

The background of the entire page is a dark blue color. On the left side, there is a large, stylized map of the European continent. The map is composed of a network of white and light blue lines and dots, resembling a circuit board or a digital network. These lines and dots form the outline of the continents and fill the interior of the map. The lines vary in thickness and are interconnected, creating a complex, web-like structure. The dots are small circles, some of which are larger than others, and they are placed at various points along the lines and within the map's outline. The overall effect is a high-tech, digital representation of the European continent.

WELCOME

TO

INFOPACK

FOR

PDA

NGO IT BOOSTER

ERASMUS+ PROGRAMME

3.3.2024. – 9.3.2024., ORAHOVICA, Croatia
(travel days excluded)



What is the idea behind this PDA?

Most of NGOs in their first years of operation are “one-man-bands” or at least small bands :) trying to do it all and make a difference in communities but they lack digital skills! Usually, these training are quite expensive which is another obstacle that we can not overcome easy.

Are you:

- trying to develop own capacities while establishing themselves in communities, connecting with target audiences, raising visibility among stakeholders on local, regional and national level are challenging tasks in first years and almost impossible to handle on the level that we as NGOs desire
- face different issue connected with fluctuation of human resources because they are usually led by young people. So, when a person leaves, a lot of great ideas and knowledge goes with them and we are back at the beginning!
- your NGO is growing so big that we do not have time to train new people and use their creative potential for their own and NGO benefit and they dont feel they can grow within NGO.
- you are small NGOs, or even in rural areas facing challenges of not having enough reach or visibility among target group, resources and people are scarce and we need to maximize both?



AIM

The purpose of this PDA is to equip NGO staff (Youth workers, youth leaders and social workers including volunteers who work with young people) and are active in NGO) with knowledge and skills on how to use digital technologies as tool for increasing the visibility of the youth associations and the project activities.



IS THIS PDA FOR ME?

YES, IF YOU ARE:

- Interested in the topic of social media, how to make websites and SEO for your NGO
- In NGO as a youth worker, teacher, social worker, peer leader, youth organization/club activist, educators, etc.
- Working with young people 13+
- Ready to organize 2 follow-up activities using the experience from this training (individually or together with a person from the same country) within 3 months after the PDA)
- Ready to train one more NGO from your local community in content of the training 3 months after the PDA
- Ready to prepare & post 2 articles for publicity to share results from the training and apply it
- Committed to learning and working together for quite long hours every day
- Age 18+
- Have good skills of communication in English

IMPORTANT!

- Experience in fields of the PDA is not crucial
- Interest to explore it with us is the most important! Also, we will all share our knowledge and past experiences for learning purposes so you will also be able to teach others and learn from best case practices !

! By involving in this projects, it is crucial that participants realize that we expect their active involvement not only during the training, but also in preparation activities and also follow-up activities!

FOLLOW-UP:

This is the most important part of the project and it is considered that participants will engage fully into our NGOs digital presence process after the PDA in Orahovica and work on our plans that we have made during our PDA. Assistance will be provided on virtual monthly coffee with trainers.



ACCOMODATION

Hotel Merkur is a accommodation in Orahovica with over 30-year tradition. The hotel has a pool and has sport fields. Location is great for hiking since it is very close to a lake and Ružica grad (Google it :) Accomodation is in rooms, 2-3 people.



ABOUT ORAHOVICA:

The name Orahovica is derived from the word orah, meaning a walnut tree. Orahovica was first officially mentioned in the year 1228, in a historical document issued by king Andrew II. Ružica fortification, not far from Orahovica, was first mentioned in the year 1357 as a royal estate. In the 15th and the first half of the 16th century the town was a thriving community owned by various patricians.

In the 20th century the town was a centre of a large municipality with a well-developed industry, and agriculture.

During the Croatian War of Independence Orahovica suffered from a number of shell attacks that caused certain material damage. It received the status of a town (grad) in 1997.



Daily schedule

Time / day	Day 0(2.3.)	Day 1(3.3.)	Day 2(4.3.)	Day 3(5.3.)	Day 4(6.3.)	Day 5(7.3.)	Day 6(8.3.)	Day 7(9.3.)	Day 8(10.3.)
08:00	Arrival and greeting of participants	Breakfast							Farewell and departure of participants
9:00 - 10:30		GTKO	NGO Fair	Introduction to web design	SEO Basics	Design theory & practice	Social media for NGO	3 month individual NGO plan	
10:30 - 11:00		Coffee break							
11:00 - 12:30		Personal and professional background of participants	Marketing check of our NGO	Web design Carousel	Creative writing	Creating design for my NGO	NGO vision, mission and plans in messages to target audiences	Dissemination/Follow up	
13:00 - 14:00		Lunch							
15:00 - 16:30		Erasmus+	Creation of tailor made marketing plan	NGO web health check	Hike - photo task	Setting communication goals	Stakeholder communication	Evaluation	
16:30 - 17:00		Coffee break							
17:00 - 18:30		Objectives and aims of the project	Creation of tailor made marketing plan	Presentation of tasks	Task integration to web page	Creation of communication plan	How to increase engagement?	Youthpass	
18:30 - 19:00		Reflection groups							
19:00		Dinner							
20:00		Intercultural	Free night	Free night	Free night	Free night	Free night	Farewell	

Schedule might change according to participant needs and experience.

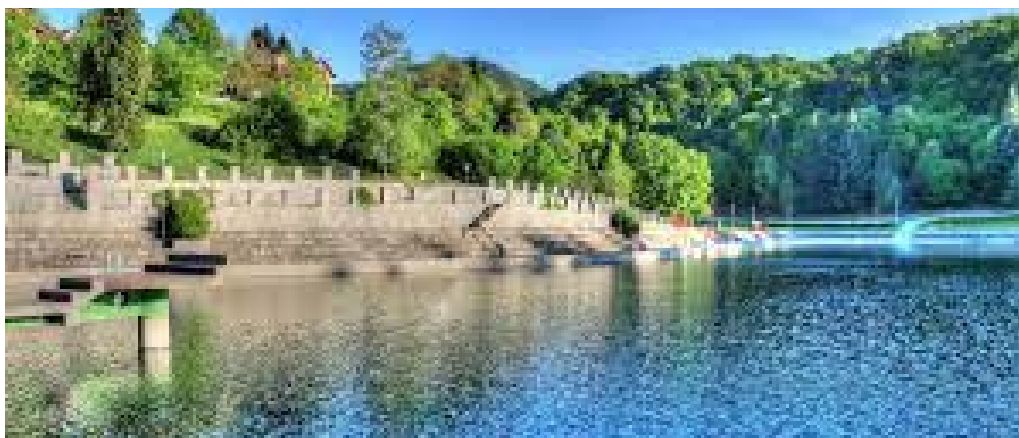
TICKETS AND REIMBURSEMENT:

According to the restrictions of the Erasmus+ Programme we can only refund up to the amount according to of the [Distance Calculator](#) from your place of residence and city of Orahovica.

Selected participants will receive detail InfoKit once the selection process is finished.

Reimbursement is possible after implementation of follow-up, dissemination and visibility (2-4 months after the PDA).





How to apply?

When you are sure in your participation, please fill the Google forms

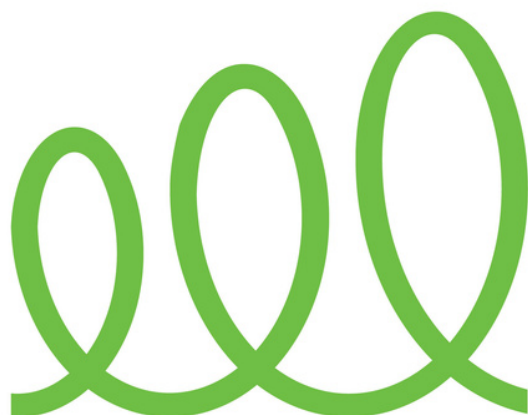
<https://forms.gle/rM4rmcQtvWyhMGEQA>

Deadline - 19.1.2024. Results will be published on 21.1.2024.

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