Manuals of Tools for Youth Migrant Organisations

II

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Project: Incubators for Youth Migrant Organisations

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Foundation
for Somalia
Open for all migrants!

Contents

Dear Migrant!

Being a foreigner and living in Poland you add part of your own culture to society.It is a great value! You have different experience, language, customs and way of thinking – everything you tell your friends and colleagues from different countries than yours. You know well that it has more than just anecdotal value. For your listeners it means new knowledge and skills that are connected with an understanding of previously unknown culture. Each Your experience can be translated into valuable lesson for representatives of the society in which you are living now.

That's why we give into your hands this guide, which is to inspire you to public activity. It requires hard work but it is good investment. Work in third sector gives you, among others, possibility to share your experience and use it to support others. This belief was base for our project – Incubators for Youth Migrant Organisations – whose participants, migrants from around the world, decided to create their own projects that promote their culture, integration and intercultural cooperation.

We want to show you how to how to carry out your own initiatives in the NGO sector in Poland. In this publication you will find practical tips on how to work in multicultural group, what things you should focus on and how build a team and be its leader. We will show you how to analyze your ideas and turn them into effective projects and later how to promote them that others find them interesting. You will find guidance how to search for and gather founds of your enterprises and learn legal aspects necessary to formalize your initiative. And finally you will find some helpful links and addresses of other organizations created by other migrants.

We hope that this will inspire you to creative actions in NGO sector! If you have any further questions or doubts you can always visit our Foundation (Bracka 18/63).

Good luck!

Foundation for Somalia Team

Planning of public relations.
How to build an efficient communication strategy?
Dorota Bigo

Planning and setting up the new business, no matter if it is the NGO organization, or any other business activity, needs to include the strategy of promotion and communication. Without letting the beneficiaries, partners and investors know that the organization exist, it is impossible to achieve the success. Therefore, the communication should be planned carefully and to be aligned with the business approach of the organization. That is why it is very important to plan the communication along with the business strategy. In this text you will find the basics of the communication planning, which will help you to set up the right communication strategy for the organization.

I. THE STRATEGY

1. Most important issues in your business & communication planning

There are certain things, which are crucial when planning any business activities, including the communication strategy. So before sketching any marketing communication you should really focus on 5 things that matters the most. Afterwards, these findings will apply to every activity. These 5 things will determine the shape of your business and therefore all actions you will undertake to make it successful. You have to be able to name all 5 when awaken in the middle of the night.

These 5 things are:
Mission
Vision
Goals
Objectives
Unique Selling Point

Mission

A mission should state the purpose of why your business exists in a convincing manner in no more than a single sentence. The mission should characterize your organization, be a sentence, which makes clear for everyone what your organization wants to achieve.

The good example of the mission statement is the mission of Nike:
"To bring inspiration and innovation to every athlete in the world."

Vision

A vision is the description of the organization in the future, which describes what impact your organization will have on the world when the vision is achieved.

The good example of the vision statement is the vision of Amazon:
"Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."

Goals

While vision is the general image of your organization in the future, the goals are more specific statements. It can be said, that the goals are the road to achieve the position of the organization determined in the vision. That is why it is very important to think about vision carefully. Afterwards, all of the goals will be defined as the points to reach the vision. Goals should define the direction but also the aspiration of your and your organization. This is very important that the goals are align with the mission and the vision.

Example of the goal statement:
We want to reach the biggest number of internet users in Poland with our website.

Objectives

If you have already determine the mission, vision and the goals it is necessary to think about what actions the organization should undertake to achieve all those. These are objectives, which are even more specific than the goals. These are the specified steps the organization will follow to achieve each goal.

Examples of the objectives:
We will increase our reach by 10% percent in each quarter of this year in Poland.
We will open new sections within our website to reach different audiences.

Be SMART

Both objectives and goals should be SMART:

S – SPECIFIC – after determine the goal and objective all participants should be able to determine what actions should they undertake

M – MEASURABLE – the intention of the goals and objectives are not only to guide the organization to the success, but also to measure such success (or the lack of it) and to draw the conclusions

A – ACTIONABLE – the goals and objectives have to be ambitious, but on the other hand they have to be achievable

R – REALISTIC - this is very important, especially at the beginning, to think about what you can and what you cannot do with the resources you have

T - TIME-FRAME – to ensure the constant development of your organization you should determine the timeline of the realization of every goal and objective

Exercise:	Think of and write down: - mission - vision - goals - objectives

Unique selling point is an aspect of an business or organization that differentiates it from similar entities. To put it simply, unique selling point is something that makes your organization unique and for which you will be remembered.

Why is it so important? The real value is to be recognized among others. Not only by your beneficiaries, but also by your partners, sponsors and investors. Imagine that you want to be sponsored but there are several entities, which fight for the same money. Unique selling point is something that will be remembered by the decision makers and help you get the funds.

It is also important to determine the unique selling point when planning the communication strategy. As we are constantly attacked by various marketing messages it is very important for yours to be unique. Therefore, your organization will be remember by larger audience – not only the beneficiaries, but also by larger audience.

The most difficult question is how to create unique selling point. The first thing is to think about the benefits and values you create. What unique opportunities for others your organization provides?

However, you have to make sure that the unique value or benefit you create is really of great importance for others. That's why you have to put yourself into your partners' or beneficiaries' shoes and try to understand their way of thinking and motivations.

The last, but not least – be creative!

Exercise:	Write down your Unique Selling Point!
	Do it by answering the questions:
	- what benefits you generate?
	- what values you create?
	- what is important for your audience?
	- what are your audience's motivations?

3. Audiences – how to reach the right people

If you have already determined your mission, vision, goals, objectives and unique selling point you can start planning the communication strategy. However, there is one more thing. You have answered the question WHAT? You determine what you want to communicate, what is the shape of your organization and what you want to communicate. Now, there is a question of WHO?

To answer this question you have to determine WHO is your audience? Who do you want to communicate to? Then, it is easier to determine HOW.

The target group

The most important thing is to determine the target group you want to communicate to. The target group is a specific group of people, who are the potential beneficiaries, partners, sponsors. Simply speaking – this is the group of people you want to listen to your message. Target group is always formed of people who have something in common. It can be gender, age, nationality, martial status, interests, etc.

To determine who is your target group you should answer following questions:

- whose problems are you solving?
- whose needs are you fulfilling?
- who are the beneficiaries of your project?
- whose values are similar to those of your organization?

We can distinguish two major group of characteristics: demographics and psychographics.
The demographics are: gender, age, nationality/ethnicity, martial status, education, occupation, income level, location.
The psychographics are: personality, attitudes, interests, hobbies, lifestyle, behavior.

There can be few target groups of your project. For example the group of your beneficiaries could have different profile than the group of your partners. That is because each target group has their specific needs and values. So after determine your target group you should think carefully about their needs and the values they have in common. You should plan the communication separately for each of them.

Exercise:	Describe one of your target group. Think of: - the demographic profile - the psychographic profile - the values - the needs

The communication channel

There are numerous communication channels, which can be used to reach your target group. However the question is how to choose the best one. It is important to define two things: the message you want to deliver and the habits of your audiences towards media. Also, you may want to look at the communication channels from two perspectives. The first one is the long-term communication channel – the one that will reach your audience on the ongoing basis. The second, short-term perspective is how to choose the right channel for the short-term actions. Let's say that you will communicate with your audience on the daily basis using social media, however for the events promotion you'll use e-mail marketing, which could not be your usual mean of communication.

The most important thing is to determine the audiences' media consumption habits. If your audience is more eager to use social media or maybe they are most likely to engage with the more traditional ones. For example it would be easier to reach young people with facebook than the leaflets in most cases. However if you are planning the event for the university students it might be a good idea to print posters and leaflets.

Think of where and when your audience is going to interact with your message. What are their usually day schedule? When do they have a time to interact with your message? Where they would be most interested in it. For example if you are going to reach the young mothers the timing of your message should be different than if you are going to reach the entrepreneurs.

When planning the long term communication the goal is usually to build the strong relationship with the audience and to have the loyal clients/users.

To do that it is necessary to plan each step of the communication at the beginning. You have to remember that the user is going through few stages before becomes the loyal one. For each of the stages you have to create different emotions and present different aspects of your organization.

Discovery

This is the time to get your audience to know your organization. The target group has to be highly expose to the message. The goal is to build brand awareness, so people will remember the organization and can associate the brand with the specific value.

Example: Let's say that your organization is taking care of the single mothers. The goal of the first stage would be to make sure that every time single mother needs help she will think of you as the organization to reach out to.

Exploration

This is the stage that your audience get to know your organization and your services better. That means that you should provide more information about your product, services and encourage the audience to take the desired action.

Example: If the mentioned young mother needs help she will need a place where she can find more information about the fields you are operating on, what help can she gets and what are the requirements to apply for the benefits.

DIRECT MAIL

TELE MARKETING

WEBSITE SOCIAL MEDIA

CORE MASSAGING

RADIO TV

E-MAIL

DONORS EVENT

FACE-TO-FACE MEETING

MOBILE PHONE, APPS

Channels of communication

Action

Now is the time to monitor the action, help to accomplish it with the success and measure the results.

Example: If mentioned young mother decides to ask your organization for help you should provide the appropriate support to help her get what she need. Then, it is also important to measure how many beneficiaries you have, how many of them get the support they needed and in that way measure the success of your activities.

Engagement

On this stage you want your client/user/beneficiary to become the loyal one. That is why you have to communicate with audience to offer new product, services, inspirations to build the loyalty and strong relationship.

Example: Let's say that after solving the young mother problem your organization is going to launch the program for single mothers. In that case you should inform her about it and try to make her participate and build stronger relationship between the mother and your organization.

For all those stages you should choose the media channel carefully. That is because on each stage your goal is different.

Stage	Channel
Discovery	Online and offline campaigns, conferences, meetings.
Exploration	Website, social media, office, store
Action	Client service, online support, offline and online campaigns.
Engagement	Continous online and offline communication.

Exercise:	Choose the activity and plan the communication on each stage of relationships building: - discovery - exploration - action - engagement

4. How to sell your idea to get sponsors and partners?

While leading the organization it is very important to sell the idea to others. The leader of the project always facing such challenges like: getting the financial support from the sponsors, convincing the company to become a partner or just to sell the idea to larger group of people.

Very often the circumstances do not allow the long conversation with the person you want to sell the idea, but you have only few minutes to do that. Let's take the example of the conference, when you have a chance to meet the decision maker. You'll probably will have few minutes to talk to him. The other situation is when the sponsors are choosing the organization they will be supporting. In that kind of situation you'll have about two minutes to make your presence valuable and present your organization using short powerpoint presentation. That's why below you find few tips and tricks on how to make a good presentation.

You have to know your mission, vision and unique selling point by heart! These are the information your counterpart will remember. You should be able to articulate it clearly, simply and underline the importance of your activities.

In some cases you will be able to use the PowerPoint presentation. The presentation should increase the impact of what you are saying, not overwhelm the audience.

10 tips about the PowerPoint presentations:

1. The shorter, the better – let audience focus on the fewer slides.
2. Only the most important issues – they will not remember anything if you put too much information to the presentation.
3. Choose the simple and big font style – even the last row should easily read what is written on the slide.
4. Do not use too much font styles and colours – you do not want your audience to experience the headache after your presentation.
5. Use bullet points – to help people remember the key takeaways.
6. Illustrate - use info graphics and images – most of the people respond better to the image than the text.
7. Use simple background – to make it easy to read.
8. Use the strong contrast – so audience will not have to squint theirs eyes to read.
9. Save as PDF – especially when you send the presentation. In that way you're sure that your presentation will be properly displayed on each screen.
10. Include contact info – to make it easy to find you after presentation for the more detailed information.

What information should you include?

Identify the opportunity – clarify what opportunities the cooperation with you has for your audience. Focus on their needs, values and businesses.
Clarify the main idea – make sure that your audience will know exactly what are your vision and the goal of your organization, that they can articulate it after your presentation. You have to assume that the people who will listen to you will be afterwards discussing it with others.
Point out the unique selling point – the unique selling point of your organization should be highlighted, so you will be remembered after 10 similar presentations of other organizations.
Sell the benefits - make it easy for your audience to understand what benefits the cooperation with you will provide, how it responds to their needs and how it correlates with their values.

II. THE TOOLS

There are many tools how to communicate with your audience, but here we will go through the most common for the NGO organizations.

1. The website

The most common tool to communicate with the audience on the ongoing basis. The website has few very important functions.

Information – Internet is the easiest way to look for the information, product or service. That's why it is important to care for the organization presence in this environment. You are saving yours and your audience's time by publish the detailed information, the answers to your audiences questions and doubts. Also, it's a perfect tool to educate people.

Availability – by having the website you are available for your customers, beneficiaries, partners 24 hours a day, 7 day a week. You can keep your audience up to date and you provide the solution for them to find the most fresh information and the contact details.

Customer – by having the website you can easily create the user base, by introducing the logging option. Also, this is a great tool to gather information about your users, their socio-demographic profiles, interests, behaviours.

There are few types of the website you can choose from. The type best for you is determine by the content you want to provide on your website.

1. Static websites are like online business cards. Such website contains the essential information about the organization. The changes of content are rare, because there is not too much news, so there is no need to update the site very often.

2. Blog websites where primary function is to provide the news from the specific field. These are the websites where the new posts are the core message. The updates are essential, because the changes of the content are often. By this kind of website you keep your users updated and interested.

3. Of course you can mix those two types and include both essential information and the news on your website.

Key elements of every website are: the design, the structure and the content.

The design should be simple, attractive and engaging. Remember about the good use and the good quality of the images you use. Second most important thing is the style, size and the color of the fonts. The next worth remembering is the good contrast between the background and the content. You don't want your audience to stop reading because there is a blue font on the green background and the size of the font is too small to be easily read.

When you are done with the design concept you should think of the structure. Remember that the website should be easy to navigate and that the information should be easy to reach from the home page. That is why you should plan carefully the main categories, the information architecture and the content map before you start to create the website.

The content should be adjusted to the audience. You cannot speak the same language to the director of the big company and the student. The language has to be adjusted to the audience, so it will be easy to read and understand for them, but in the same time provide necessary information. When you are wondering what content should you include on your website think about:

How are you different, what is the unique selling point of yours?
What information is useful for your audience?
How can you be helpful?
What type of content is related to your activities?

Exercise:	Try to project your website map.

Useful links:

Reserve the domain name & web hosting
http://www.domain.com
http://www.nazwa.pl

Start building with the popular CMS
http://wordpress.org

Visit the pages:
http://www.2createawebsite.com
http://www.entrepreneur.com

CMS for e-commerce
http://www.abstore.com

Social media, especially Facebook, are the easy and the free tool to use to keep in touch with your audiences. On the other hand, in this communication channel the audience can also reach out to you and post the comments about your activities on the website. That is why the organization should plan the social media communication very carefully.

The main purposes of social media use are:

- to direct the traffic to your website – for example if many users follow you on Facebook and you want them to go to your website for more information about the upcoming events just post the teaser on Facebook.

- to generate actions – many of your social media followers are not visiting your website very often. So if you want them to take the action it is good to use social media as the supporting channel, beside your website.

- for brand awareness growth and creating the brand image and association – social media is a channel where you communicating with your audience on the daily basis. That is why you can easily build the story around your brand and make it more visible to the users.

- to communicate with the audiences and engage – social media are not the one direction communication. You can engage audience to communicate with you, to respond to your questions and react to their actions.

Before you start using social media you should:

- define your audience – your audience determine both the topics and the language of your social media posts

- determine the social media channel – is Facebook the right channel? Or maybe you should try LinkedIn? Try to think where your audience is.

- define your goal – your communication should be consistent. That's why you should think if you want to educate, help or maybe have a fun with your audience.

- generate the action plan! – it is good strategy to generate the plan of the posts. This will help you to post regularly and keep the story.

- think about the content – plan the posts before to make sure you're relevant.

Before you post something ask yourself:

Is it useful?
Is it interesting or funny?
Is it relevant?
Would you email it to a friend?
Is it something that your audience would share?

Social media tips & tricks:

Post regularly
Find the best hours to post for your audience
Tell the story
Do the research and analysis
Prepare the photos and info graphics
Engage in interactions
Always respond!
Repeat the message with a slight change

II

Legal Aspects of Non-Profit Organizations - Associations

Paweł Szulewski

The following article is a selective analysis of certain legal aspects of freedom of association, rules related to conducting the associations and the provisions of Polish Law on Associations. The article mostly has been deliberately limited to the associations registered at National Court Register as a most common legal form among the non-profit organizations with a universal character. Persons interested in more precise information regarding to other legal forms of non-profit organizations (simple association, foundation) may find plenty of information about it on specialized websites in the Internet and studies related to the non-profit sector.

Legal status: April 2015

1) Group of People – Common Goal – Association!

Association is a non-profit organization, and more specifically a group of people with common goals or interests that seek to achieve or implement them together.

Example:

Association of Africa, whose aim is to promote African culture in Poland.
Green Association, whose aim is to promote ecology and development of green areas and parks in cities.
Association of John Doe Poetry Lovers, which brings together enthusiasts of poetry by John Doe and seek to promote his works.

The right to create and function of associations and foundations is guaranteed by the Constitution of the Republic of Poland (art. 12 of the Constitution). Exceptions are organizations which refer to i.e. totalitarian methods, Nazism, fascism, communism, racial or national hatred – such organization cannot operate in Poland! If this is necessary from the homeland security, public order or public health reasons in some special circumstances the freedom of association may be restricted by law. It is not possible to create the association in which members must be absolutely obedience to the authorities of the association.

Therefore, if you share with your friends a common goal or purpose (for instance social or cultural one), all of you want to achieve something together for your own or public good, and you are not thinking about making money and taking profits from this activity – you should start seriously considering to create a non-profit organization.

Example:
You are an immigrant coming to Poland from a distant country. You know many of other people just like you who also live here and you have a lot of Polish friends who are truly interested in culture of your country and who would like to get know it better. Maybe it is good to jointly take care of the promotion of your culture in Poland, its promotion among Poles and common organization of your free time?

ASSOCIATIONS

VOLUNTARINESS

SELF-GOVERNMENT

DURABILITY

NON-PROFIT CHARACTER
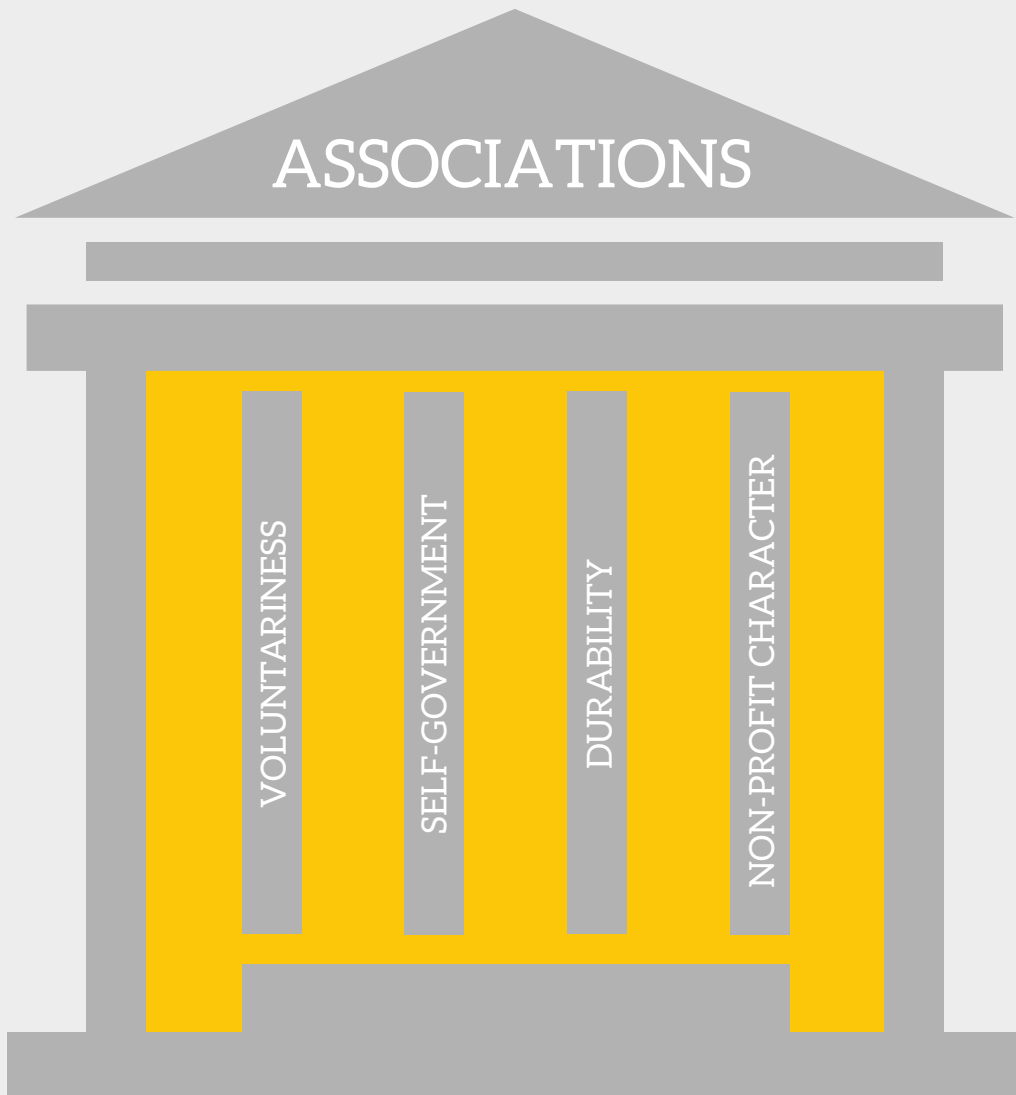
Association pillars

2) Association – Common good – Pillars!

Voluntary means, that:

Everyone can form an association (there is no restriction and you do not need to be a Polish citizen – it is enough if your place of residence is in Poland).

Everyone can be a member of an association (it is not possible to force anyone to be a member of an association or to resign from membership).

Self-government means, that

persons who are forming an association may freely create its' organizational structure, define the purpose and goals of the association, method how to achieve it, rules regarding the memberships and decision making process.

Stability means, that:

It is not possible to form an association to achieve a single goal, the tasks and goals of the association need to be define from long-term perspective.

The association is functioning and operating without any reference to the internal personal changes, such as engage new members or resign of the old ones.

Non-profit purpose means, that

the main purpose of the association is to achieve the common goal, and not to conduct business activity or earn money by their members. For the conducting business activities there are different legal forms in Polish legal system – namely companies and partnerships. It does not mean that the association may not conduct business activity, however it is only possible based on the special conditions named in art. 34 of the Law on Associations.

Example:
Unacceptable by law is to create an association which prohibits its members to resign freely from the membership in the association, to which some other entity imposes the organizational structure and makes decisions on behalf of the association, which has been created only to organize one meeting or in which the members will receive the financial benefits from the association's assets.

3) Pillars – Foundation – Builder!

An association may be formed by:

Polish citizens with full legal capacity (persons who are above 18 and are not incapacitated) and who are not deprived of their public rights;

Foreigner having the place of residence in Poland.

Legal entity may not formed themselves or be a member of the association. Legal entity may only be a „support member".

A member of the association may be:

Minors aged 16-18 years and persons with limited legal capacity may belong to the association and use their passive and active voting rights, but in the authorities of the association must be the majority of people with full legal capacity.

Minors under 16 years may belong to an association – if the parents / caretakers has agreed, but may not vote or be selected to the authorities of the association.

Foreigner having no place of residence in Poland may join the association if the statute of the association provides such possibility.

Example:
If you are a foreigner holding a permanent residence in Poland, along with other foreigners resident in Poland and your friends Poles you can set up an association. If it will be in accordance to your statute, after the incorporation of the association, members may be also your friend from all over the World (however it may be a big practical problem during the organization of General Assembly).

4) Builder – Organization – Project!

There are four types of association:

Simple association;

Registered association (registered by the National Court Register);

Union of associations;

Sports club.

Before you begin – you should think carefully and chose the most suitable type of association for your plans and goals!

Simple Association	Registered Association
At least 3 members	At least 15 members
Operating based on the inter-regulation	Operating based on the statute
Only notification to the supervisory body	Registration in the National Court Register (KRS)
No registration fee	Registration fee (in some cases)
It is NOT legal entity	Legal entity
Only the representative of the simple association	More complicated organizational structure
It is NOT possible to hire the employees	It is possible to hire the employees
It is NOT possible to conduct the business, get grants etc.	It is possible to get grants, in some cases to conduct the business

5) Project – Cornerstone – Statute!

The statute is the most important document in the association, which regulates how the association is operating. The statute should be well prepare and written down before the creation of the association. It needs to include all important and crucial rules regarding to the association, its goals and purposes, the plans how to achieve the goal, the organization structure of the association and the decision making process as well as the appeal procedure. The statute should be prepare in Polish language, based on Polish law and in compliance to the legal requirements (especially to the Law on Associations). Law on Associations in article 10 point out all necessary elements of the statute – there are:

Name (distinguishing the association from of other organizations, institutions, etc.)

Area of operation and seat,

Goals / purpose of the association and methods of their implementation,

Manner of getting or losing of membership, rights and obligations of the members,

Bodies / authorities in the associations (board, general assembly, audit committee), the manner of their choice and competence,

Representation, how to contract the obligation, the conditions of validity of the resolutions,

Method of obtaining funds and paying the membership fee,

Rules for amending the Statute,

How to dissolve the association.

Moreover if the association expects to create the branch offices or to conduct the business activity, it should be included in the statute.

Example:
Lack of specify rules regarding to decision making process and the voting procedure during the General Assembly may paralyze your further work in the association. Moreover lack of clear rules related to the responsibilities of the board may raise serious doubts about their work and sense of duty.

6) Statute – Paragraphs – Law!

Selected legal acts:

1. The Constitution of the Republic of Poland - Konstytucja RP (Dz.U.1997.78.483)
2. Law on Associations - Prawo o stowarzyszeniach (Dz.U.2001. 79.855)
3. Law on Foundations - Ustawa o fundacjach (Dz. U. 1991.46.203)
4. Act on Public benefit and Volunteer Work - Ustawa o działalności pożytku publicznego i wolontariacie (Dz.U.2014.1118)
5. Civil Code - Kodeks Cywilny (Dz.U.2014.121)
6. Code of Civil Procedure - Kodeks Postępowania Cywilnego (Dz.U.2014.101)
7. The National Court Register Act - Ustawa o Krajowym Rejestrze Sądowym (Dz.U.2013.1203)
8. Act on the Court Costs in Civil Cases - Ustawa o kosztach sądowych w sprawach cywilnych (Dz.U.2014.1025)
9. Accounting Act – Ustawa o Rachunkowości (Dz.U.2013.330)

If you want to do something good for yourself and your friends, you have a clear vision for your activities and goals, and you know persons who want to achive these goals with you – do not wait – incorporate an association!

"To do" list (for the registered association):

1. Describe the goal of your association and how to achieve it!

2. Get in touch with at least 15 persons with whom you will be working for.

3. Discuses and prepare the draft of the statute.

4. Plan and set up the date of the founding meeting and prepare all necessary documents.

5. During the founding meeting:
   Chose the Chair and the Minutes Secretary,
   Sign the list of founding members,
   Adopt the resolution on the establishment of the association,
   Accept the statute (in form of resolution),
   Chose at least three persons to the founding committee or the board and the audit committee,
   If there are any additional issues – discuss them,
   Prepare the Minutes from the founding meeting.

6. During 7 days from the founding meeting you are obliged to fill the application to register the association in the National Court Register.
   Form KRS W-20, KRS-WK or KRS-WF, KRS-WM (if you want conduct business activity),
   Attachments i.e. statute, minutes from the founding meeting, list of the founding members, resolutions, acceptance to become a board member,
   During the registration process you are not obliged any more to fill also the application to the Tax Office (US) and Statistical Office (GUS).

7. After the registration, the National Court Register issues the decision about the registration of the association in the National Court Register, the negative decision about refusal of registration or the request to complete the application.

8. After the receiving the decision about the registration of the association – the association is officially registered and you may start to act! The association becomes to be a legal entity effective from the date of registration, that's why you may start acting only after positive registration!

9. Remember, that during the first 21 days from the registration you are obliged to deliver an additional Form NIP-8 to the Tax Office.

Costs of registration:

Registration: registered association – 0,00 PLN, association conducting business activity – 600,00 PLN, foundation – 250,00 PLN

Changes in the National Court Register: registered association – 0,00 PLN or 150,00 PLN (depends on court), association conducting business activity – 350,00 PLN, foundation – 150,00 PLN

Liquidation – 300,00 PLN

Adding documents: 40,00 PLN

Certified copy of the statute: 40,00 PLN

Other: 300,00 PLN

8) Registration – Action – Powers!

The structure of the association:

1. General Assembly – the association is an organization of people with similar plans and interested seeking jointly to achieve the goal, which is why the most important body of the association is the General Assembly. This body is made up of all members of the association, who jointly made the key decision and create the way how to operate (by choosing board, changing the statute). The rules relating to organization of the General Assembly and the decision making process should be regulated in details in the statute.

2. Board – it is a collective body, which should consist of at least three persons. The Board manages the actual functioning of the association, it is responsible for its actions and represents the association in the relation with the external entities (i.e. signing on behalf of the association contracts). The method of selecting the Board and its powers should be regulated in detail in the statute.

3. Auditing Committee – it is a supervisory body in relation to the board. Its responsibility is to control and inform the others members of the associations (at the General Assembly) about the situation of the association. Moreover the Auditing Committee shall examine the compliance of the Board with the statute and the applicable law. The method of selecting members of the audit committee should be described in detail in the memorandum of association.

9) Power – Diuties – Control!

According to Law on Association, the Prefect of the District (Starosta) acts as an external supervisory body. The National Court Register sends to him a copy of the application forms and he is verifying its correctness (for example by analyze of the statute). Additionally, based on art. 25 Law on Associations, the Prefect of the District may ask the board of the association to deliver copies of resolutions from the General Assembly as well as to ask the board for the necessary explanations and clarifications. In the absence of compliance with the above requested the Prefect of the District may impose a fine up to PLN 5000,00.
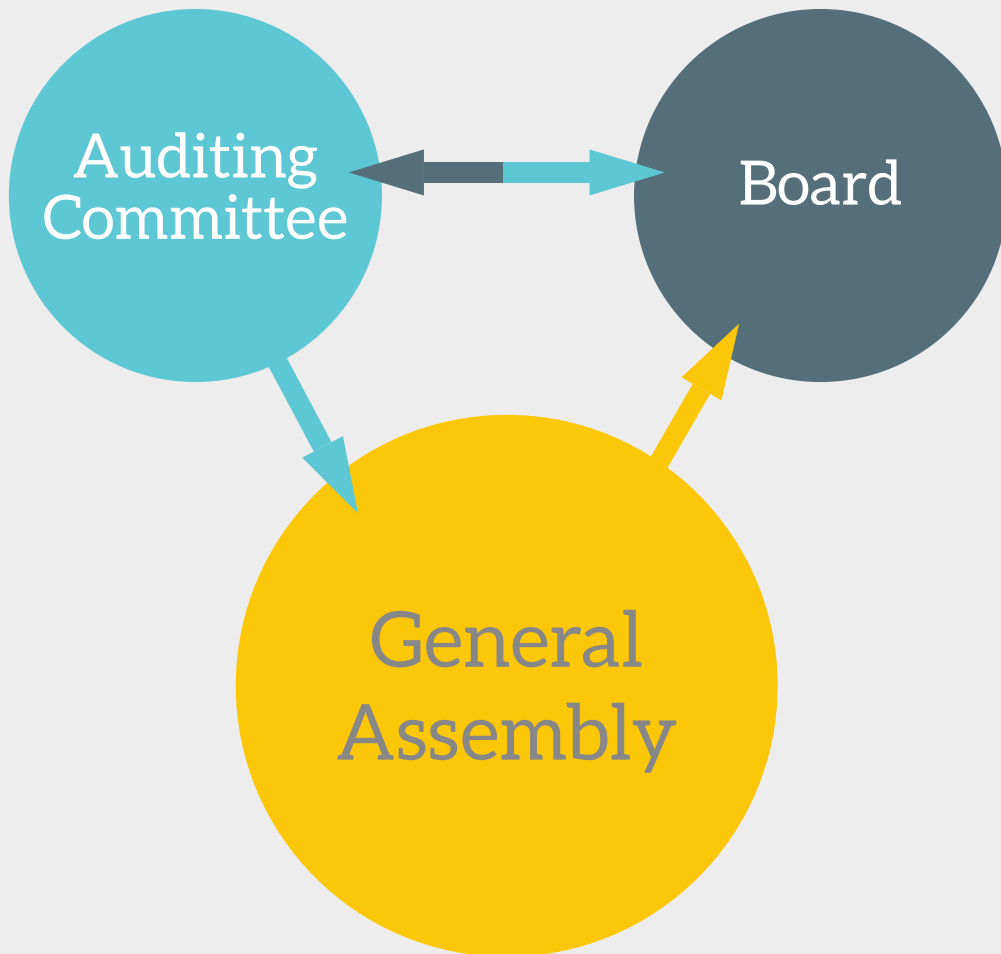
Sources of financing our work[1]

Nina Mocior

I. Membership fees/contributions
II. Grants: from EU, Erasmus + program[2], local authorities[3], private foundations and companies, international organisations[4] and European networks[5]
III. Donations (public)
IV. Donations (private, corps)
V. In-kind donations
VI. Public collection
VII. 1%
VIII. Loteries, games
IX. Activties for profit – public benefits activities
X. Sponsoring
XI. Bank credits

Writing a proposal – step by step

Having so many ideas in mind is sometimes very tricky when we have to put them in writing.

Logical Framework and going through this tool step by step may show you that we cannot include everything in a single project - the matrix will soon show you that activities we are planning to do are not related to the problems identified within the needs assessment and are not related to the specific objectives.

Organizational profile and then portfolio of projects and possible activities to be implemented is always broad than the possible interest of financing them. Each organization seeks funding in order to implement their activities and strategic planning is needed. Limited funding encourages intense strategic planning prior to proposal writing. Most organizations recognize there is a limit on the public funding available to a particular region, sector, or organization.

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1) The most useful website for Polish NGOs and NGO stakeholders is www.ngo.pl, you can find there volunteers offers, job offers, partnership offers, grants call for proposals, useful tips for running NGO and non-formal group, advertisements for courses and trainings.

2) http://erasmusplus.org.pl/

3) Each local authority, ex. Warsaw City Hall, has a program for NGOs and small grants calls for proposals.

4) Other agencies of EU and Council of Europe, Swiss Grants.

5) Very useful websites for youth programs and European networks areEurodesk Polska, https://www.salto-youth.net/ and www.mladiinfo.eu, groups on Facebook (European Partner Network, Youth in Action etc.)

Beside strategic planning proposal writing skills is crucial. Proposal writing is a skill and requires considerable knowledge in many disciplines. Effective proposal writing includes:

1. proper formatting and using a relevant proposal form
2. content development according to the program criteria and addressing funding agency requirements
3. demonstrating economic and social benefits
4. demonstrating the sustainability of the project's outputs and results
5. monitoring and evaluation provisions
6. proposal follow up

Writing a grant proposal is like playing a game	You have to play by the Rules: • Get the (most recent) guidelines • Read the guidelines • Follow the guidelines

Your proposal should demonstrate that your project:	• provides benefit to the community or a targeted group of people • has a high probability of success • addresses a strategic priority and then provide SMART objectives • demonstrates need for financial assistance and justify the costs • is economically viable • has stakeholders support

Economic and Social Benefits:

You will need to demonstrate how target groups will benefit from your proposal. Often there are direct and indirect beneficiaries. You should distinguish between them and indicate how each will benefit.

Economic benefits include: Short-term project employment, long-term employment, skill development, and increased tax revenues.

Social benefits are non-financial, positive outcomes for target groups. Some social benefits include: The preservation of historic resources, increased community confidence, public education, recreational space, and the preservation of wildlife habitat.

Proposals – useful tips:

- Plan plan plan!!! – remember that you have only one chance to talk about your ideas and it will be in writing

- Proposals should be well researched prior to submission

- Your decisions must be based on documented facts

- Typical research would examine the location, the population characteristics of the area, the situation, existing facilities, and anything else required to objectively describe the background of the project

- Funding agencies look for local initiatives and the utilization of community resources in funding proposals

- They also want the project proposal to indicate that the project will be self-supporting in the long-term (also it comes to sustainability of the results)

- Involving the community, stakeholders, and the project beneficiaries in the research process is the best way to ensure that it is valid.

- Clear Writing - avoid fuzzy or inappropriate use of words, sentence structure, grammar, and spelling should be checked (ask for possibilities of writing the proposal in other language than for example Polish); the proposal should be focused and concise.

- Include lessons learnt and evaluate your previous mistakes – whether it is about planning the resources used or time, ways of promoting your projects or involving the stakeholders

- Check the previous calls for proposals, what was done and by who, try to look for some innovative approach or ideas, see what someone else is doing!

- Ask for help – involve people!

- Go for the meetings with the donor if possible – it is important for smaller or starting organisations Networking is the part of the success!

- Remember that in most of the cases your proposal will become your contract to the donor or partner institutions and they are cross checked during the evaluation process – be sure you are providing realistic and correct information!

There are different types of the proposals – some of them are short and should be concise, no dot require many details, some of them are really long and want you to provide the most detailed information, sometimes with accurate numbers and locations, sometimes names. Take enough time to work in the proposal before submitting.

What are "Guidelines?"

Access the agency guidelines
and follow them to the letter!

May be short, 1 page or so. Or might be 50 pages.

They indicate how they want to see the
finished proposal arrive at their door.

Agency priorities/themes—what areas
they are interested in funding

Deadlines (hard copy or email; postmark
or receipt; don't forget time zones!)

Funding programs differ with respect to Eligible costs and actions

Eligible applicants (profit / not-for-profit)

Eligible sectors (culture, sport, migration,
integration, youth etc.)

Project location

Information required

The most common parts of the proposal include:

Common Heading	Question/additional comments
Abstract/Summary	It may be short, but it packs a punch… • Reviewers read it first. You need to grab their attention • Should be brief • It appears first, but it should be written LAST • W-questions!
Information about you – the applicant	You present your organisation (e.g. its type, size, scope of work, areas of specific expertise, specific social context).
Problem Statement/ Project Background	Why should we do this now? What is the rationale, issues and needs to be addressed by this project?
Goals/Aims and Objectives	What are we trying to accomplish?
Results (and outputs)	What results are expected during the project and on its completion? Please provide a detailed description of the expected results? (impact)
Beneficiaries – target group	Who will be the direct and indirect beneficiaries of your project and how many will be expected to benefit directly from the anticipated changes within the lifetime of the project?
Activities Schedule	What activities exactly are we going to do? Who will do them When they will be done How they will be accomplished Why you chose this approach
Partnerships	Good partnerships demonstrate community support. They also provide access to people, skills, funding, and in-kind contributions to help with project planning and implementation.
Sustainability	What are the activities and results that are planned to be maintained after the end of the funding including the needed resources to sustain them?
Promotion	To whom will you promote the project results inside and outside your organisation? Please define in particular your target audiences?

What are the activities and experience of your organisation in
the areas relevant for this project? What are the skills and/or
expertise of key persons involved in this project?

Readers need to understand the origin and context of your proposal. The background section
of your proposal explains why the project is needed. It should be logically set out and reflect
any background work and consultations you have already completed.

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of your proposal explains why the project is needed. It should be logically set out and reflect
any background work and consultations you have already completed.

Sometimes you can be asked to fill in the logical framework matrix

Which activities and indicators of achievement (quantitative and qualitative) will you put in place
in order to assess whether and to what extent, the project reaches its objectives and results?

What other methods were available
How long each activity will take
It should clearly indicate when the project will start and end. It will describe the sequence
of project activities and the duration of these activities.

What kind of dissemination activities do you intend to carry out (relevance)
and through which channels?

Common Heading	Question/additional comments
Monitoring and Evaluation	How will we know if our idea works? How will the quality of the project's activities and results be monitored and evaluated?
Dissemination	Who else will benefit? How will we share data?
Risk Management	Please outline the main risks to the success of the project. How will these risks be monitored and mitigated? If the risks are outside your direct control, is there anything you can do to manage their potential effects?
Personnel Project Management	Who will do the work? Are they qualified?
Budget and Resources	How much will it cost? Breakdown costs as much as possible to demonstrate that your budget is comprehensive and well thought out. Ensure that you have not overlooked items (sometimes you have additional budget forms).
Appendices	It can be registration and formal documents, sometimes all the application documents on a CD, other documentation important formally or for evaluation of the proposal or/ and capacity of the organisation

Top mistakes when writing proposals:

1. Project doesn't address funding agency priorities and program criteria

2. Guidelines are not followed, proposals can be even rejected formally for budget ceilings, signatures, formatting, deadlines

3. Not a compelling idea and not clearly presented

4. Overly ambitious

Who will be involved? What tools and approaches are you intending to use? How will you involve beneficiaries and other stakeholders?

Describe the organizational and management structures needed to carry out project activities. Demonstrate that your organization has the people and systems to successfully undertake the project.

Resources include people, cash, equipment, supplies, etc. Describe what is required, how much, when it is needed, by whom, and where.

5. Failing to address assessment and administration

6. Narrative and budget don't correspond

7. The work has already been done, is copied or previous version of the proposal were identic

8. copy and paste attitude with no evaluation and adjustments