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IMPROVING THE RECRUITMENT OF VOLUNTEER CAMP LEADERS FOR CISV NAANTALI IN WAYS OF DIGITAL MARKETING



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This thesis investigates the different ways of digital marketing that could be used for promoting CISV Naantali. The goal is to reach the right people to recruit new volunteer camp leaders to domestic and international camps of CISV. The target group is the millennials. The camp leaders should be interested in internationalization and working with youngsters. As a product of this thesis a video to be shared in social media was created.

CISV is an international nonprofit organization. It aims to improve the internationalization in education and growth of children and youngsters by organizing camps and activities to kids and youngsters starting from age eleven.

Millennials, as the target group, are demanding when it comes to content and new ideas and things. They want to get their times worth of knowledge, experiences and recognition. The most important marketing strategies covered in the theory part of this thesis are word of mouth marketing, content marketing and engagement marketing.

Topics like target group's opinions in using different communication channels for receiving information about CISV and motivational and demotivational factors considering volunteering were covered in the research carried out during the project. CISV Naantali has been using mostly word of mouth marketing for spreading the word about the association and camp leadership. The results of the research show that different social media platforms, email and a website are the most used and hoped communication channels for receiving information. The most popular motivational factors for volunteering as a camp leader were internationalization, traveling, networking and working with kids and youngsters. These are the factors that were also taken into account in the video created for CISV to send an intriguing message to the target group about CISV.

KEYWORDS:

social media marketing, millennials, volunteering, volunteer marketing, recruiting, word of mouth marketing, engagement marketing, content marketing

Sanna Hakala

CISV NAANTALIN VAPAAEHTOISTEN LEIRIOHJAAJIEN REKRYTOINNIN EDISTÄMINEN DIGITAALISEN MARKKINOINNIN KEINAIN

Tämä opinnäytetyö tutkii, miten CISV Naantalia voitaisiin markkinoida käyttäen erilaisia digitaalisen markkinoinnin tapoja. Tavoitteena on lisätä leiriohjaajiksi hakevia nuoria aikuisia leireille sekä Suomessa että ulkomailla. Kohderyhmä on osa Y-sukupolvea. Leiriohjaajien tulisi olla 21-vuotiaita tai sitä vanhempia, olla kiinnostuneita kansainvälisyydestä sekä nuorten kanssa työskentelystä. Opinnäytetyön tuotteena tehtiin video, joka tullaan jakamaan sosiaalisessa mediassa.

CISV on kansainvälinen nonprofit-organisaatio. Se pyrkii edistämään lasten ja nuorten kansainvälistä kasvatusta ja koulutusta järjestämällä leirejä ja muita aktiviteetteja. Leirit ja muut CISV:n aktiviteetit on tarkoitettu lapsille ja nuorille 11 ikävuodesta eteenpäin.

Y-sukupolvi on kohderyhmänä vaativa sisällöllisen markkinoinnin, uusien ideoiden ja muiden asioiden suhteen. Y-sukupolven nuoret aikuiset haluavat ajallensa vastinetta tietotaidon, kokemusten ja tunnustuksen merkeissä. Tärkeimmät käsitellyt markkinointistrategiat kattavat word of mouth -markkinoinnin, engagement-markkinoinnin sekä sisältömarkkinoinnin.

Tutkimuksessa käsitellyt aiheita ovat muun muassa kohderyhmän mielipiteet eri viestintäkanavista tiedon vastaanottamiseksi CISV:sta ja motivaatiota lisäävistä sekä laskevista tekijöistä vapaaehtoistyöhön liittyen. CISV Naantali on aikaisemmin käyttänyt pääasiassa word of mouth -markkinointia rekrytoidakseen uusia leiriohjaajia ja levittääkseen sanaa yhdistyksestä. Tutkimuksen tulokset näyttävät, että erilaiset sosiaalisen median ympäristöt, sähköposti ja nettisivut ovat kaikkein käytetyimpiä kanavia tiedon vastaanottamiselle. Suosituimpia motivaatiota kasvattavia tekijöitä olivat kansainvälistyminen, matkustelu, verkostoituminen sekä lasten ja nuorten kanssa työskentely. Nämä tekijät otettiin huomioon videota suunnitellessa ja näin videosta pyrittiin tekemään mahdollisimman paljon mielenkiintoa herättävä.

ASIASANAT:

markkinointi sosiaalisessa mediassa, y-sukupolvi, vapaaehtoistyö, vapaaehtoistyön markkinointi, rekrytointi, word of mouth -markkinointi, engagement markkinointi, sisältömarkkinointi

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LIST OF ABBREVIATIONS

CISV	Children's International Summer Village (Only the abbreviation is used nowadays, as the whole name does describe the whole content of CISV's activities.)
ESN	Erasmus Student Network. ESN is the biggest international higher education student organization operating in Europe.
TUAS	Turku University of Applied Sciences
HEI	Higher educational institution

1 INTRODUCTION

CISV Naantali contacted Turku University of Applied Sciences to find a student to do a thesis on how to get more volunteer camp leaders for CISV's domestic and international camps. As I have been interested in volunteering, internationalization and bringing different cultures together I thought that this was an ideal topic for me.

CISV Naantali is looking for new camp leaders every year and every time facing the same problem; lack of applicants. They are aware of their poor visibility amongst their target group and wish to make improvements on it. The camp leaders should be at least 21 years old and interested in internationalization and working with youngsters.

This thesis starts with a theory background covering topics like millennials, engagement marketing, content marketing and engaging millennials. Following the theory part there is information about CISV as an organization, about its camps and activities as well as a part of history. In chapter four the research is went through, including the base of it, questionnaire and the results. The second last part of this thesis is about how to engage millennials and the video made for it. In the last part there are ideas and suggestions for the future.

The objective of this thesis was to find ways of digital marketing communication by which the prospect camp leaders can be reached with. CISV wants to engage the leaders to trainings and camp leading and get them intrigued by the organization. So being a leader on camps will not be only for one year or a summer, but for a longer term. Through this CISV Naantali wants to ensure that they can send youngsters to camps with well trained and reliable leaders. This is important for the continuation of the operations of CISV Naantali. CISV Naantali needs at least six to seven camp leaders in a year and that number has barely been reached through the connections of former camp leaders and other CISV volunteers.

2 CISV AS AN ORGANIZATION

CISV, originally Children's International Summer Village, is an international organization operating in several countries around the world. CISV Finland operates as an umbrella organization for six smaller CISV chapters working in Finland. CISV aims to improve the internationalization in the education and growth of children and youngsters. It organizes camps and activities for children from age eleven to youngsters age of 19 and above. There are variety of camps, projects and activities planned for different kind of target groups that are mostly defined only by age. All the activities organized are meant for families who want to learn about global education, internationalization and other cultures.

The camps offer an international environment and a possibility to create global friendships that can last a lifetime. The different programs are Village camp, Interchange, Step Up -camp, Seminar camp, IYM-camp (International Youth Meeting), IPP (International People's project), Mosaic and Junior branch. Every program that CISV is implementing is designed to work for the same educational purpose; teaching children already starting from young age to accept everyone from each culture and environment as equals, to understand the difference between cultures and respect towards these differences. (Village programme guide 2015, 11-19; CISV Finland 2015; CISV International 2015; Kainulainen 2014; Viitasalo 2015)

2.1 Camps and activities

Village camp is the one requiring most camp leaders. It is a camp for 11 years old youngsters that lasts for four weeks. The program includes multicultural and multilingual activities, which aim to improve the cooperation and communication between different cultures. On each Village camp there are participants from at least ten different countries. The camp leaders have a big role during the Village camp, as they participate in the planning and implementing the program. The idea of all Village camps is that as eleven years old, children are adaptable and they already have some sort of an understanding of how there are different

cultures and people, they can be raised and educated to an equal reality and equal world. By teaching kids of age eleven, CISV aims to have a better world without so many complications and wars, as children are the future. (Village programme guide 2015; Ahvenjärvi, R. 2015; Viitasalo, K. 2015)

Interchange has two main objectives; (1) getting to know a whole new culture by living with a host family in another country and (2) to realize that the principles of CISV can be applied to everyday life. Interchange lasts four to eight weeks and every participant has a pair from another country whose family to visit. The camp is for 12 to 15 years old youngsters. (Interchange programme guide 2015; CISV Finland 2015)

Step Up camp is where the young people aged 14 to 15 are given a chance to plan the program by themselves around a theme that is defined by CISV. When given a chance, a youngster will learn from what they do and plan; they learn to improve themselves and their skills by experiencing. A theme provided by CISV can be for example identity, democracy or environmental protection. Before a Step Up camp the camp leaders participate in the planning and during the camp they work as guides for the youngsters. Step Up -camp lasts for 23 days. (Step Up programme guide 2015; CISV Finland 2015)

Seminar camp is meant for youngsters aged 17 to 18 years. The participants get to plan the theme and the content of the camp. The participants will explore and discuss different topics from forming opinions about individual, international and multicultural matters keeping in mind a positive conflict resolution. (Seminar programme guide 2015; CISV Finland 2015)

IPP (International People's project) involves people from age 19 and above. IPP aims to raise awareness on challenges in society and teaches how to deal with them in real life setting. The project lasts 14-23 days and it includes cooperation with a partner organization from who the participants get knowledge and expertise. During different projects participants get to improve their international perspectives, learn how to work with different people and within a local community. (IPP programme guide 2015; CISV Finland 2015)

IYM camp (International Youth Meeting) is an eight to fifteen days long camp for youngsters aged 12 and above. It aims to encourage the youth to use the skills they have learned in their everyday life and to improve global education. During the camp international issues are explored in a local context. (CISV Finland 2015, Youth meeting programme guide 2015.)

Mosaic project aims to encourage the participants to take action in their own community, work for it and to change it better. During the project the focus is on surrounding environment and local community's needs. In Mosaic there are no limits for ages or duration. (CISV Finland 2015)

Junior branch is CISV's own unprompted activity in which they get to try and improve their leading skills by deepening their thoughts and knowledge around CISV's values through different educational activities. On national level there are weekend camps and shorter events, like meetings and theme days, and on international level there are trainings organized and a chance to participate in developing the organization. Every 15 to 25 years old member of CISV is part of Junior Branch. (CISV Finland 2015)

2.2 History

The history of CISV is very important part of the whole organization. It was founded in USA by Doris Allen in 1950 for a more peaceful world. According to Doris, making changes should be started from the children, the future of the world. The way that people are raised will affect on their ways of thinking. By bringing the children all around the world into a same place and let them get to know cultures already in a young age, Doris believed that they will learn to appreciate each others' differences and shared values. Doris also believed that the best way to learn is to experience. This is how the educational principles and values of CISV were formed. (CISV Finland 2015; CISV International 2015)

First local CISV chapter in Finland was founded in 1959 in Helsinki, but there was already a group of Finnish children participating an international summer camp in 1953. CISV Finland, an umbrella organization for local CISV chapters,

was founded in 1963. Now, in 2015, there are six local chapters in Finland; Helsinki, Lappeenranta, Naantali, Porvoo, Tampere and Vaasa.

CISV has already had more than 6000 camps after the very first summer camp. Nowadays CISV is operating in more than 70 countries and since 1951 more than 230 000 people have taken part in CISV's programs in a way or another.

In 2006 CISV started to use only the four letters 'CISV' as its name, as the Children's International Summer Village did not really describe the programs in total anymore. Today CISV is much more than only summer camps; it is part of many families', children's, youngsters' and other volunteers' lives. CISV has changed the view of life for some people and has taught about internationalization and global education to many children. (CISV Finland 2015; CISV International 2015; Viitasalo 2015; Ylipenttilä 2015)

2.3 Values and aims

CISV's operations are focused around four different themes; diversity, human rights, sustainable development and conflict and resolution. All these themes are pondered and thought through during the activities of CISV. Everything that is done in the name of CISV is for the educational internationalization. (CISV Finland 2015; CISV International 2015)

2.4 The problem

CISV Naantali is struggling to find enough camp leaders every year and they are mostly gathered by word of mouth marketing and using the personal contacts of previous camp leaders and the volunteers that work in other tasks. To be able to continue organizing activities and camps for internationally minded youngsters CSIV Naantali needs to recruit more camp leaders that will continue as volunteers for more than just one year. Besides the recruiting, CISV Naantali has had problems with camp leaders who only work for one year instead of staying involved in CISV for several years. Therefore CISV Naantali has to start the recruitment process all over again every year. (Kainulainen 2014; Viitasalo 2015)

CISV's programs include activities for children from their young ages until 19 years old teenagers. Here the problem is that before the participants reach the age of 21, which is the age limit for being a leader at the camps, they are already becoming independent young adults and possibly starting studies or work in another city. Briefly – they are moving on with their own lives and CISV is left behind because of their changing interests. (Kainulainen 2014; Viitasalo 2015)

2.5 Former strategies

CISV Naantali does not have a marketing communication plan and its marketing has been very limited. It has not had enough volunteers to do all the work nor for example the money to hire a marketing assistant.

CISV Naantali has tried cooperation with higher educational institutions like universities and educational field associations with poor results. It is not sure if the information has ever reached the students through these collaborative actions or has the information provided intrigued the students to find out more about CISV. There is also a possibility that the information has not been presented in a proper way to the students. Almost all the promotion has been done through word of mouth marketing tactics by former camp leaders and other volunteers in CISV. There has also been some promotion on Facebook and CISV's website, but without proper usage that does not reach the target group. The Facebook page of CISV Naantali has only 123 likes, which is nothing compared to what it could be with proper marketing.

Another problem is that there has been very little information flow between the other CISV chapters in Finland about their best strategies of recruiting camp leaders. There is a platform for sharing this kind of information provided by CISV Finland but no one seems to use it effectively. (Kainulainen 2014; Viitasalo 2015)

2.6 Marketing of other CISV organizations

By searching videos from YouTube with a search words "CISV" and "CISV Finland" there can be found several videos from different camps. All of them are uploaded by other CISV countries or participants of CISV activities. Facebook page is a marketing communication channel used by almost all of the CISV chapters.

CISV has an international website and also the national association in every CISV country have a website. Individual CISV chapters do not have their own websites but they often have their own fan pages in Facebook. Like in most of the CISV countries, in Finland Twitter is used only on national level. (Facebook 2015; YouTube 2015; Twitter 2015)

2.7 Camp leadership

Working as a camp leader means participating in trainings and after that participating the camps in Finland and all around the world, for example Brazil, Spain, Thailand and Sweden. Before becoming a camp leader, the volunteer will participate in training organized by CISV. Therefore a starting camp leader does not have to have any experience. They still should have the motivation to work with children and youngsters in an international environment as a team member with other camp leaders. After the camps there is a feedback session for all the group leaders.

The process to apply starts from sending an application to CISV Naantali. After going through the applications CISV Naantali will invite the qualified volunteers to interviews. After interviews the chosen volunteers will get to participate in trainings. A leader has to apply separately to different camps to be a leader. However, the camp leaders get to be part of CISV's programs throughout the whole year; there are kick off weekends for the volunteers, weekend camps and different projects.

By working as a camp leader a volunteer gets not only new experiences and memories, but also a chance to create friendships for life and develop a world

wide network of connections. On every camp there will be Finns and foreigners participating and internationalization is a big part of the experience. A volunteer camp leader does not get financial benefit from this but s/he gets paid in another way – in experiences and in new friends – which many people appreciate way more. (Kainulainen 2014; Viitasalo 2015; Ylipenttilä 2015)

CISV covers the expenses of travelling, accommodation and food during the camps. However the camp leaders should cover the expenses of their membership fee and a travel insurance. (Kainulainen 2014; Viitasalo 2015)

3 CREATING A STRATEGY

Before making a marketing communication plan an organization must know its audience and whom it is targeting to. Not only age defines the reactions of people, but interests, backgrounds, situations in life and other relevant factors. Basic segmenting factors can be geographical, demographic and psychographic, explained below in table 1.

Table 1: Explanations for segmenting factors

Geographic	Demographic	Psychographic
Country	Age	Personality
Climate	Gender	Lifestyle
	Family (size)	Values
	Incomes	Attitude
	Workplace	
	Education	
	Socio-economic status	
	Religion	
	Nationality	

The target group of CISV Naantali is consisting of young adults interested in internationalization, who preferably like to work with youngsters and are living in Turku area. They should be energetic enough to motivate the youngsters on camps and get along with different people from different cultures. The camp leaders will get to participate trainings before the camps so they do not have to know everything about CISV and organizing a camp or activities during it. An advantage in applying for camp leadership is if the applicant has an education from the field of education and or experience on working with kids and youngsters. They do not have to have a Finnish nationality but they should speak Finnish and be able to communicate with the youngsters in Finnish. (Kainulainen 2014; Vuokko 2004; Viitasalo 2015)

3.1 Millennials as the target group

Nowadays especially the target group, which is a part of the generation Y (also called millennials or millennial generation), is constantly in touch with their friends and even with people they do not really know through social media.

Generation Y is defined by birth years that change by the source. The most common definition is people born in eighties to nineties, which is exactly the age group CISV Naantali is targeting for. They have grown up when the development of technology has been fast and some of them do not even know the time before mobile phones and even limited Internet access is strange for them.

Millennials are said to be optimistic, involving, civic minded, team oriented and impatient. Another important characteristic of millennials is valuing work-life blending. Work-life blending means that there is no specific boundaries between work and personal life – they are blended together and are seen as consistent and symbiotic. The terms that should especially be noted here are “involving” and “civic minded”. Generation Y wants to make a difference, they have a need to accomplish different goals in their lives and they are aware of world's events. Influencers that they can identify themselves with also easily affect their decisions and acting. (Fromm & Garton 2013, 7-27; Kotler & Lee 2008; Saratovsky, Feldmann & Case 2013, 3-13; Fraser-Thill 2014)

Millennials are also leaders, creators and editors of their own lives. They want to lead their own lives, make their own decisions, they are willing to create their own story of their life and not ready to just fit in to a certain model or so called mould. However, there are several things that make an effect on their opinions and behavior. One of these factors are influencers, people who have the power to influence on others. As the millennials like to make a change to the world, volunteer work is often found from their Curriculum Vitae's. Working in different organizations and associations give experiences, teach new ways of working and give a good image in a cv. (Fromm & Garton 2013, 7-27; Saratovsky, Feldmann & Case 2013, 3-13)

3.2 Engaging millennials to volunteer work

Millennials like to be given recognition on their work. Examples of giving recognition for CISV Naantali's volunteers could be giving certificates, mentioning the volunteers in articles on website and other communication channels like newsletters or reward them in another way, like with CISV products (e.g. clothes). Even small things like that give the feeling of thankfulness.

Keeping in touch with the volunteers and creating a sense of solidarity helps in engaging volunteers. There are different camps organized around the year but most of the camp leaders are needed during summer. Between summers there could be held trainings and workshops for the already existing volunteers to keep them intrigued and interested and remind them about the association.

Motivation is an important source for willingness to volunteer. Motivation itself is what strives people to do things, it is the reason people behave as they do. Motivation is based on what we need and what we believe that we need. In CISV's case, the need is to volunteer, to help others, to strive towards the same goals as the organization is working for. (Nissi & Nikkari 2010, 41-42, Evans 2010.)

3.3 Communication

3.3.1 Quality of communication

An organization has to stay up to date and up to speed with technology and development of communication channels. The ways that an organization uses for communication tells a lot about it. It is crucial to keep websites and Facebook, Twitter and other social media profiles updated and the information should be easy to access. For example if a present volunteer shared a link to his/ her friends, it is better if the link takes people to a clear simple website, which has the right information and a sign up link or contact info for questions

right there instead of a jungle of unimportant information with no contact info easily available. (Kotler & Lee 2008)

Also the visual part of a website is important. The clearer the content is the more readable it is and the more people have patient and interest to read it. Pictures and videos are a good way to intrigue and engage the interest of people. They draw attention more than a couple rows of texts. Pictures and videos are a good way to emphasize a message as they resonate in people. Seeing is more effective than reading.

The validity of information has to be certain. Given dates and information must be right. In case any dates or other info has to be changed, reasoning and informing has to be done so everyone gets the changed information within reasonable time.

All the communication, internal and external, must be in line with the mission, vision, values and strategy of an organization. Also all advertising and marketing communication has to work together towards the same goal. If people get confused by misinformation or contradiction of information they are not going to take part or act. On the other hand if people do not trust an organizations work and reasoning the word of mouth marketing will work against the organization.

3.3.2 Social media channels

Social media is not just another mailing list or meant for sharing only ads and information about products. The different channels of social media should be used for creating and participating in conversations. It is a great tool for reaching the millennials. Like mentioned in chapter 3.1, they are constantly going through their friends' status updates and tweets. (Stratten 2012)

Different social media channels, or platforms, are for example Facebook, Twitter, LinkedIn, Instagram and Google+. The before mentioned social media channels are the most used nowadays by millennials. Facebook is for sharing any kind of information a person could imagine; pictures, stories and feelings for

example. Twitter is for burning topics and fast discussion. LinkedIn is perceived as more for job hunting and work life networking. Instagram is for sharing photos as public or just for certain group of people and Goolge+ is trying to be the new Facebook, a platform for sharing all the information you want. In addition to these, there are several bloggers and vloggers (video bloggers) sharing their information. For vloggers YouTube is the most popular and known channel. Regardless of the channel, the more likes and followers a person has, the better. All those are boosting a persons' ego, and that is what millennials, and companies, are going for. (Stratten 2012; Facebook 2015; LinkedIn 2015)

When promoting in social media it is important to know what channels are the best for the specific organization and how to communicate and act in each of them. Blogs used to be a big hit and they are still very popular, however vlogs (video blog) are getting more and more attention, as people are trying to find more efficient ways to get information. Reading takes more time than watching a short video. Through a video a message is possible to be made more powerful and it is easier to show feelings through video than written text. As feelings and finding and identifying yourself are a big thing amongst millennials, a video is a great way to reach them, communicate with them and appeal to them. (Stratten 2012; NTEN Nonprofit Technology Network 2013; Connector 360 2013)

For CISV there are several platforms that can be used in social media. In case the organization decides to use many of them, it has to make sure that all of the chosen platforms are up to date and used regularly. It is a common mistake to first start using too many different social media channels and then forget part of them. It does not give a good image if there are only old updates and old information offered. To intrigue people and get them to follow CISV through many channels, the different channels should offer information that differentiate. However uniformity is important. An organization should keep the same style and direction with their communication to avoid confusing the target group. If people are confused about the information and the style it is offered in

misunderstandings are possible and thereby the reliability of the organization might get questioned. (Kotler & Lee 2008)

3.4 Influencers

Influencers are important for millennials. Not only popular people but people who have an expertise can influence them by spreading the word about a certain products or actions. Influencer can be a famous artist or a local who is good at in what s/he does. They can also be people who their friends and friends of friends follow and identify like themselves.

As an influencer Norwegian Suzanne Svanevik is a good example. She is a 19 years old young adult who's life is all about crossfit. She has gotten so good and popular that people from all over the world are following her everywhere in social media. Through different channels like Facebook, Instagram and blogging she can reach a huge group of people. Marketers have already noticed this and made deals with her to promote some products that people fancying her are purchasing just because Suzanne is using those products and telling people that they really are good and valuable. This is a consequence of people wanting to be like her.

The problem is how to reach the influencers and how to engage them. An organization should be ready to speak to them in terms that relate to their lives. The attention should be given to the influencer's story, not organization's. For example CISV Naantali should approach an influencer who appreciates the work CISV is doing and values internationalization and equality. (Saratovsky, Feldmann & Case 2013, 93-101)

3.5 Word of mouth marketing

Word of mouth (later WOM) marketing means marketing face to face and spreading the word by using already existing supporters. It could be defined as the most effective and valuable way of marketing, as the positive experiences and thoughts of people often encourage others to use a service or participate.

WOM marketing strategy is a good way to market volunteer work and nonprofit organizations. However there is a chance that WOM marketing might turn against the organization, in case it fails to send the right message. In CISV Naantali this has worked variably. The volunteer camp leaders have mainly been gathered by using WOM strategy, but often there have been difficulties on getting enough volunteers this way. Here the fact that WOM marketing strategy always needs encouraging from the organization itself should be considered. The information gotten from friends of friends should include facts of the organization but also experiences and stories of the volunteers.

First step for WOM marketing is to give people a reason to talk about the organization. They have to be given an idea, a thought about the organization and what it does. This certain idea has to be good enough and worthy to talk about. (Sernovitz 2012 3-18; Entrepreneur 2015; Whitley 2014)

3.6 Engagement marketing

Engagement marketing means that when someone is interested in hearing more about your organization, that person has to be engaged in order to reach the aims of your organization and at the same time fulfilling that person's interest. Instead of talking to people, organizations should interact with people. It will create a special bond between the prospects and the organization. The word of mouth marketing strategy works as a part of engagement marketing, as it is a way to intrigue people to you organization. In the figure 1 below there are listed ways of improving the engagement marketing. (Groves & Goodman 2012, 7; Marketo Marketing blog 2014)

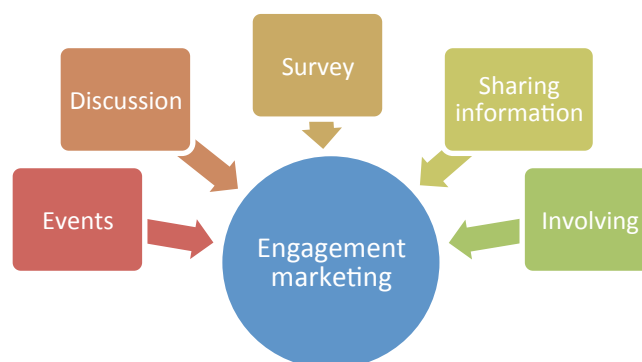


Figure 1: Ways to improve engagement marketing.

Engagement marketing is often used in marketing a product or a service. However, it can also be applied to intriguing and engaging volunteers, as for example CISV is 'selling' the experience of volunteering. In case of millennials and volunteer work the organization should concentrate on the values and recognition that can be gained by volunteering.

As explained in the figure 2 below, the engagement marketing cycle starts from creating a "wow!"-experience. The experience should give an impressive image of the organization and show what it can do and give for the volunteers. Second phase is to entice the camp leader to stay in touch with the organization and to continue working with, and for its objectives. The organization has to agree with the person they want to stay in contact on the ways of communicating. The most common ways are different social media platforms and email marketing. Those are also important and quintessential tools for millennials. After creating the first experience of volunteering and agreeing on staying in touch with the volunteers the next crucial step is to engage them. Engagement can be encouraged by providing interesting information and material, creating opportunities to get involved and inspiring them to join the activities and to share content created by the organization itself. (Groves & Goodman 2012, 30-32)

In CISV's case the engagement marketing applies more to the existing camp leaders – first timers – than the new ones.

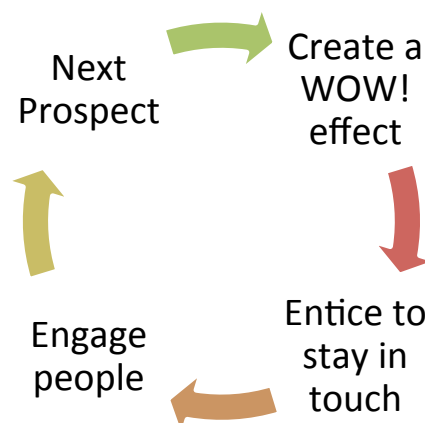


Figure 2: The Engagement Marketing Cycle.

3.7 Content marketing

Content marketing means attracting and retaining customers by creating valuable content. It is an ongoing process which can be done by a company in cooperation with customers, influencers, supporters and in CISV's case also volunteers. There can be a blog at a website where the volunteers and supporters can write or post videos and pictures or in social media the volunteers could be involved in creating content to the site, such as Facebook fan page. (Leroux Miller 2013, Content Marketing Institute 2015)

When using content marketing the information offered to the target group must be valuable. Nowadays people, especially the millennials, are busy with their work, hobbies and other interests and do not have time or do not bother to use time to read long texts. They rather prefer easily accessible and valuable information that does not take long to get to know. When giving out valuable information and improving the knowledge of the target group an organization can be thought as loyal to its supporters. When an organization is loyal to its supporters, the supporters are also often loyal to the organization. One way to use content marketing are blog of an organization or a third party. When using a third party's blog and asking a blogger to write about you, its also about using influencer as part of your marketing strategy. (Content Marketing Institute 2015)

As people read something about an organization that is not provided by the organization itself, but someone who has been taking part in what the organization offers, the content seems more trustworthy. It works the same way when a company is selling a product. Which one would you trust more; a review made by a company or another customer? At least most of the consumers do trust each others more than a company. In figure 3 there are listed different parties that can be involved in creating the content. (Leroux Miller 2013, Content Marketing Institute 2015)

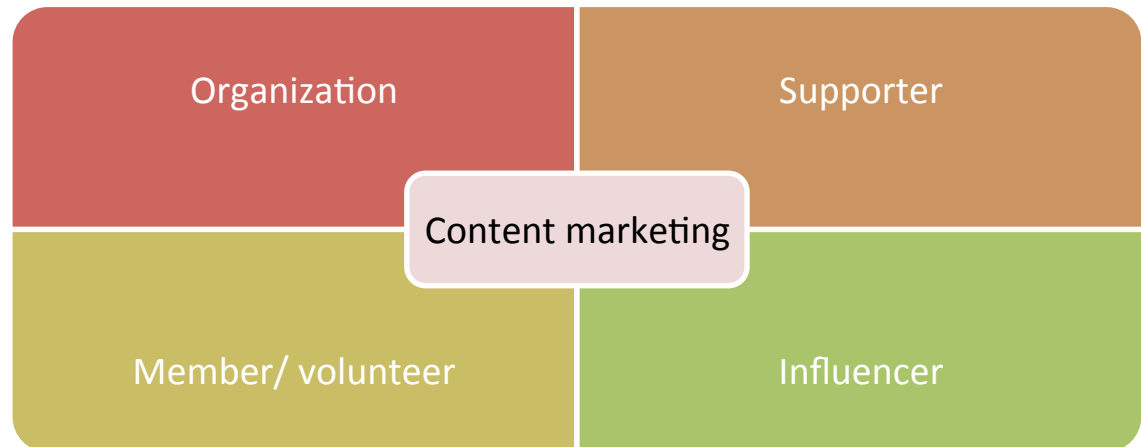


Figure 3: Who to involve in content marketing.

All the three before mentioned marketing strategies – word of mouth marketing, engagement marketing and content marketing – work together. They all demand contribution from the organization to start and continue the communication with people and also to succeed the organization has to be able to involve the people to create content, talk with the organization and other people and engage them to participate.

4 RESEARCH

4.1 Base of the research

During this project a questionnaire was conducted to find out if CISV's assumptions about the camp leadership were correct. The assumptions were about the motivation of camp leaders and the communication channels that are used to follow CISV's operations. These are the two most important points of view that are to be taken into account when planning the marketing communication of the association and promoting the camp leadership to new prospect camp leaders.

In the research the target groups' needs and characteristic were taken into account and also the different ways that have been thought to help organizations to succeed in their marketing, such as word of mouth marketing, content marketing, engagement marketing and influencers.

4.2 Questionnaire

The questions were designed to give the answerer a chance to express their own opinion and give some space for free wording. The options given in answer fields were topics that CISV Naantali believed that intrigues or does not intrigue the young adults they are targeting as prospect volunteer camp leaders.

4.2.1 Structure

The questionnaire was made by using two different paths. The first question defined how each path would continue. The question was, if a person had worked as a volunteer for CISV during the year 2014, before 2014 or not at all.

In case a person answered that s/he has never worked as a volunteer for CISV the next questions were if s/he had ever heard about CISV and if s/he knew what CISV is. If the answerer said that s/he has heard of CISV before s/he was asked from where had s/he got the information. All the answerers were also

asked if they had been working as volunteers in any other organization and what do they think would motivate them to become a camp leader for CISV.

In case the answerer had been a volunteer camp leader for CISV, they were asked if they had been camp leaders in Finland and/ or abroad and in which camps they had been on. There was also questions about the motivation; what motivated/ motivates them to take part in CISV's operations, what does it mean to them to participate in CISV's programs and what might decrease the motivation. After this there was a question if the person would like to continue as a camp leader and if they had been part of other volunteer organization. The second last part of the questions about the motivation for those who had been camp leaders was to describe CISV with five words. With this question it was aimed to find out what are the first things CISV brings into people's minds.

The last part of the questionnaire was to find out the camp leaders opinions about the communication channels of CISV; where had they heard about CISV for the first time, what channels are they using to follow CISV and what channels would they like to use to follow CISV.

The questionnaire was conducted through Google Forms in Finnish, as the target group's native language is Finnish. It can be found from the appendixes (Appendix 2).

4.2.2 Distribution

The answers were collected by distributing the questionnaire link through social media targeted to young adults in the age of camp leaders (21 years and older) and by sending the questionnaire to CISV's previous camp leaders via email. Other CISV organizations in Finland were also contacted and asked to send the questionnaire to their current and previous camp leaders. The link was sent first to the CISV Naantali's camp leaders and a bit later to the other Finland's CISV chapters. Since the majority of the answers were gathered before sending the link to other local chapters than Naantali, it can be noted that at least most of the camp leaders' answers were from Naantali's camp leaders.

A cover letter (in Finnish) send with the questionnaire can be found from appendixes (Appendix 1).

4.3 Results

The results confirmed the assumptions CISV already had about the motivation of camp leaders.

There were 25 answers in total. 64 % of the answerers had never been working as camp leader for CISV, 36 % had and from those 45 % had been camp leaders in 2014. From the 16 answerers that had not been camp leaders, 81 % had never even heard of CISV. From those more than half had participated or are participating in other kind of volunteering, such as student associations.

4.3.1 Interest in CISV

Most of the answerers that had never heard of CISV said that they would be interested in hearing more about CISV and camp leaderships. On some level this confirms that CISV could have more people interested in it than it has reached. So the problem is the visibility and awareness as much as getting the word about CISV to the right people.

4.3.2 Motivation

In a question to current and previous camp leaders "What motivates you to participate in CISV's activities?" the answerers were given different options from where they could choose as many they wanted. The most popular answer was "working with kids and youngsters" and as a good second there are 'internationalization and getting to know new cultures' and 'getting new experiences'. Others motivational factors mentioned were 'networking (new friends and other contacts)', 'traveling', 'getting work experience (CV)' and a friend is volunteering for CISV'.

The same question was asked from people who had not been camp leaders as "What *would* motivate you to participate in CISV's activities as a camp leader?".

The most popular options were 'traveling' and 'internationalization and new cultures'. Also the other options got some endorsements, but the two first ones were clearly the most important factors.

After studying the answers about the motivation of camp leaders it can be said, that there are clear options to be concentrated in the promoting of camp leaderships; internationalization, traveling, networking and working with kids and youngsters.

Demotivational factors were not a surprise either, as they proved the preliminary assumptions correct. The lack of time and the wish to do paid work to save money for the upcoming (study)year were the most significant factors. Other options given were 'I do not like traveling', 'using foreign languages scares me', and 'I am nervous of not knowing other people participating the camps'. No one chose any of these three options. One answerer said that none of the above mentioned factors would demotivate him/ her to participate.

4.3.3 Communication channels

In the questionnaire there was a question of the ways of communication, how people have been getting information from CISV and how would they like to receive it.

As only three people of those who have not been camp leaders on CISV's camps had heard of CISV before this questionnaire, it is obvious that the marketing communication has not been sufficient. These three answerers were asked where they had gotten the information and the answers were (1) school, (2) friend, (3) CISV's website and (4) other. 'Other' was not specified in any case. They were also asked what do they actually know about CISV. The most significant thing that came up in the answers was that it is an international organization that organizes camps and activities.

The ones that had been camp leaders answered also that friends have been the information source from where they heard of CISV for the first time. Social

media and school were other mentioned answers. One said that s/he does not follow CISV.

Facebook, email, website and Instagram were the options that were given and hoped as the communication channel for receiving information from CISV in that order. As CISV International has an Instagram account, it could possibly be linked to CISV Finland's website. CISV Naantali could also suggest to CISV Finland that they would create their own account and give rights to each CISV Finland's local chapters to post pictures. That way it would be updated regularly and interesting photos would be shared from several camps and activities.

4.3.4 Conclusion

It is important to see that CISV Naantali has been on right tracks when thinking its target group and their motivation. CISV Naantali would have a lot more people interested in if everyone were aware of its existence. To raise the awareness it should focus on the communication channels that came up in the research regularly. These channels are Facebook, email and website. Besides those three channels, also Instagram was mentioned. Through these channels the most popular motivational factors (working with children and youngsters, internationalization, new experiences and new cultures) should be emphasized. As CISV does not want to intrigue people by telling that this is their chance to get to travel for free to places that they would never go otherwise, it should not do that. However, the fact that people do get to travel can be part of the marketing. It is part of the camp leaders responsibility and tasks, so it should not be excluded from the information shared.

5 ENGAGING VOLUNTEERS FOR CISV NAANTALI

5.1 Communication in social media

For CISV Naantali Facebook is probably the most effective channel to reach new prospect camp leaders. Twitter and Instagram are also other commonly used channels amongst millennials. However, in the research the mentioned channels by the answerers were Facebook, email and website. Therefore it can be noted that those are the three main communication channels that CISV Naantali should concentrate on.

In social media creating conversations is more effective than just updating. Asking questions and opinions is a good way of doing that. While answering people start to think about the cause and what it is for and if they could do something about it.

Another great way to intrigue people is to share stories. These stories should not be only about the organization, but stories about people who are or have been part of the organization. When the story telling is done in a way that it resonates, people want to be part of the story. The idea of story telling is to inspire and motivate people to participate.



Picture 1: Photo that could be posted in social media to intrigue people.

Encouraging people to speak and to act is crucial. Despite of the fact that other people and their actions can affect everybody's opinions, millennials are also brave to say what they think about something that is important for them. If they care about a certain cause or topic, they share their reasons.



Picture 2: Picture to create curiosity.

CISV should publish inspiring stories of its volunteers and how they got into CISV. It should ask its followers opinions and create conversation in topics related to internationalization and global education. By using pictures and videos with these stories and other information it will be easier to get millennials attention. Picture 1 and 2 are examples of photos that could be posted in social media to intrigue people to find out more about CISV. Pictures that create curiosity are a good way to entice people to your website.

5.2 Video

The video was tried to do as compelling and interesting as possible. The content is designed by using the results of the research and the people in the video are from CISV. The objective of the video is to intrigue people to want to read and see more about the organization. By using CISV's volunteers in the video it is tried to make it as trustworthy as possible. Showing that CISV's own volunteers will work for the organization and for growing it and making it better. People can see the motivation in them and get a spark of interest through it.

5.2.1 Content

The characteristics of camp leading that wanted to be pointed out in the video were internationalization, traveling, new cultures and networking. Also the fact

that the leaders get to develop themselves is important to mention already in the video since that is one of the features that intrigue the millennials.

The video includes a few previous camp leaders. They are telling how they found and got to know CISV, what they think about the association, what has it given to them and what does it mean to them.

The history of CISV is very important part of the whole organization and at the same time an interesting part of it. By pointing out the most appealing parts of the history; it was founded for a better, more peaceful world and according to the founder the changes should be started from the children since they are they are the future of the world. At the end of the video the viewer is guided to go to CISV's website to get more information and to apply to be a camp leader.

There were no clear lines defined for the camp leaders to say in the video, as it was wanted to be as natural looking as possible. While filming, the camp leaders were asked questions and that way instructed. A suggestive video script can be found from the appendixes (Appendix 3).

5.2.2 Testing

During the process of creating and editing the video, several young adults aged 21 to 30 were asked what they thought about the video and the idea behind it. By using the comments and ideas of them the final result was reached. After publishing by following the numbers of clicks the video gets and the thumbs up and down in YouTube, it can be seen if the video actually intrigues people.

5.2.3 Distribution

The video will be distributed through social media. It will be uploaded to YouTube and linked to Facebook and to CISV's website. The timing will be planned according to the opening of camp leaders' application period.

6 SUGGESTIONS FOR THE FUTURE

6.1 Cooperation with higher educational institutes

CISV Naantali has tried to cooperate with higher educational institutions and educational field associations in Turku area in the past. During this project these institutes were contacted, a few emails of forwarding the message to the right person were received but no final answer or more information. CISV should keep on trying to contact the institutes in the future too, but not count on it. The HEIs in Turku area organize international days and weeks where CISV could introduce its activities. However, there are already associations that have people interested in internationalization and volunteering and those associations are who CISV should be contacting.

ESN (Erasmus Student Network) is an international association that works on international, national and local level in Europe. ESN Finland works as an umbrella organization for 16 different local sections in Finland, resembling the way CISV is working from local to international level. The local ESN sections work for integrating the international students to Finnish culture and improving the internationalization of local students. They are working for these goals by organizing different activities, events and trips both to the international and local students together. (ESN AISBL 2015; ESN-IAC 2015; ESN Finland 2015)

ESN has three local sections in Turku; ESN Uni Turku (University of Turku), ESN Åbo Akademi (Åbo Akademi, Novia) and ESN-IAC (Turku University of Applied Sciences). There was a preliminary question about cooperation presented to all of these three ESN sections' representatives during the project and all of them gave a positive answer on possible future cooperation. (ESN-IAC 2015)

6.2 CISV Finland's marketing material

CISV in Finland is a national association for the local CISV chapters in Finland. However, CISV Finland's one of the most important tasks is to support all the

local chapters. All the material CISV Finland has can be used for marketing the local chapters too. Therefore CISV Naantali should take the advantage and use the material properly, especially in social media. CISV Finland is publishing great stories and videos on its Facebook fan page for example. Those can be shared on CISV Naantali's fan page and that way be shared for its audience too. It is additionally a way to make clear that CISV is working also on national and international level.

7 EPILOGUE

In the research of this thesis it was investigated what would intrigue the target group of CISV Naantali to join CISV and become camp leaders. By using the results of the research a video was created. The video was designed to intrigue the millennials who are interested in internationalization, global education, networking, cultures and working with children and youngsters.

In the beginning of the project I was not familiar with CISV. In fact, when I heard that they were looking for a student to do a thesis for them I heard about the organization for the first time. While doing research about CISV and interviewing volunteers from CISV I gained more knowledge about it on international, national and local level. I found myself intrigued by the objectives, meaning and activities of CISV.

This thesis gives new information to CISV Naantali about their target group; interests, motivation and behaviour, especially in social media. They received information about the communication channels they should use for the new and current camp leaders, the social media platforms that should be used for promoting the association and the characteristics that prospect volunteers are looking in a nonprofit organization.

A video was created as a product of this thesis and it will be shared through social media channels like YouTube and Facebook. In the video there are a few volunteers from CISV Naantali telling about how they found and got to know CISV, what does CISV mean to them and a little piece about the history of the organization.

Even though marketing nonprofit organizations and volunteering can be challenging and there are many walls hit before reaching the goals, it is worth it as it is really rewarding when you see an association like this grow and develop. By involving the volunteers and the associations supporters to the marketing, a nonprofit organization can reach a lot wider audience than without them. It is also important to give the volunteers and supporters participating in the development of the association recognition on their work to reward them.

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Pictures

Picture 1. Vargas, D. 2014. Volunteer. CISV. (Image processed by author)

Picture 2. Turta, E. 2014. Volunteer. CISV. (Image processed by author)

APPENDIXES

Appendix 1. Covering letter

Appendix 2. Questionnaire

Appendix 2. Video script

Appendix 1. Covering letter (in Finnish)

Hei,

Pyytäisimme teitä vastaamaan kyselyyn, jonka avulla pyritään selvittämään mitä kautta CISV Naantalista saadaan tällä hetkellä tietoa, mitä kanavia tulisi kehittää ja mitä kanavia käyttäen CISV Naantalia halutaan seurata. Toisena kyselyn tavoitteena on selvittää, mikä motivoi hakemaan leiriohjaajaksi ja mitkä tekijät mahdollisesti vähentävät motivaatiota.

Tulosten avulla CISV Naantali pyrkii parantamaan markkinoinnillista viestintäänsä sekä inspiroimaan uusia vapaaehtoisia leiriohjaajia.

Vastaamiseen kuluu vain joitakin minuutteja.

Kysely tuotetaan osana opinnäytetyötä.

Raikkain syysterveisin,

Sanna Hakala

Opiskelija

Liiketalouden ko

Turun ammattikorkeakoulu

Appendix 2. Questionnaire (in Finnish)

9.2.2015

CISV:n leiriohjaajien rekrytointi ja motivointi

CISV:n leiriohjaajien rekrytointi ja motivointi

*Pakollinen

1. Oletko toiminut aikaisemmin/ toimitko tällä hetkellä leiriohjaajana CISV:lla? *

Valitse seuraavista

Merkitse vain yksi soikio.

- Toimin leiriohjaajana CISV:n leireillä tänä vuonna (2014). *Siirry kysymykseen 11.*
- Olen joskus toiminut leiriohjaajana CISV:n leireillä mutta en tällä hetkellä. *Siirry kysymykseen 11.*
- En ole koskaan toiminut leiriohjaajana CISV:n leireillä. *Siirry kysymykseen 2.*

Siirry kysymykseen 11.

CISV:n viestintä ja tiedottaminen

2. Oletko kuullut CISV:sta aikaisemmin? *

Merkitse vain yksi soikio.

- Kyllä *Siirry kysymykseen 3.*
- En *Siirry kysymykseen 5.*

CISV:n viestintä ja tiedottaminen

3. Mistä olet kuullut CISV:n toiminnasta? *

Valitse kaikki sopivat vaihtoehdot.

- Sosiaalinen media
- CISV:n nettisivut
- Kaverilta
- Koulusta
- Muu:

4. Mitä tiedät CISV:n toiminnasta? *

.....

.....

.....

.....

.....

CISV:n toimintaan tutustuminen

https://docs.google.com/forms/d/1sT6SyKa0GLWHSpAOmhAZ6JvV6MVErR_hAQmbKi7Y240/printform

1/6

9.2.2015

CISV:n leiriohjaajien rekrytointi ja motivointi

5. Oletko (ollut) mukana muussa vapaaehtois-/järjestötyössä? **Valitse kaikki sopivat vaihtoehdot.*

- En
- Kyllä

6. Mikäli olet mukana muussa vapaaehtois-/järjestötyössä listaa alle esimerkkejä osallistumisistasi ja kokemuksistasi.

.....

.....

.....

.....

.....

7. Mikä motivoisi sinua osallistumaan CISV:n toimintaan leiriohjaajana? **Voit valita useamman vaihtoehdon.**Valitse kaikki sopivat vaihtoehdot.*

- Verkostoituminen (uudet ystävät ja muut kontaktit)
- Matkustelu
- Kansainvälistyminen ja uusiin kulttuureihin tutustuminen
- Uusien kokemusten saaminen
- Työkokemuksen kerryttäminen (CV)
- Nuorten ja lasten kanssa työskentely
- Jos ystäväni toimisi leiriohjaajana
- Muu:

8. Olisitko kiinnostunut lukemaan lisää CISV:n toiminnasta? *

CISV on sitoutumaton vapaaehtoisvoimin toimiva kansainvälisyyskasvatusjärjestö. CISV järjestää leirejä ja projekteja lapsille ja nuorille. Leiriohjaukseen kuuluu koulutukseen osallistuminen. Leiriohjaajat pääsevät osallistumaan leireille sekä Suomessa että ulkomailla. Seuraava leiriohjaajien haku alkaa tammikuussa 2015. Voit lukea lisää CISV:n toiminnasta täältä: www.cisv.fi.

Merkitse vain yksi soikio.

- Kyllä *Siirry kysymykseen 9.*
- En *Keskeytä lomakkeen täyttämisen.*

Yhteystiedot

Antamalla yhteystietosi voit vastaanottaa lisätietoa leiriohjaajaksi hakemisesta.

9. Nimi

.....

10. Sähköpostiosoite

.....

https://docs.google.com/forms/d/1sT6SyKa0GLWHSpAOmhAZ6JvV6MVErR_hAQmbKi7Y240/printform

2/6

9.2.2015

CISV:n leiriohjaajien rekrytointi ja motivointi

*Keskeytä lomakkeen täyttämisen.***Leiriohjaajien motivointi****11. Valitse seuraavista itseäsi parhaiten kuvaava ****Merkitse vain yksi soikio.*

- Olen toiminut/ toimin Suomessa leiriohjaajana
- Olen toiminut/ toimin ulkomailla leiriohjaajana
- Olen toiminut/ toimin sekä Suomessa että ulkomailla leiriohjaajana

12. Millä leireillä ja mihin projekteihin olet osallistunut **Valitse kaikki sopivat vaihtoehdot.*

- Village-leiri
- Perhevaihto
- Step Up-leiri
- IYM-leiri (International Youth Meeting)
- Seminaarileiri
- International People's Project (IPP)
- Mosaic
- Junior Branch
- Muu:

13. Mikä motivoi sinua osallistumaan CISV:n toimintaan? **Voit valita useamman vaihtoehdon.**Valitse kaikki sopivat vaihtoehdot.*

- Verkostoituminen (uudet ystävät ja muut kontaktit)
- Matkustelu
- Kansainvälistyminen ja uusiin kulttuureihin tutustuminen
- Uusien kokemusten saaminen
- Työkokemuksen kerryttäminen (CV)
- Nuorten ja lasten kanssa työskentely
- Myös ystäväni toimii leiriohjaajana
- Muu:

14. Mtä leiriohjaajana toimiminen merkitsee sinulle? *

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https://docs.google.com/forms/d/1sT6SyKa0GLWHSpAOmhAZ6JvV6MVExR_hAQmbKi7Y240/printform

3/6

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CISV:n leiriohjaajien rekrytointi ja motivointi

15. Mitkä tekijät motivoivat sinua hakemaan leiriohjaajaksi? *

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16. Mitkä tekijät saattavat estää tai vaikuttaa motivaatioosi niin ettet hae leiriohjaajaksi? **Valitse kaikki sopivat vaihtoehdot.*

- Leiriohjaajana toimiminen vie liikaa aikaa
- Vapaaehtoistyö on palkatonta
- Teen mielummin palkallista työtä ja säästän loppuvuotta varten
- En pidä matkustamisesta
- Muun kuin suomenkielen käyttäminen jännittää
- Minua jännittää etten tunne leireiltä muita
- Ei mikään näistä
- Muu:

17. Aiotko hakea leiriohjaajaksi ensi vuonna? **Merkitse vain yksi soikio.*

- Kyllä
- En
- En tiedä vielä

18. Oletko (ollut) mukana muussa vapaaehtois-/järjestötyössä? **Valitse kaikki sopivat vaihtoehdot.*

- En
- Kyllä

19. Mikäli olet mukana muussa vapaaehtois-/järjestötyössä listaa alle esimerkkejä osallistumisistasi ja kokemuksistasi.

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CISV:n leiriohjaajien rekrytointi ja motivointi

20. Kuvaile CISV:ta viidellä sanalla. *

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21. Vapaa kenttä kommenteille.

Voit jakaa kokemuksiasi CISV:sta, kommentoida kyselylomaketta tai CISV:n toimintaa tai jakaa motivoivat sanasi tuleville leiriohjaajille. Sana on vapaa!

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CISV:n viestintä ja tiedottaminen**22. Mistä sait tiedon CISV:n toiminnasta ***

Mitä kautta kuultit CISV:sta ensimmäistä kertaa? Valitse vain yksi.
Merkitse vain yksi soikio.

- Kaverilta
- Sosiaalisesta mediasta (esim. Facebook)
- Koulusta
- CISV:n nettisivuilta
- Muu:

23. Mitä kanavia käyttäen seuraat CISV:ta tällä hetkellä? *

Voit valita useamman vaihtoehdon.
Valitse kaikki sopivat vaihtoehdot.

- Facebookista
- Instagram
- CISV:n nettisivuilta
- En seuraa CISV:n toimintaa
- Muu:

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CISV:n leiriohjajien rekrytointi ja motivointi

24. Mitä kautta haluaisit saada tietoa CISV:sta? *

Voit valita useamman vaihtoehdon.

Valitse kaikki sopivat vaihtoehdot.

- Facebook
- Instagram
- CISV:n nettisivut
- Sähköposti
- Aihe ei kiinnosta minua
- Muu:

Palvelun tarjoaa



Video script

The video will be cut into quite short shots. The picture will quickly fade into the next one. There will not be strict lines defined for the camp leaders to say.

Scene 1.

Two camp leaders tell about the history of CISV. During this there will be a few pictures from camps shown.

Scene 2.

A few different camp leaders tell about how they found out about CISV, how did they end up joining and what does CISV mean to them.

Scene 3.

While the last camp leader is speaking there will again be a few pictures from camps and then the following text with CISV's logo appear:

Haluatko olla osa kokemusrikasta toimintaamme?

Ryhdy leiriohjaajaksi

CISV – Building Global Friendship

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