

## SUMMARY OF ACTIVITIES

# PoMOCna KAWA #3



## EXCHANGE OF INFORMATION AND CROSS-PROMOTION

**27** ORGANIZATIONS PARTICIPATED IN THE MEETING (Centrum Wielokulturowe Koper Pomaga, Ukrainian House in Warsaw, Alivia Foundation, Caritas of the Poznań Archdiocese, Migrant Info Point, Tratwa, Grupa VIBER, Folkowisko Foundation, NGO Forum, WDPF dla Ukrainy, Association for Legal Intervention, MUDITA Foundation, LUW PKP LUBLIN, Pogotowie Społeczne z Poznania, CultureLab Foundation and others).

### How do we reach out to refugees?



Qualitative survey of Mapuj Pomoc from 27.10.2022, conducted on a group of 20 NGOs conducting promotional and information activities

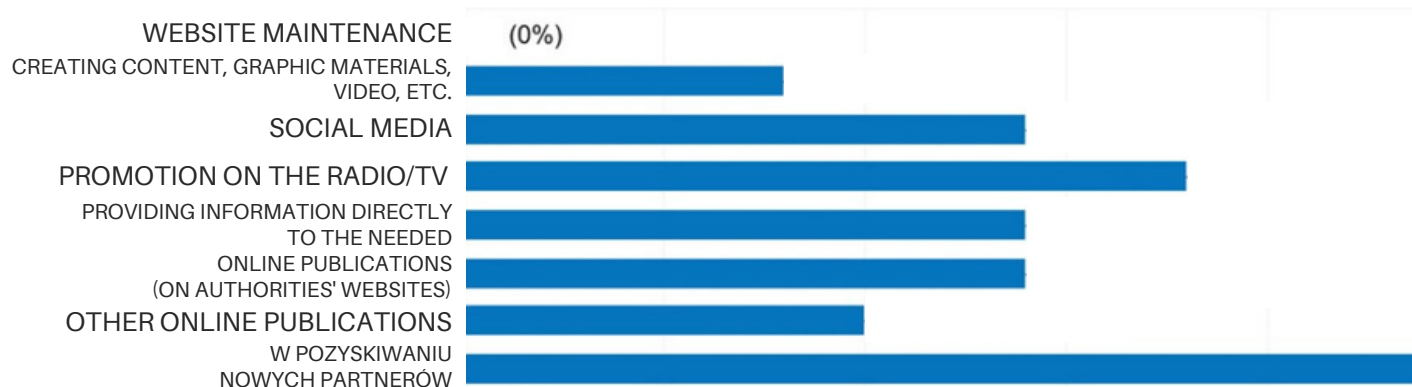
### Most popular means of communication

Organizations make their activities known primarily through social media and their own websites, direct contact with refugees or distribution of flyers and posters.

#### KONTAKT:

Jeśli potrzebujesz kontaktu do konkretnej organizacji, napisz do nas na adres: [mapujpomoc@culturelab.pl](mailto:mapujpomoc@culturelab.pl). Zachęcamy również do dołączenia do naszej zamkniętej grupy dla członków organizacji, NGO i wolontariuszy na Facebooku, w której dzielimy się wiedzą oraz ponadwymiarowymi zasobami, szukamy inspiracji, dajemy znać o grantach: <https://www.facebook.com/groups/mapujpomoc>

## What kind of help is needed?

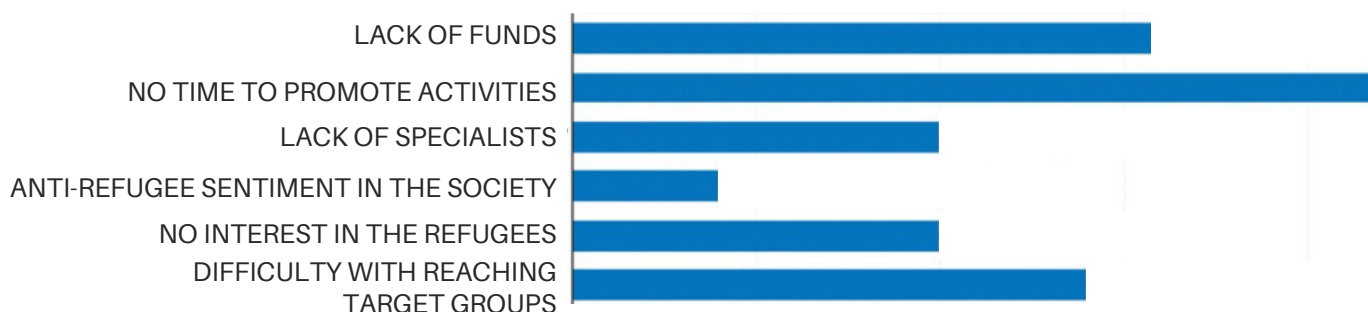


Qualitative survey of Mapuj Pomoc from 27.10.2022, conducted on a group of 20 NGOs conducting promotional and information activities

## Important activities in promotion and information

Many associations/organizations need help in attracting new partners who could help promote their activities. These partners could be large organizations or even companies with good visibility / brand recognisability. If radio and television stations would be contacted for help, even the local ones, it would allow foundations to better advertise their conducted aid activities, which would therefore make the latter much easier.

## Sources of promotion problems



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## Greatest challenges

Lack of funds to cover promotion costs is the primary problem, but not the only one that appears. Organizations also struggle with a considerable lack of time. Their priority, after all, is to provide direct aid to refugees, not to run promotional campaigns. One foundation reported having failed to send an application to a grant-maker because it operated at a border crossing and had to respond to the pressing needs of the people arriving there.

## Needs

Activists clustered in smaller NGOs would like to learn how to reach out to larger partners who could then sponsor their new projects. They also need support from experts on social media activities, want to learn how to manage a website, and find out how to design interesting posters and flyers. Assistance in running educational and cultural events to encourage interest in refugee issues is also welcome.

# Practical ideas

## 1 Cooperation with Ukrainian bloggers

2 out of the 27 organisations informed us that they cooperate with Ukrainian bloggers, through which they reach a sizeable target audience. They do not cooperate with any influencers, however. On an ad-hoc basis they communicate with multiple influencers, of which 1 or 2 respond positively, promoting a particular event or activity.

## 2 Reaching out to small Ukrainian groups

In the last few years many Ukrainian citizens came to Poland by choice and have settled here. They are the most trusted source of information for refugees. To get in touch with them, one can go to Orthodox or Greek Catholic parishes, for example. They are the ones who can advise many newcomers on where to get help.

## 3 Contact with Ukrainian centres

A good idea is to establish contact with Ukrainian centres operating in Poland and at home. Through them you can distribute leaflets and posters and provide information to be published on their websites.

## 4 Ukrainian media and web portals

Several names of information portals run in Ukrainian and Polish were mentioned during the meeting. These are used by Ukrainian citizens living in Poland. The Ukrainian House in Warsaw, whose representative attended our meeting, runs a portal entitled "Nasz Wybór." She assured us that she would be happy to post announcements from Polish organizations on its pages.

## 5 Friendly organizations / allies

It is easier to act in a group than alone. Local foundations can and should assist each other. They post information about undertaken activities on websites and on social media. They distribute flyers and posters. There are several organizations that support each other in organizing cultural events, which can also help raise their profile.

### **KONTAKT:**

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