



# Erasmus+



D Y N A M I C  
D E V E L O P M E N T  
A S S O C I A T I O N

## Developing PR strategy for NGOs

24<sup>th</sup> -30<sup>th</sup> MAY 2017

Izmir / Turkey

*KA1 Mobility of Youth Workers*

Organized by “DİNAMİK GELİŞİM DERNEĞİ  
(DYNAMIC DEVELOPMENT ASSOCIATION)”

### Summary of Project

According to different articles, journalistic investigations (including the Guardian and BBC) and interviews with organisations many European NGOs do not pay attention on their work on image and as a result have a lack of positive attitudes toward them among different audiences and a lack of good reputation. A negative image and reputation as a result of undeveloped and unstable communication strategy influences on the impact what NGOs make on local, regional and/or international levels. Public Relations is one of the most effective instruments in resolving image, reputational and communication problems of NGOs. Unfortunately, not many NGOs can afford a professional PR-specialist who fully or partly works in their teams. The training course “Developing PR Strategy for NGOs” aims to discover the Public Relations sphere, to learn the process of building communication between NGO and its target

groups in order to build up a positive image and reputation of an organisation and to find out the most effective ways for promotion of NGOs and their activities. The project is developed for youth NGOs' workers and activists and youth workers in order to equip them with the practical PR tools that they can use for their organisation if there is no possibility to employ a PR-specialist.

### **Objectives**

- 1) To get participants familiar with the meaning, development and the main components of Public Relations.
- 2) To provide participants with the opportunity to exchange experience in the fields of PR.
- 3) To provide participants with practical tools and methods on how to develop and sustain PR strategy.
- 4) To develop the essential PR skills at participants needed for effective communication with target audiences and sustainability of their PR-strategies.
- 5) To explore PR ways of reaching young people with fewer opportunities.
- 6) To promote diversity, intercultural and inter-religious dialogue, common values of freedom, tolerance and respect of human rights among the participants.

The participants of the training course "PR for NGOs" are youth NGOs' workers, volunteers, youth leaders and youth workers from 8 Programme countries, who want to develop the skills in PR for using them to improve NGOs' image and reaching their target groups including young people with fewer opportunities.

The training course will help participants to understand and learn deeper Public Relations and it will give a space to exchange experience in this field. They will learn the main components, methods and tools of Public Relations what they can implement straight after the training. The participants will go through all steps of PR strategy, so the timetable will include the next blocks:

- 1) Understanding of PR and PR at NGOs.
- 2) Environment and Situation Analysis, Aims and Objectives.
- 3) SWOT analysis, Target audiences and key messages.
- 4) Media relations.
- 5) PR texts.
- 6) PR tools and instruments.
- 7) Social media.
- 8) Corporate Social Responsibility and Sponsorship.
- 9) PR Tactics and Efficiency.
- 10) Resources for PR.

Among working methods what will be used are brainstorming techniques, elevator pitch, work in small groups, World Café, SWOT, Open space, innovative presentations, simulation games, getting to know each other activities, energizers, ice-breakers, team-building activities, innovative presentations, group work, debates, discussions, sharing experience, roll-play activities, feedback and self-assessment sessions, SMART, mind maps, photo and video making, inspirational visit, etc.

By the end of the project we expect a group of NGOs' workers, volunteers, youth leaders and youth workers with knowledge of PR and the drafts of developed PR-strategies for their organisations.

Potential longer term benefits are:

- 1) Improved reputation of participating NGOs and other NGOs from their countries.
- 2) Increased amount of activities and trainings on PR for NGOs.
- 3) Improved level and amount of work of small and average size NGOs due to positive attitudes to their work from the target audiences.

## Profile of Participants and Working Language

### Working Language and Profile of Participants

**Profile of participants:** The participants of the training course “PR for NGOs” are youth NGOs’ workers, volunteers, youth leaders and youth workers from 8 Programme countries, who want to develop the skills in PR for using them to improve NGOs’ image and reaching their target groups including young people with fewer opportunities.

**Age:** 18+

**Language:** The language of the course will be English. Participants should be fluent in English

## Working Methodologies

Our training course will be based on non-formal education methods such as group works, simulations, individual reflections, peer to peer learning etc.

It means that learning is based on your experience, your motivation and your needs. You are responsible for your learning but the team

## Responsibility of Partner Organizations

- Finding motivated and experienced participants
- to assist travel arrangements
- to warn the participants about the travel documents for reimbursement.
- to inform them about the schedule, tasks, duties and rules.

## Responsibility of Participants

- Please inform the organization if you have any kind of allergies, chronic diseases or disabilities. If you are vegetarian or vegan, it is also required.
- Please fill the Application Form on Salto Youth Network.
- To search travel options and inform us about the details of the tickets and buy them **AFTER GETTING CONFIRMATION** from the coordinator.
- To inform the hosting organization about the arrival
- To attend in the all sessions of the project activity.

## Preparation for the Training Course

- Please prepare a presentation about your organisation and which method of PR strategies are you using for your NGOs?

### **Intercultural Night:**

**There will be 2 intercultural nights where you will cook for all group. You will prepare one dinner together with other countries. So please bring the ingredients you will need. We will also provide the things you can find in market.**

## Financial Issues and Conditions

We will reimburse travel cost during the training course in **cash/euro**.

**!Note (IMPORTANT!):** We will **NOT REFUND** any tickets that have been purchased **by a travel agency**, this is not the most cost effective method and will **NOT** be refunded!

**!Note (IMPORTANT!):** We will **NOT REFUND** any taxi expenses unless that will be only options to travel (incase the public transport will not work etc).

The prices on the TICKETS, not on the invoices, will be regarded while your reimbursement will be calculated.

**!!!Note: Reimbursement of travel costs will only be done upon presentation of all (including return tickets) original tickets, receipt/invoices and boarding passes. Please print before all documents, which are related to travel expenses.** This means that once home after the training, participants will be asked to send the originals of all return documents and boarding passes. Please remember to **bring the original invoices** – there will be no reimbursement without the original invoices and tickets with indicated Names of travelers, description of the journey, indication of cost and currency and date of travel.

**Please do not lose your boarding passes; you will need them for reimbursement of travel cost.**

**!!!!Note:** If participants pay for their ticket with a credit card, they are requested to bring along the confirmation of payment (i.e. credit card slip and/or bank statement).

**!!!!!!Note:** Reimbursement will be done in EUR, regardless of the currency indicated on the ticket and receipt/invoice. Any tickets purchased in a local currency other than EUR, will then be converted and calculated according to the exchange rate of the month when the grant agreement for this project will be signed by the NA, as stated in the official European Commission web-site at <http://ec.europa.eu/budget/inforeuro/index.cfm?Language=en>

**!!!!!!Note:** Finally, please print all documents related your travel (Electronic Tickets, bus tickets etc.).

We kindly ask you to bring money you will need to spend for your own goods during project.

### Maximum Travel Cost Limit Per Country/Per Person

| COUNTRIES      | Max. Limit Per Person | Number of Participants |
|----------------|-----------------------|------------------------|
| PORTUGAL       | 530 €                 | 3                      |
| CZECH REPUBLIC | 275 €                 | 4                      |
| ESTONIA        | 360 €                 | 4                      |
| LATVIA         | 360 €                 | 3                      |
| NORWAY         | 360 €                 | 3                      |
| CYPRUS         | 275 €                 | 3                      |
| UNITED KINGDOM | 360 €                 | 3                      |

### Health Insurance

Health insurance is not provided and will not be reimbursed by the organizers. Participants are strongly suggested to make a health insurance.

### Visa and currency

Turkey is not in the EU member state so please bring along your passport. Please check your passports that your arrival date is 6 months before your passport expiry date! You will also received the reimbursement of visa cost upon the presenting the visa documents.

**You can check details about your country and purchase visa via website:**

<https://www.evisa.gov.tr/en/>

Please **DO NOT FORGET** to bring along the confirmation of payment (i.e. credit card slip and/or bank statement).

**Currency:** The currency in Turkey is the **Turkish Lira (TL)** (1 EURO = around 3.94 TL).

### Training Venue and Travelling Arrangements

**Name of Hotel:** **Sasmaz Villas Alaçatı**

<http://www.booking.com/hotel/tr/sasmaz-villa.tr.html?lang=tr>

**Address:** 3092 Sokak No: 5 AlacatiCesme, Izmir

Phone number: 0090 232 716 81 33

You will stay in double and triple rooms what means you will share the room with other 2 people of the same sex.

**Do not forget to bring your swimsuits! During free afternoon or after the program you can enjoy the swimming pool.**

The nearest airport is **Adnan Menderes İzmir Airport**. The connecting flights are available from İstanbul Atatürk Airport, İstanbul Sabiha Gökçen Airport, Antalya Airport and Ankara Esenboğa Airport.



There are direct buses from Adnan Menderes Airport to Çeşme by Havaş and Çeşme Seyahat.

- <http://www.havas.net/en/OurServices/BusServicesAndCarParkingFacilities/ServicePoints/Pages/Izmir.aspx>
- <http://www.cesmeseyahat.com/#>

**From Çeşme it is possible to take Minibus from Çeşme to Alaçatı.**

There are direct buses from Ankara and İstanbul to Çeşme too. You can take busses from Ulusoy, Kamil Koç and Pamukkale busses.

**We will send the final details and map information soon.**

It is important to keep your original boarding passes, all travelling tickets and invoices for reimbursement.

**Please contact and consult the organization about your travelling plan. Do not buy your tickets until the organization approve the details. Any tickets purchased without consultation or from travel agency will not be reimbursed.**

### About Çeşme and Alaçatı

Çeşme is a popular holiday resort and the district center and it is located 85 km west of İzmir. It is named as one of the 52 Places to Go in 2016 by New York Times.

[http://www.nytimes.com/interactive/2016/01/07/travel/places-to-visit.html?\\_r=0](http://www.nytimes.com/interactive/2016/01/07/travel/places-to-visit.html?_r=0)

**Alaçatı** ( a Town in Çeşme) has been famous for its [architecture](#), [vineyards](#) and [windmills](#). Its coast is famous with its crystal clear water, consistent and steady wind.

Alacati is one of the most authentic towns in Turkey with stone houses, narrow streets, hotels,

restaurants and cafes.

<http://www.nytimes.com/2014/05/11/travel/along-the-aegean-a-turkish-town-sees-a-revival.html>



## Some useful words in Turkish while travelling

|                                   |                                    |
|-----------------------------------|------------------------------------|
| Evet                              | Yes                                |
| Hayır                             | No                                 |
| Lütfen                            | Please                             |
| Tamam                             | O.K.                               |
| Teşekkürler                       | Thank you.                         |
| Merhaba                           | Hello                              |
| Adınız nedir?                     | What is your name?                 |
| Benim adım .....                  | My name is...                      |
| Tanıştığımız memnundum.           | Nice to meet you                   |
| Nasılsınız?                       | How are you?                       |
| İyiyim, sağ olun. Siz nasılsınız? | I am fine, thank you. How are you? |
| Nerelisiniz?                      | Where are you from?                |
| X'dan geliyorum                   | I am coming from X                 |
| Ben de                            | Me too!                            |
| Hoşçakalın                        | Goodbye                            |
| Günaydın                          | Good morning!                      |
| İyi akşamlar                      | Good evening!                      |
| İyi geceler                       | Good night!                        |
| Tekrar görüşmek üzere!            | See you later!                     |
| ... nerede?                       | Where is...?                       |
| .....'e gitmek istiyorum.         | I want to go...                    |
| .....'e nasıl giderim?            | How can I go ...?                  |
| Havalimanı                        | Airport                            |
| Otogar                            | Coach (Bus) Station                |
| Otobüs                            | Bus (Coach)                        |
| Minibüs                           | Minibus                            |
| Dolmuş(sh)                        | Minibus                            |
| Ayrılış                           | Departure                          |
| Varış                             | Arrival                            |
| Döviz Bürosu                      | Exchange Office                    |
| Bilet                             | Ticket                             |



## Draft Program

| D/H   | 24/5            | 25/5                                   | 26/5                   | 27/5                     | 28/5         | 29/5                                  | 30/5                     |                   |  |
|-------|-----------------|--|------------------------|--------------------------|--------------|---------------------------------------|--------------------------|-------------------|--|
| 08.30 | <b>Arrivals</b> | <b>Breakfast</b>                       |                        |                          |              |                                       |                          | <b>Departures</b> |  |
| 09.30 |                 | Knowing each other                     | PR and PR for NGOs     | Media Relation           | Social Media | CSR and NGOs                          | Evaluation and youthpass |                   |  |
| 11.00 |                 | <b>Coffee Break</b>                    |                        |                          |              |                                       |                          |                   |  |
| 11.30 |                 | Group Dynamics                         | NGOs Fair              | PR texts                 | Field Visit  | PR Tactics                            |                          |                   |  |
| 13.00 |                 | <b>Lunch</b>                           |                        |                          |              |                                       |                          |                   |  |
| 14.30 |                 | Aim, objectives, and program           | PR Strategy I          | PR tools and instruments | Free time    | Creating PR strategy                  |                          |                   |  |
| 16.00 |                 | Welcome and getting to know each other | <b>Coffee Break</b>    |                          |              |                                       | Coffee Break             |                   |  |
| 16.30 |                 |  | Erasmus+ and youthpass | PR Strategy II and III   | Case Studies | Creating PR strategy and presentation |                          |                   |  |
| 18.00 |                 |  | Reflection Time        |                          |              |                                       | R. Time                  |                   |  |
| 19.00 |                 |  | <b>Dinner</b>          |                          |              |                                       |                          |                   |  |

## Contact Details

**Huriye Yıldız**

Project Coordinator

E-mail: [projects@dd.org.tr](mailto:projects@dd.org.tr)Telephone: [+905456550704](tel:+905456550704)**Deadline to send application: 1 April 2017.**

All applicants will be informed at 7<sup>th</sup> April 2017 regarding the selection result rather they are selected or not.