



# Dissemination and Multiplication of the Volunteering projects in Humanitarian Aid context



**EU Aid Volunteers**  
We Care, We Act



# Index

Introduction 3

Chapter 1  
Dissemination 4

- 1 Current status of hosting organisation dissemination and visibility processes 5
- 2 Hosting organisation's target groups for the dissemination and visibility activities 5
- 3 Contents for dissemination and visibility activities 6
- 4 Methods and channels for spreading the information 7
- 5 Telling Stories 7
- 6 Project reporting 8
- Conclusion 9

Multiplication 10

- 1 Training and information about EU Aid Volunteers initiative 11
- 2 Preparation of the multiplication event 12
- 3 Organisation of the event 13
- Conclusion 13

Global Conclusion 15



## Introduction

One of the objectives of the EU Aid Volunteers Capacity Building PHASE project led by ADICE association is to multiply the impacts and to enlarge the visibility of volunteering projects in humanitarian projects.

To reach this objective, it is essential to develop strong tools and methods for setting up dissemination and multiplication events (Information & training meetings).

Indeed, dissemination and communication can be a key for a successful and professional humanitarian organisation, if it is well executed. It allows the organisation to spread its message, to reinforce its credibility and its sustainability, to gather different actors to work with the organisation... To reach this objective, the organisation can use different tools and methods to improve its communication and dissemination processes.

The aim of multiplication events is to talk about the EU Aid Volunteer program to local communities (experience, skills and capacities gained, knowledge...). This way, the organisation can share to potential new hosting associations and local institutions the principles of the EU Aid program and the main tools and methods to manage volunteering.

It is important to remember the usefulness of a good dissemination system for any organisation.





## CHAPTER 1

# Dissemination

Dissemination is scattering seeds: bits of information and gained skills that are also useful to the target audience. Dissemination is: spreading useful knowledge gained through the project in hand to a wider audience.

Dissemination and communication, if well executed, are key pillars of a successful and professional humanitarian organisation. In a humanitarian context (like in many other situations), it is important to be transparent and show results, best practices and lessons learned of the interventions and concrete impacts to the wider public as well as to the donors.

Well-done communication gives the hosting organisation the credibility and contributes to its sustainability. If the humanitarian organisation succeeds in spreading the word about the current situation, then the humanitarian needs gap might be filled by other actors on the field.

This chapter will give insights, instruments and best practices how to organize successful dissemination process.

## 1. CURRENT STATUS OF HOSTING ORGANISATION DISSEMINATION AND VISIBILITY PROCESSES

To start, it is good to identify hosting organisation current communication methods and how EU Aid Volunteers are going to be represented.

The hope is that the future volunteers will be helpful in dissemination activities: with most of volunteers today using social media, it is preferred to already talk to them about it before they start their work.

The hosting organisation must think through how it uses the following: photos, videos, storytelling, and partner logos.

How does it disseminate the results of its project activities?

Based on what and how does it report its communication / dissemination efforts?

Who is usually the spokesperson for the hosting organisation?

Is everyone in the hosting organisation ready to represent the organisation, if needed?

Has the hosting organisation done any communication briefing with its volunteers?

Has it had any problems because of volunteer's miscommunication in the hosting organisation? Or any success stories?

SWOT analysis helps to identify the current status of the hosting organisation concerning visibility efforts and dissemination. While working on SWOT analysis it is important that the hosting organisation focuses on the communication and dissemination aspects of its organisation, not general strengths, weaknesses, etc.

The hosting organisation should think about the people in its organisation it is good to write it down if the organisation has an excellent person doing dissemination (strengths) or if it is hoped that EU Aid Volunteers will be helpful for the hosting organisation's communication activities (opportunities).

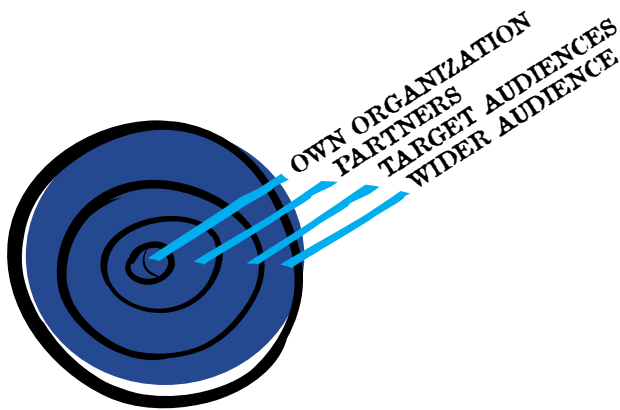


## 2. HOSTING ORGANISATION'S TARGET GROUPS FOR THE DISSEMINATION AND VISIBILITY ACTIVITIES

The hosting organisation should ask itself who are "their dissemination target group": the community who cares and carries messages further.

The following graph symbolises how messages spread among audience groups. Closer audiences are easier to reach and messages echo further through them. Reaching further audiences takes more effort and is almost impossible if the smaller circles are not involved.





The centre of the graph is the hosting organisation.

The hosting organisation should never forget to make sure that everyone in its NGO is on the same page.

The organisation must make sure that its employees/colleagues are up to date with all the projects and activities the hosting organisation is currently handling.

It may seem obvious, but often project managers are too swamped with their own work to notice things that happen around them.

Yet, this creates a weak spot: should someone ask, an unaware colleague can give misleading information or undermine the project by making it seem unimportant. Luckily the employees are closest to the hosting organisation and easiest to keep up-to-date, they are also the smallest audience the hosting organisation has similarly close are hosting organisation's partners: organisation should use any opportunity during meetings or co-activities to mention the most important message the hosting organisation has at that moment.

They might find ways to cooperate or just spread the word.

The next step is the hosting organisation's target audience, its "ideal customers".

The widest circle that takes the most effort and resources to reach is the general audience. It is impossible to have all of the wider audience on the same page as the hosting organisation, but it is possible to move closer to them by making sure all the inner circles are well fed with your messages.

### 3. CONTENTS FOR DISSEMINATION AND VISIBILITY ACTIVITIES

After identifying hosting organisation's main target groups it's time for planning and designing messages that are suitable for the target audience.

The idea is to make the messages as concise as possible - it is always possible to add adjectives or big words later, but the messages organisation gives out need to be as clear as possible.

If the message is not fitting on a post-it note, it means this message is not clear to the hosting organisation and thus will also not be clear to its audience.

The hosting organisation can practice creating clear messages on a post-it note. Using 1-5 sentences, one should try to describe what is EU Aid Volunteers initiative and why is the hosting organisation involved in it.

While doing so the hosting organisation could try to think about the 'seed' that it is offering—what is useful to the audience in this message. The message must be as concrete as possible.

Messages should be clear and unified inside their organisation, to make sure everyone is on the same page. Where needed or possible, volunteers should also be made aware of the main messages of the project / organisation.

## 4. METHODS AND CHANNELS FOR SPREADING THE INFORMATION

For matching hosting organisation's audience and messages there is a need for suitable methods for the success.

The hosting organisation must be aware that despite there being one perfect or easily doable method/tool, target audiences need to receive information from several channels to make it stick. For example, if there is a great video about EU Aid Volunteers and it becomes viral, the hosting organisation might experience a jump in its website visits.

But if the visitors fail to find any information about EU Volunteers from the hosting organisation website, they might quickly lose interest. It also applies the other way around—despite having thorough information on organisation's website, if there are no social media postings about the same topic, it might seem to be a passive activity for the organisation and the target audience again loses interest.

For practicing, the hosting organisation could choose one of the audience groups, match it with one of the messages and find the best possible method or tool from the cards. If there is no best suiting card among examples, then the organisation can create its own card.



## 5. TELLING STORIES

Storytelling is a useful tool for NGOs as it makes the objectives and activities of the hosting organisation clear through illustrative cases, it creates emotional connections and can be used to introduce a new and complex topic or idea to the audiences.

Whether we notice it or not, most of our organisations come to contact with touching stories every day. It is up to hosting organisation to notice these stories and—if the subject is OK with it—tell these to the public.

To tell a good story, one must always keep the dignity of the stakeholders in mind! If the hosting organisation abuses someone's trust, it is obvious that it is doing the opposite of what the organisation advertises that it does. If the hosting organisation notices a story, it should make sure and ask the person if they agree with hosting organisation sharing this information with others, in social media or in the press.

With sensitive topics, one should ask if they

agree with hosting organisation using their real name or would they prefer staying anonymous. The same goes with photos: one must not use a picture of someone who is not aware that their photo will be publicly shown along with their story.

Social media reaches almost everywhere and the hosting organisation might not know what are the consequences of this story to that person or their loved ones.

If possible and realistic the story should show the person as an active agent that is working towards finding solutions to their issues. This way their dignity is preserved and the audience feels inspired and wishes to support the person in their aims.

***For a good story, there is a need for the narration. A narration needs:***

- A relatable person or people,

- Problems they are facing,
- Goals for the person,
- Solutions that are understandable and clear,
- A call to action: what the audience can do to help.

To illustrate stories and hosting organisation's work, photos and videos play a very important role.

To achieve the best results, some easy pointers should be kept in mind: a good photo can work miracles, while bad quality photos may confuse the audience.

## 6. PROJECT REPORTING

**For successful reporting the hosting organisation should carefully study the official reporting requirements.**





**It's very important to be aware in advance what kind of information is expected.**

**This will make it easier to choose the best instruments for data collection and presentation.**

The hosting organisation could start with looking at the EU Aid Volunteers dissemination reporting Excel sheet. Do you have any questions about the format?

What kind of other formats do you use in your organisation? Make a plan for getting necessary statistics.

You could make use of Facebook Insights, Google Analytics, SurveyMonkey or any other platforms for collecting, analysing and presenting the data.

With the information collected for reporting the hosting organisation could also give the input for other dissemination activities.

It is responsibility of the hosting organisation to use official project logos and disclaimers on right places!



## CONCLUSION

For NGO workers and project managers, there always tends to be a general lack of time. This often causes a lack of attention to dissemination and communication efforts, which may seem to be the least important. Yet, without dissemination, we can unknowingly threaten our future projects and opportunities.

If people lack knowledge of the previous humanitarian work the hosting organisation has done, they may trust you less or look at this organisation in a less favourable way. The hosting organisation might seem smaller and less professional to the general audience, possible partners, and even possible funders, if they lack information about hosting organisation's on-going and past efforts and projects.

Bearing different communication and dissemination audiences, messages, methods and channels in mind this chapter tried to give to the hosting organisation practical instruments for improving dissemination efforts and in order to make it easier to spread its messages.



1	2	3	4
2	4	6	8
3	6	9	12
4	8	12	16

## CHAPTER 2

# Multiplication

The PHASE capacity building experience in the EU Aid Volunteers program, allowed the associations involved to participate to the volunteer deployment project after having obtained the certification from the EACEA agency.

This certification was the result of a training process that provided the hosting associations with the tools and skills for a qualitative management of volunteering.

This wealth of knowledge and experience can be shared through multiplication actions with potential new hosting associations, new volunteers, local institutions and organisations working in the social field and humanitarian aid.

The objectives of the multiplication plan are:

- the dissemination of the principles of international volunteering,
- the promotion of the EU Aid Volunteers program,
- the sharing of the main tools and knowledge for managing volunteers,
- the increase in the number of host organisations that can prepare themselves to adequately manage international volunteers.

Qualitative management of volunteers is an essential contribution to achieving the objectives of projects operating in humanitarian aid. It also ensures that the experience of volunteering is fruitful and increases the awareness of European citizens who can contribute to improving the living conditions of the population in third countries.

It is therefore necessary to organize events and activities for the promotion and multiplication of the Capacity Building experience, taking into account that it is the spokesperson for instances of global citizenship.

# 1. TRAINING AND INFORMATION ABOUT EU AID VOLUNTEERS INITIATIVE

## EU Aid Volunteers

We Care, We Act



It is very useful to organize promotional events for the dissemination of the EU Aid Volunteers program in different countries and to create a network of organisations interested in starting the training and certification process to participate in the program for sending and receiving volunteers.

Before proceeding with the practical organisation of the events, it is preferable to check some preconditions indispensable for effective communication.

1. To have a clear presentation of the EU Aid Volunteers program: Order and create the contents to be used for the dissemination of the program,
2. To compile a list of organisations and institutions already active in the reception of volunteers and potentially interested in doing so and who possess some formal characteristics,
3. Identify the most effective methodology and communication channels in own context,
4. Prepare human and material resources to carry out dissemination events.

### a. Presentation of the program

The EUAV program is developed in three main steps that should be clearly explained to those who hear about it for the first time.

The presentation must provide a schematic illustration of the following elements ordered in a powerpoint or other digital presentation format.

**A short description with MAIN OBJECTIVES of the all program EU Aid Volunteers**

#### 1. Capacity Building

Project to reinforce capabilities and skills to manage volunteering.

#### 2. Certification mechanism

To validate the correct process and organisation to manage volunteers.

#### 3. Deployment

Sending volunteers in certified organisation.

*For each of the three phases illustrate:*

- The specific objectives,
- The main activities,
- The time needed to complete them,
- Benefits for new potential Hosting Organisation,
- Potential difficulties.

*NOTA BENE: consult the EU Web site [https://eacea.ec.europa.eu/eu-aid-volunteers\\_en](https://eacea.ec.europa.eu/eu-aid-volunteers_en)*

#### 1. Capacity Building project

Participation in a capacity building project such as PHASE requires membership of a consortium of European and extra-European partners, interest in the management of volunteering in humanitarian aid projects and some formal preconditions that we will illustrate later.

This process has realized all this outputs that it is possible show and tell to new organisations.

*More information in EU Web site [https://eacea.ec.europa.eu/eu-aid-volunteers/actions/technical-assistance-and-capacity-building\\_en](https://eacea.ec.europa.eu/eu-aid-volunteers/actions/technical-assistance-and-capacity-building_en)*

#### 2. The certification mechanism

«All organisations wishing to send or host volunteers under the EUAV initiative must be certified under the initiative. The certification process verifies that the high standards and procedures of volunteer management set to protect and manage volunteers during their deployment under the EUAV initiative can be fully realized and met by all participating organisations».

To obtain the certification is a quite long work to prepare the necessary documents, it is possible to help new organisation during the certification process to suggest some elements.

- Offer the list of tools created for certification in PHASE with a summary,

- List the documents that had to be implemented for the first time and those that were only updated. For example, the security plan, the value card, the welcome booklet,
- Describe the usefulness of producing these documents without leaving the time necessary to produce them,
- Show the self-assessment form and indicate the importance of reference letters.

More information in Eu Web site [https://eacea.ec.europa.eu/eu-aid-volunteers/actions/certification-mechanism-for-sending-and-hosting-organisations\\_en](https://eacea.ec.europa.eu/eu-aid-volunteers/actions/certification-mechanism-for-sending-and-hosting-organisations_en)

### 3. Deployment projects

The deployment project is a good opportunity to send and/or host qualified volunteers in humanitarian aid projects.

The deployment is a strong motivation to participate in the program, at this stage it is useful to offer new organisations the reason and the value of volunteering through short testimonies of good experiences.

*Tips: Identify a positive experience and interview the volunteer as a witness.*

## TESTIMONIAL AND BEST EXPERIENCE

**Suggestions to find a volunteer to interview him/her or to build a story on this.**

- What types of volunteers did you meet? (age, study, motivation to volunteer ..)
- What are their most frequent professional skills?
- What are the most common problems you encounter in your country?
- What did we understand about volunteers?
- Logistics and accommodation was good?
- What was the advantage of this volunteer?
- Did you propose something new for your organisation?
- Why did the volunteer find something good in our organisation?

## 2. PREPARATION OF THE MULTIPLICATION EVENT

**Make a detailed and concrete list of organisations, associations and institutions that may be involved and interested in joining the program, taking into account that they must possess some essential formal preconditions:**

1. To be able to open a EU login, obtain the pic number,
2. Have a staff with employer contract,
3. Have someone available to travel,
4. Have a legal status organisation,
5. Have experiences in humanitarian aid and volunteering.

This database can be created either by drawing on its own stakeholders or by consulting the internet pages for researching partnerships.

([https://webgate.ec.europa.eu/echo/eu-aid-volunteers\\_en/search/organisations\\_en](https://webgate.ec.europa.eu/echo/eu-aid-volunteers_en/search/organisations_en) to find partners for the consortium)

It is important to be able to reach at least 10 different organisations.



### 3. ORGANISATION OF THE EVENT

After identifying the organisations that have the prerequisites and therefore are potentially involved in the program, we can plan the events, the tools and the content of the presentation:

- It is possible to organize one-day or half-day seminars to present the program in specific terms,
- Offer advice to interested associations through information desks,
- Search for events on the territory that deal with topics related to volunteering and propose short interventions,
- Participate in existing working tables on issues related to humanitarian aid.

*Each organisation has its own methodology to organize dissemination events, for the multiplication of the European voluntary program it can remember some elements necessary for the success of the promotion.*

- Define the place, date or find the guest event,
- Call all the database organisations with mailings, posts on social networks, phone calls,
- Produce and distribute summary brochures of the program to leave them in places of passage,
- Prepare a kindly reception,
- Verify that the presentation is ready to show (powerpoint, prezi, pdf),
- Create a slogan to motivate other organisations to fit into the program and use it as a subtitle of the event.



### CONCLUSION

The organisation of dissemination and training events by local organisations that have participated in the EU Aid Volunteers program is essential to demonstrate the importance of training and good management of international volunteering.

The moments of dissemination are just as important to qualify the presence of international volunteers in contexts and humanitarian aid projects and thus make these experiences truly effective.

Promoting participation in a volunteer program is an action of aware citizenship that helps individual organisations to structure and train with more qualified and motivated staff.

It was very useful to prepare a dissemination of this program to confirm the acquisition and capacity building in the management of volunteering through capacity building and the certification mechanism.

We can conclude that this process of training, certification and dissemination of results allows the projects of host organisations from different countries to reach their objectives, strengthening the availability and skills of international volunteers and their integration in humanitarian aid activities.





# Global conclusion

This dissemination and multiplication booklet has been created in order to help the organisation to improve its communication skills, through different dissemination and multiplication methods and tools.

Indeed, it gives to the organisation concrete examples of communication system to spread its message, objectives and actions to a larger audience (other humanitarian organisations, volunteers, local institutions...), to build its reputation (reinforce its credibility and its sustainability) and to diffuse the EU Aid Volunteers initiative, as well as the Capacity building project PHASE. Also, the organisation of multiplication event is a key to share all the knowledge and the skills gained all along PHASE project to its local communities and other local organisations and institutions.

Even if dissemination and multiplication seem to be a secondary activity for the teamwork, it is important to remind them that a good communication system will be really useful for the organisation. And on the contrary, a lack of communication concerning its actions, objectives or results could have a negative impact on the organisation.

Its image could be affected and the audience (potential partners, volunteers or funders) could be hesitant to work with the organisation.





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