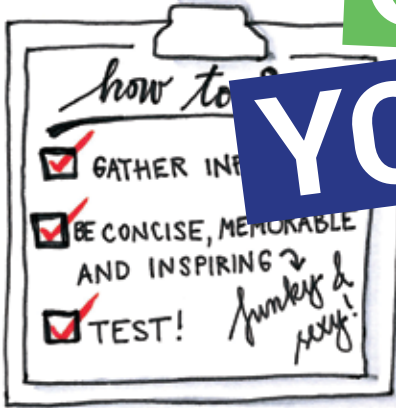


THE VISIONS OF YOUTH WORK



YOUR GUIDE FOR MODERN COMMUNICATION STRATEGIES

„Creative without strategy is called art.
Creative with strategy is called advertising.“

Jef I. Richards

HOW WILL WE
IDENTIFY &
MEASURE OUR
AUDIENCE?



We want to offer you this expertise for free on our web page
www.youthvisions.info

With the knowledge we would like to share with you, messages and goals of your organization can “hit the target”. **Vision can be transformed from a paragraph to your “loadstar”**. We believe that only together we can reach our goals, and help young people reach theirs. This is why we gathered to create this project, and **we're calling you to join and start changing youth work visions with us!**

WHY YOU SHOULD USE THE VISIONS OF YOUTH WORK GUIDE?

WHAT DO WE
WANT TO
ACHIEVE?

The Visions of Youth Work guide represents innovative and unique approach that combines business model strategies and power of visualization from up to date online digital tools, in order to help your youth organization to develop outstanding communication strategies - the ones that will motivate young people to become your fans instead your followers, and join your call for action!

We're sure that you have saw campaign for some product and wondered how they did it?

How do they do that so effectively and reach so many people?

How is it possible that those posts and commercials on social networks always cross your mind when thinking about similar things?

Did you catch yourself ever wondering if it is all about money and expensive advertising agencies or you could be able to do it by yourself, if someone has showed you how?

WHAT IS IN THIS GUIDE FOR YOUR ORGANIZATION?

BELIEFS,
PRIORITIES &
CLUES THAT
CONNECT
PEOPLE.

Creating a good digital strategy means knowing your organization to the bone, being simple and creative, familiar with business model strategies, aware of the existence of the powerful tools for visualization and online analytics. Our user guide contains all of it! Separated into several smaller steps, knowledge and information provided will help your team to develop successful digital communication strategies. **Here you will find methods, explanations, advices, tips and tricks, real world examples and tasks**, all of that arranged in a perfect manner to make your team professionals in the online campaigning.



LEAD THE
PROCESS!



STRENGTHEN THE FOUNDATION

RETHINK YOUR ORGANIZATION

Knowing your organization to the bone is an essential foundation for developing successful projects, and the communication strategies for your projects. This is the reason why we are taking you one step back at the beginning of our guide, to check your organization's mission, vision and values before you start. Every team is always gathered around certain cause. If you are a football fan, that cause will be supporting your team to win and you will be attending games with people that support the same team and cheering for them and in a way contributing to their win. The same is with youth organizations and people supporting any cause. That cause is defined by the mission, vision and values of that group/organization, and at the same time they represent their fuel for the success. If you don't scream out the name of your team at a football game no one will know who you are supporting, the same is with any cause - if you don't share it with people you will not know if they are fans of same team like you are.

So don't keep your mission and vision in the drawer, take them out and improve them so that you can scream it out and that people will understand what you are screaming about.

Your vision **can sound like:** "A society of positive change-makers."

instead: "Our vision is an active individual who is motivated and willing to participate in creation of social change and the development of critical thinking for the purpose of building a civil society."

You just need to enter in your search engines www.youthvisions.info and follow our step by step approach!

THINK BIG!

REthink

- WHY
- WHAT
- WHERE
- WHO
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- V

BUSINESS MODEL STRATEGIES IN YOUR NGO WORK

Innovative Business model CANVAS¹ has been shaping strategies of many successful companies world wide for years now. Our guide makes the greatest use out of it, and by using its upgraded version Mission model CANVAS², adjusted to the needs and habits of NGO sector, it helps you to set your digital communication strategies. This business expertise will help you to define how your messages are going to sound like, to whom exactly are they going to be sent, by which means, which value they have to contain, how to develop that value, and many more; and not only to define, but to set them in the order which will, when started, transform these words on paper into your success. We prepared numerous tools and tasks on our web page for achieving all of it. Don't let this free and exclusive knowledge bypass you and your organization.

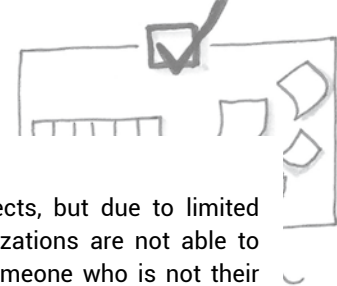


KNOW YOUR AUDIENCE

Do a segmentation of your target group

A lot of people benefit from NGO projects, but due to limited resources and ideas often these organizations are not able to reach all of them or even they reach someone who is not their target group. Therefore, our online guide contains a set of questions and tips which will help you find all of them who are benefiting from your work and activities, and help you understand them better. As one famous quote says "From understanding comes love", love and value-driven cooperation between your organization and your audience. Therefore, once you know them and when you understand their habits, you will be able to develop what they need.

TIPS & TRICKS FOR BUSINESS MODEL CANVAS



¹ Business Model Canvas by: <https://strategyzer.com/canvas/business-model-canvas>
² Mission Model Canvas by: <https://steveblank.com/2016/02/23/the-mission-model-canvas-an-adapted-business-model-canvas-for-mission-driven-organizations>



CREATE UNIQUE VALUE PROPOSITION

Each segment of your target group demands a different, UNIQUE value proposition. That is a specially designed value which will help your target group reach their goals. How to create that and be sure that you will succeed? For that purpose, our guide introduces you to a Value Proposition Canvas³ methodology. This methodology is designed to bring you into their shoes and experience their everyday life. It will help you to find out what are the "jobs" - activities that your target groups have to do, which "pains" - obstacles, problems or loses they can face on that road, and what gains they would like to achieve by performing that "job". Structuring these information, you will be able to develop a unique value proposition that will help them do their jobs, get rid of their pains and achieve gains they were striving for.

Go to www.youthvisions.info and check this out.

WHERE & WHEN IS THE BEST TIME AND PLACE TO ENGAGE OUR AUDIENCE?

& HOW OFTEN?



SETUP

YOUR COMMUNICATION PLAN

Knowing which value you are going to deliver to whom is a half way street. To reach the end of a street, you need to have a plan in place which includes means, timetable, content strategy, KPIs, etc. - a way in which you are going to communicate with your target group. Our guide will help you not only to reach them, but to maintain a long term relationship with them. Because, it's about having a fans, not only followers.



³ Value Proposition Canvas by: <https://strategyzer.com/canvas/value-proposition-canvas>

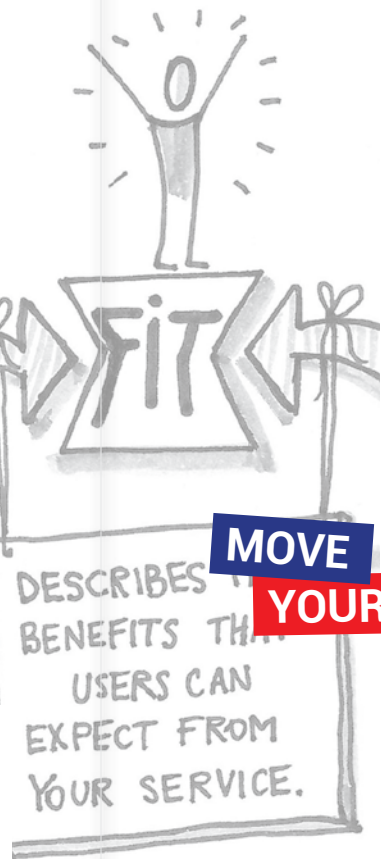


VISUALIZE TO INSPIRE!

You want your messages to be seen, heard or noted and to inspire people to join your call. If so, you need to make your communication simple, creative and engaging. In verbal communication today, storytelling is the skill which makes difference between excellent motivational speech and average ones. In digital communication, storytelling is visualization. From early age we were thought to draw, imagine and visualize things. Universal and international "language" of visualization was one of the first we learned. No wonder that people understand and remember pictures better and easier than words. Studies showed us that most of the people are visual thinkers. So, use this powerful tool to make your story pop out in the sea of other content. You don't need to be a designer expert for this or to have a lot of money to pay for this service. You can just go through tips and methods we collected for you to draw your own story. Exercise and improve your skills on the tasks in our guide. Go through a set of digital tools which are designed to help you create a perfect pictures and videos, and visualize like a pro.

Visualization is a driving force of digital communication which breathes inspiration into your content.

Our guide www.youthvisions.info is designed to help you to make your appearance motivational and unique.



MOVE

YOUR COMMUNICATION MOUNTAIN

Use powerful digital analytics and content creating tools

Our guide brings you to the back end of social media and other digital platforms - to the world of analytic tools. It allows you to dive in and understand what made digital advertising so powerful today. With expertise we provided, you will be able to further improve your communication strategies, find interesting and valuable things about your audience, read in between the lines reasons why they interact with you, make your messages more effective and upgrade your execution plan. A list of digital tools which is contained in our guide will help you to bring your content to life and make sure your presence everywhere online is hitting the target. Apply all of these, and your social media appearance will be crafted to success.



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