Create Your Own Organization

Let’s Digitalize Youth Organizations Erasmus+ project

# Short description

Name/title:

Your slogan (to attract your organization auditory and reflect your aims):

Who are the members of your organization and who would you like to attract to be part of your organization? *e.g. students, social entrepreneurs, refugees, etc.*

Where would your organization be active?

# Mission / activities / target groups

Every organization has to have a certain **mission for which it’s created and exists**. It is also necessary to know what activities you are going to organize and whom would be your target groups.

1. What is your mission in the society? Use only **one sentence**. *e.g. To help unemployed youngsters in Kaunas region become successful entrepreneurs*

1. Who would be your **target group(s)**? *e.g. unemployed youth*
2. What main activities would you carry out in order to succeed in your mission and reach your target group? (be sure to mention the activity’s name and what would be done during it. List up to 2.)

A)

B)

1. Where would you get your financing from? *e.g. EU / government funding, sales of specific products*

1. Would you offer any volunteering opportunities in your organization? *Yes/No*

Where would you get your volunteers from? *e.g. European Voluntary Service*

1. If you had to organize an **Erasmus+** project like this, what would be your **topic: +**

**Main activities**:

Which countries you would involve?

# Social Media Communication Plan

Facebook / Twitter / Instagram domain names:

Website Domain name:

Short description of your organization for social media followers

How would you aim to increase your follower number on social media?

What information would your website / social media channels / blog posts present?

How could “Google surveys” be used for your organization activities?

How could “Pinterest” be used for your organization activities?

How could “Google drive” / “Dropbox” be used for your organization activities?

How could “Google Calendar” be used for your organization activities?

What communication tools would you use in your organizations to reach other members? Why? (Skype, WhatsApp, E-mail, Vibre,..)

# Tasks

## Task A: create your organization’s logo (15 minutes for preparation) - *You can sketch on a separate sheet of paper by drawing, but in the end it has to be digitalized on your PCs. The logo will be used on your social network communication.*

## Task B: create your organization members presentation (10 minutes for preparation) - *You can make a photo or short video (maximum 10 sec).*

## Task C: create your organization’s banner (20 minutes for preparation)

* You should create your **organization’s banner**/flag. You can sketch on a big sheet of paper, but in the end it has to be digitalized on your PC. Later it will be used for further tasks (e.g. on Facebook’s cover photo 828px X 315px). It is advisable to use your organization’s slogan, logo/mascot, name or abbreviation, yet it’s entirely up to you. Use anything you want for this task, but most of all your creativity.

## Task D: present your organization to the others (10 minutes for preparation)

* You can use a sheet of paper, draw on whiteboard, just talk about it, etc. (again up to your creativity)
* Focus only on the points that you think are the most important
* Your presentation should not be longer than **3-4 minutes**!

*Be ready to present first!*