**Project ID:** 101081200
**Programme(s):** Erasmus+
**Topic(s):** ERASMUS-EDU-2021-VIRT-EXCH-IPA
**Type of action**: ERASMUS Project Grants
**Start date:** 01 December 2022
**End date**: 30 November 2025
**Lead partner:** GAYCS

**FREE TO BE**

The **general aim of the project** is to prevent homophobic cyber-bullying among young people: a form of bullying that takes place over digital devices and platforms like mobile phones, computers, social media and tablets perpetrated against LGBTQI youth (lesbian, gay, bisexual, transgender, queer and intrasexual).

The **main object** will be reached through the attainment of the following specific objectives:
- Promotion of a respectful language used through digital devices and platforms referred to LGBTQI;
- Spreading a respectful and appropriate language against LGBTQI, particularly in the use of internet and social media;
- Creating a permanent network of youth association and Youth Workers to promote prevention and raise awareness on the theme of the homophobic cyber-bulling.

Specifically, the proposal virtual activities involve youth workers giving them the opportunity to develop a virtual exchange project with other colleagues from different countries.

# What is a promotional campaign?

# What is a promotional campaign in NGO?

- **organized effort to raise revenue, engage new members, inspire participation, or maximize results**

Five W's of Creating a Nonprofit Marketing Plan

1 Who is your target audience?

2 What type of marketing collateral will you create?

3 Where will you market your cause?

4 When will you create and share content?

5 Why should your target audience support your nonprofit?

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# Goals

- clear and measurable goals

- Increase online donations
- Grow email subscriber list
- Raise awareness*
- Boost volunteer sign-ups
- Engage on social media
- Drive website traffic

# Target groups

- primary supporters, donors, and volunteers

- identify or research audience's demographics, interests, and online behaviors
- understand how your audience interacts with your content and campaigns

# Content

- what is your key message?

- does this align with your mission and goals?

- how many phases does the campaign have?

- what is the goal of every phase?

- which channels are you using for those contents?

- what was successful in your previous campaigns?

# Channels

- online / offline?

- where is your target group? how will you reach them?

- what content format should you use for that channel?

# Channels



Multichannel Marketing: Key Platforms to Leverage

Social Media
Your Website
Email
Text Messaging
Direct Mail
Print Ads
Flyers
Radio or TV Slot

# Budget & Staff

- allocate budget for advertising, software subscriptions, and campaign expenses

- do you have the budget for promo activities?

- are you hiring professionals for design, marketing, promotional activities?

- is your team working on the campaign? do they have the right skills? can you provide a training to them?

# Impact

- **identify key performance indicators (KPIs)**

- **keeping track of campaign impact helps you make informed decisions**

- **measuring the success of your campaign is crucial for identifying areas of improvement and optimizing your strategy for the future**

# Impact

## TRACK KEY PERFORMANCE INDICATORS

**1 Website Metrics**
Page Views, Time Spent on Page, Session Duration, Bounce Rate, and Conversion Rate

**2 Social Media Metrics**
Number of Followers, Impressions, Reposts, Likes, and Comments

**3 Email Metrics**
Open Rate, Click-through Rate, Conversion Rate, and List Growth Rate

# Who can support you?

- **expand your reach across a wider network by collaborating**

- **major donors**
- **staff and volunteers**
- **board members**
- **cooperative ngo**
- **nonprofit influencers**
- **sponsors and local business connections**

# Use existing events

- are there some events during which you could do some part of the campaign?

- are there some important dates relevant to your topic?

- is there an event gathering your donors?
- is there an event gathering your volunteers/members?
- is there an event/workshop/activity where your target group will be?

# Create a calendar

- **define key events in your campaign**

- **define tasks required for each phase of your campaign**

- **set deadlines for each task**

- **create a timeline/calendar**

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