

Happy together! Should a campaign focus on groups, rather than on individuals?

28 – 30 april 1020

CEV Multi-Stakeholder Conference



Netherlands centre
for social development

Make a Difference Day came to Holland

- **In 2005**
- **Main goal: inspire people to do volunteerwork, if only for one day**
- **Result in 2009: 50.000 extra volunteers**
- **Result in 2010: 150.000 (extra) volunteers**



From 50.000 to 150.000 people

Why?



Why?

- **Change of name**
- **Change of strategy**
- **Bigger communication effort**
- **Initiatives rewarded**



Advantages strategy changes

- **It's easier to motivate groups**
- **More certainty of people showing up**
- **Less intermediators**
- **Groups are comfortable**
- **Groups are interesting**
- **It's easier to organise an activity**

