

*Follow the Volunteers! Make a Difference in Your Community!*

*Good Practice Workshop*

*Presented by*  
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## Main Goal:

- to promote civic engagement through volunteerism as a way of making a difference in the local community through the concentrated effort of the citizens

## Specific Objectives:

- to identify local problems that citizens can solve through volunteer engagement
- to mobilize local citizens to volunteer for solving the identified problems
- to promote the ways in which citizens were able to make a difference through volunteer action as a confidence building model
- to widely disseminate the “Make a Difference Guide for Citizens” as an empowerment tool

## General Method:

- Sequence of practical volunteering activities organized by the local partners – local volunteer centers – according to a predefined schedule

## Specific Method:

- Each local partner identifies the problem to be solved
- Each local partner organizes the local action day (approval for activities if required, local promotion, mobilization of local volunteers, procurement of materials, general coordination of the overall activity)
- Volunteers from each location travel to the next one, take part in the activities, and return home
- Volunteers from the previous location pass on the Caravan Flag – a symbol of shared commitment and engagement

- General coordination of the project lies with Pro Vobis
- National promotion and communication is implemented by Pro Vobis
- Specific promotional materials are provided to each local partner
- The project coordinator travels with the Caravan, accompanied by a professional photographer and video maker
- The project coordinator reports briefly at the end of each volunteering action, including numbers and pictures
- Each local partners receives a fixed amount to cover expenses for the volunteering activity (1000USD)

## Initial Promotion

- Concept and image of the event are developed
- Promotional materials are produced and distributed to the local partners
- Web section of the project is designed and promoted
- Ambassadors for the Caravan – folk singer and TV presenter

## Live Coverage

- Daily reports posted on the web site of Pro Vobis and the web section of the Caravan
- Daily reports posted on the StiriONG news portal for NGOs
- Daily reports posted on social networks, mostly Facebook

## Closing Events

- Closing actions: concert for volunteers and national conference on volunteering for NGOs and other stakeholders
- Press release presenting results of the entire project

## Dissemination

- Caravan movie is produced (long and short version)
- Summary of the actions and their impact is promoted through various channels (newsletters, web posts, press releases)
- “Make a Difference Guide for Citizens” is produced
- During the National Volunteer Week (19-25 April 2010) the guide is launched in all 14 locations where the Caravan was organized
- During the following month the movie will be presented in various locations (schools, festivals, youth gatherings etc.)



## Communication Tools

- Printed materials (posters, flyers, folders, post cards, publications)
- 'Memorabilia' (T-shirts, mouse pads, small flags)
- Radio and TV spots

## Communication Channels

- Radio and TV (local and national)
- On line (web sites of coordinator and local partners, web section of the project, electronic newsletters, web banners on partner web sites, Facebook, You tube, specialized news and NGO portals)
- Direct communication (press conference launching the event, local press conferences before each local action, dissemination events)



- 7000 books collected in Cluj-Napoca for 3 school libraries in rural areas
- Playground for children in Colun village, near Sibiu
- Clean sidewalks following the common sense campaign in Brasov
- Recreational room for students of the arts and crafts school in Constanta
- Community center for children in Panu village, close to Bacau
- Educational room for disabled children in Iasi
- Reading and playing room for the children hospital in Satu Mare
- Sports fields for the school in Vladesti village
- Four rooms for socializing and therapy for disabled persons in Caracal
- Spontaneous volunteering campaign in Craiova
- Disables children have access in two schools in Bucharest
- Medieval citadel can be visited by tourists again in Resita
- Natural reservation in Simeria has new labels for all the rare species
- Roma community in Oradea has renovated blocks of flats

- The power of example is more effective than a regular communication campaign in Romania
- Do not underestimate the power of on line socialization networks in conveying a message, mobilizing people and partners
- Find an easily understandable link between you main message, your action and the image of the event
- Be consistent with your message, regardless of the tools and channels you use to communicate and the target audience
- Properly record and disseminate your actions and their impact