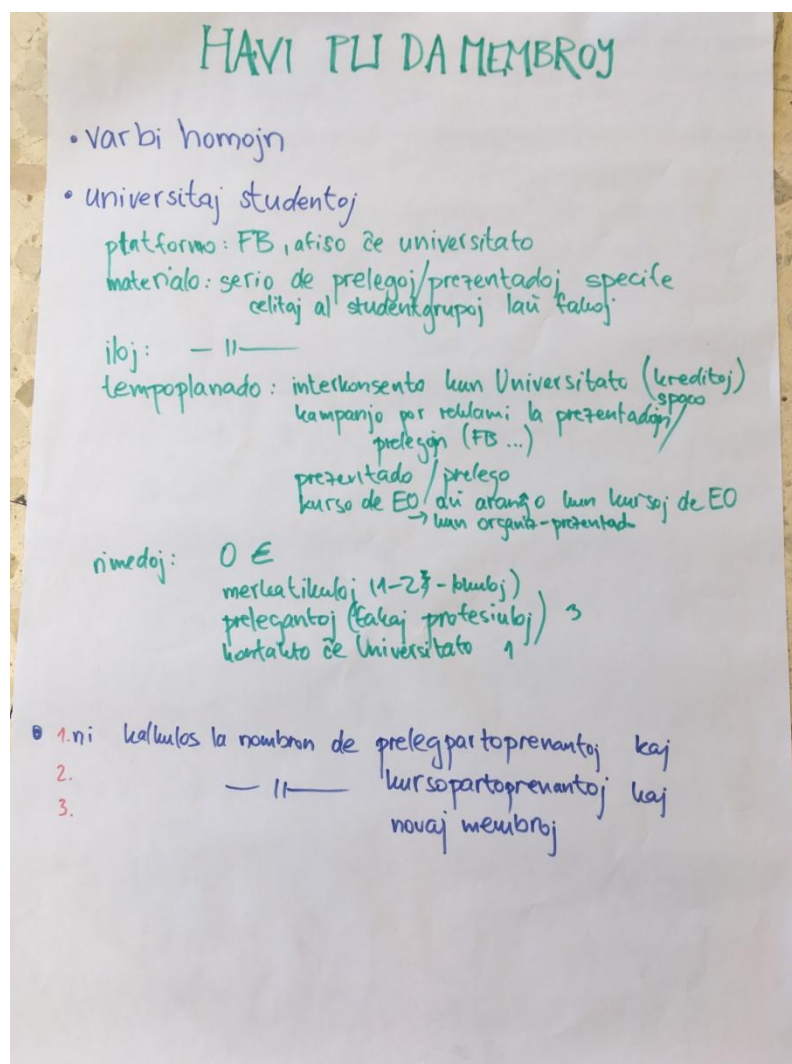Here is the usability of the method for quick planning of four campaigns:
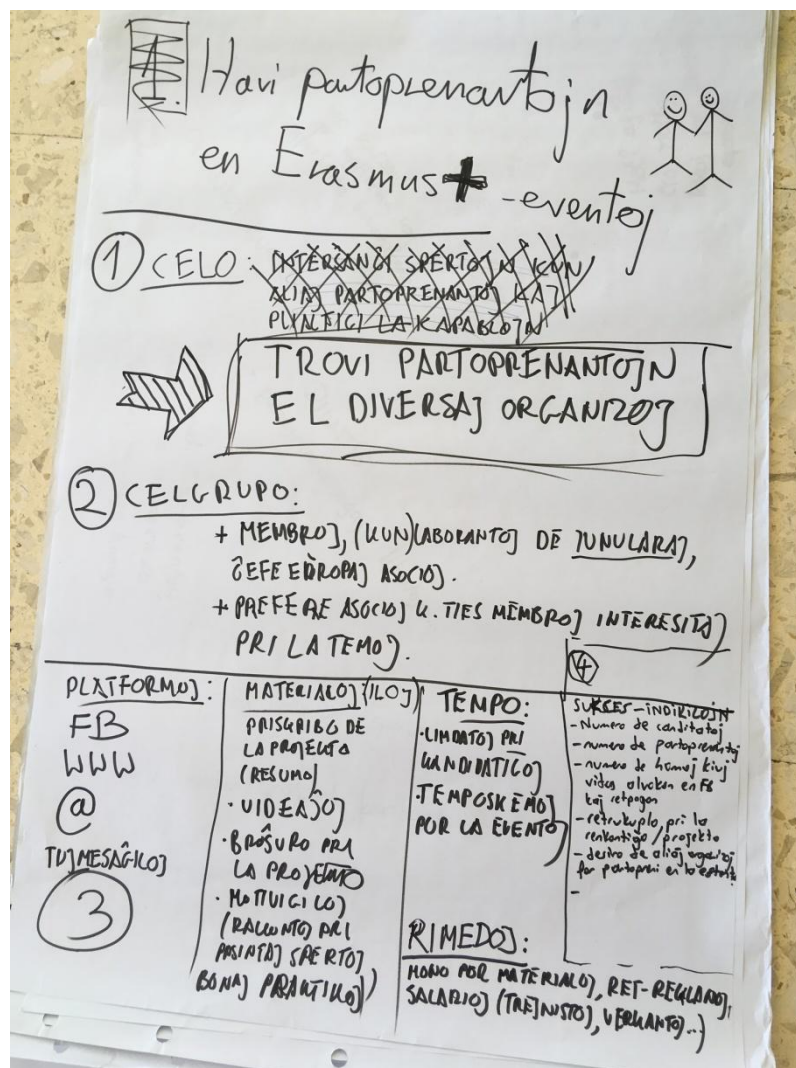
<u>More participants in congress</u>
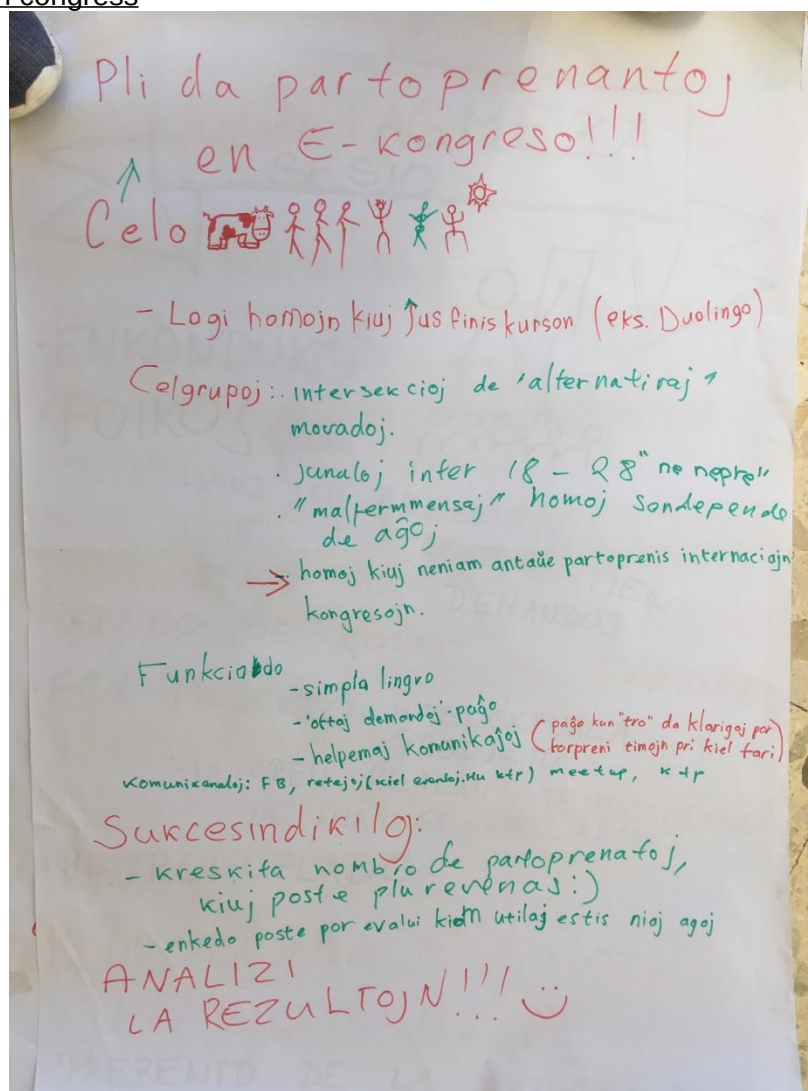
<u>Being surrounded by more esperantists</u>

Having more members

More participants in Erasmus+ events

5. Landing pages

5. 5.1. Concept

A landing page is simply a webpage with a few contents, made to fulfil a specific target, and usually one arrives there via an advertisement.

	Homepage	**Landing page**
Access	Anyhow	Via advertisement
Target	Research	To do something specific
Informations	Mass	Few
Other	-	It is easier to make statistics and *A/B Testing*

Example		
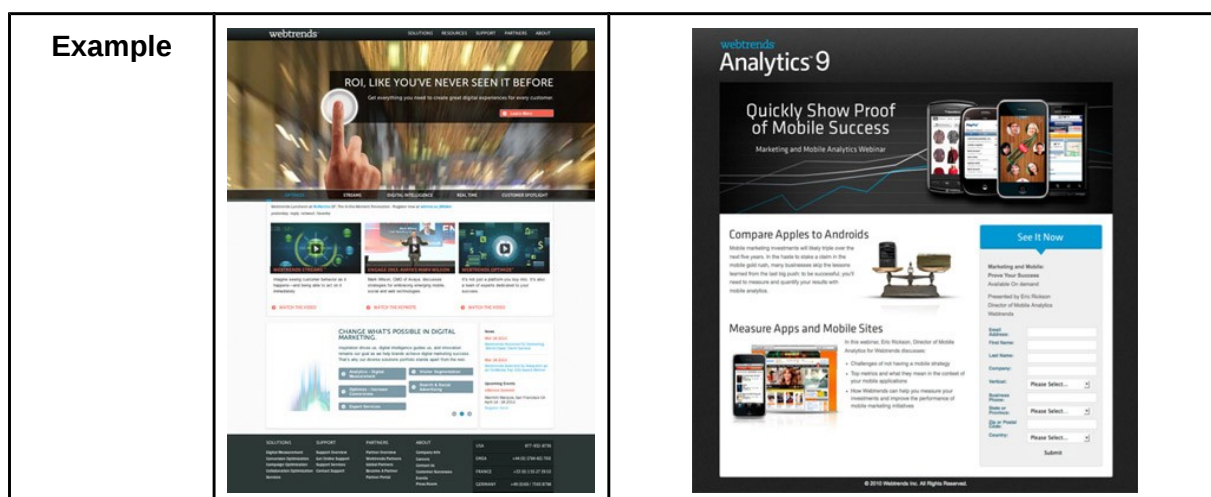
6. 5.2. Types

- Lead generation: they usually give something in exchange of your data to consider you as a potential client and send you communications.
- Click-through: they are slightly bigger in content and aim at sensibilising you and directing you towards action, for example buying merchandise.

7. 5.3. Offers

[# LACKING PHOTO OF A BIG PAPER WITH POST-ITS WITH IDEAS ON OFFERS]

Let's think about what we can offer: report, bulletin, e-book, conference entrance, etc.

Social payment (for example through paywithatweet.com) is also possible, and later suggesting to subscribe to the bulletin or do something else.

8. 5.4. Elements of the landing page

- Title
- Subtitle
- Graphics
- Benefits
- Argument closure
- Social certification
- Call to action

9. 5.5. Font and page design

There should be a match between advertisement and landing page, so that, when one clicks, they feel that the subject is the same.

10.5.6. Design for a call to action

The button should catch the attention, and the text should indicate the suggestion: "I want to receive X".

Frame:
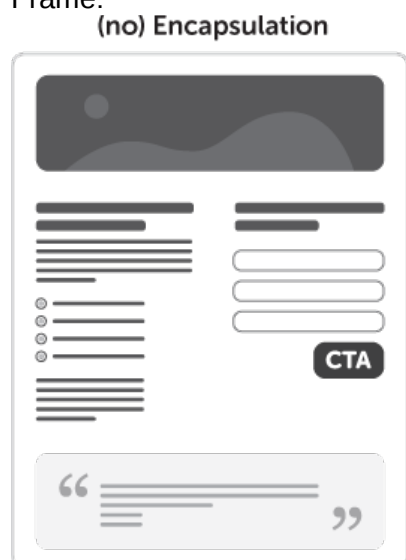
Colour contrast:
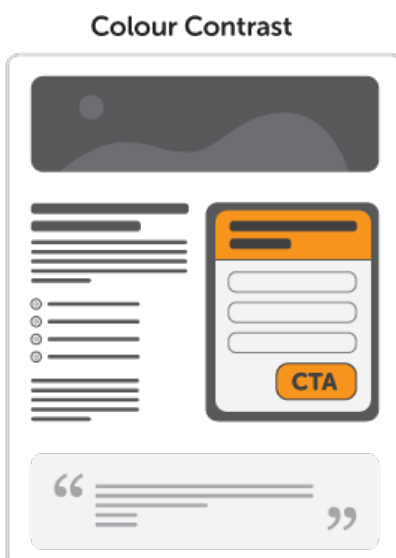
Arrow:

11. 5.7. Encouragement

- Emergency: limited time.
- Lack: limited amount.

12. 5.8. Data

There should be a balance between what you offer and what data you require. If you ask too much and they barely or not at all serve your offer, people won't trust.

The minimums should always be Name and E-mail address.

13. 5.9. Creation

It's easy to create using templates available on the Internet ("landing page templates") or generators (such as https://app.unbounce.com/).

14. 5.10. Test

In order to know whether the landing page is fine or needs changes, use the five-second test: show it to someone for five seconds, then take them away, and ask what the page was about and what its target was.

15.5.11. Statistics

Use Google Analytics, for example. A good measure is to use the confirmation page to calculate the conversion percentage.

6. Posters

16.6.1. Recommendations

- Think about what makes your organisation more "interesting" than others (Why you are "other").
- Use a strong title - Catch the attention!.
- Suggest something that your target group can't refuse!
- Talk about advantages.
- Present your news - use "advertorial".
- Ensure people that there is no risk with you.
- Call for action!
- Show the timeliness of your action.
- Build trust in tour organisation/action.
- Use exciting graphics.
- Indicate what to do, for example joining the network for more information.
- Don't forget the logo! Build an organisational identity!

17.6.2. Colours

There are warm and cold colours:
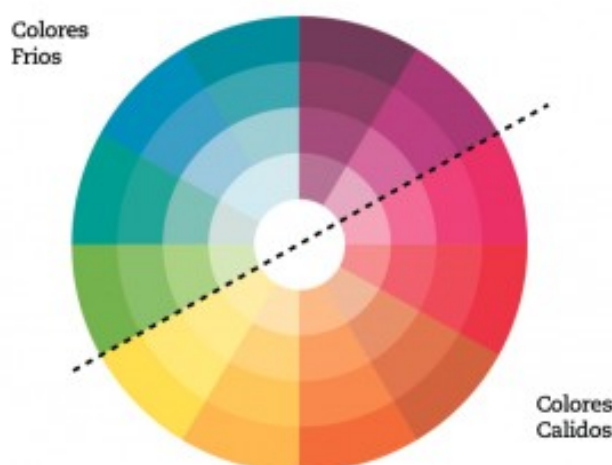
There are basic and additive colours. If possible, don't mix an "additive" colour with another "additive" one of the same category - it is recommended to use neutral colours with the "additive" ones.
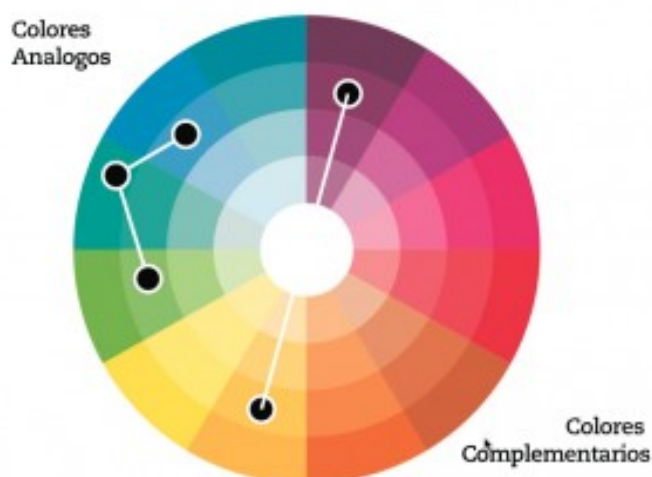
Choose "triangular" colours:
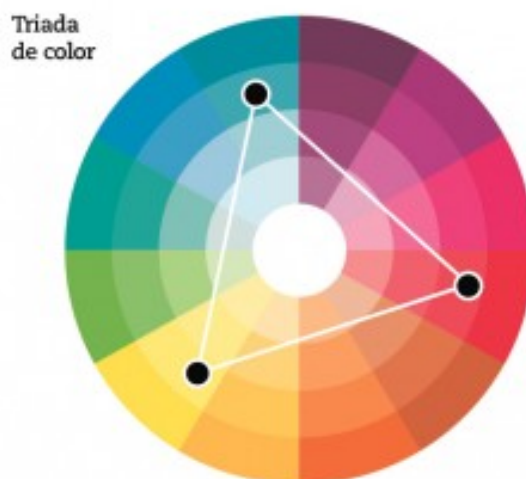
18. 6.3. Typeface

95% of the Internet that is not picture is text.

Make sure that:
- The typeface should reflect your personality and match the message..
- The bigger the font, the smaller should be the spaces between letters.

19. 6.4. How to transmit your message efficiently?

- TARGET 1: Present solutions - understand what people need at present (identify well your target group)
- TARGET 2: The title is important!
- TARGET 3: Be humans!

- TARGET 4: Write such as one can easily read and understand what you aim for.
- TARGET 5: Write stories

20.6.5. What not to do

- Don't shout at your target group - if possible, don't use exclamation marks.
- Don't use passive form - did this happen on its own?
- Unintelligible abbreviations - imagine that we use only the abbreviation TEJO on a poster for non-Esperantists.
- Avoid these phrases: You could look at - better - You will find more information at...
- Avoid negations - be positive.
- Never use long sentences.

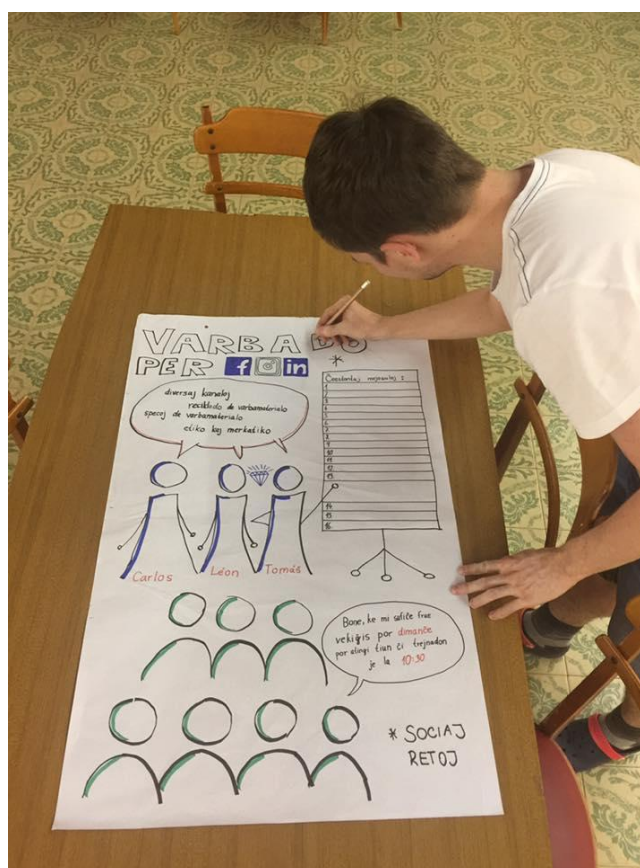## **21.**6.5. Graphics

Canva (http://canva.com) is an online application to create posters, no need to be a graphic designer!

During the training we created the following poster, for example:

22.6.6. Visibility of manual posters

By simple forms beautiful posters can be created:

7. Message

23.7.1. Bucket method

When the subject is too vast, and especially if we are beginners, it can easily happen that we don't know how to give efficient answers. For this we can think about the most frequent questions/informations, dividing them as expected and unexpected, then categorise them, and consequently think of general answers for all of them. This will help us anticipate answers, identify the most frequent ones and have the basics of a good answer to adapt.

8. Numbers

24.8.1. Quantification

For a more efficient discourse we should think ways to quantify Esperanto:

25.8.2. Related information

We can use statistics, events et al. unrelated to Esperanto to support our message: "Millions of Latin Americans lack of a health system, employment or education because they don't speak Spanish" - The World Bank.

26.8.3. Prevalence

Sometimes we seem bigger than we are, for example in the polyglot media.

9. Fairs

Things to consider for a fair: