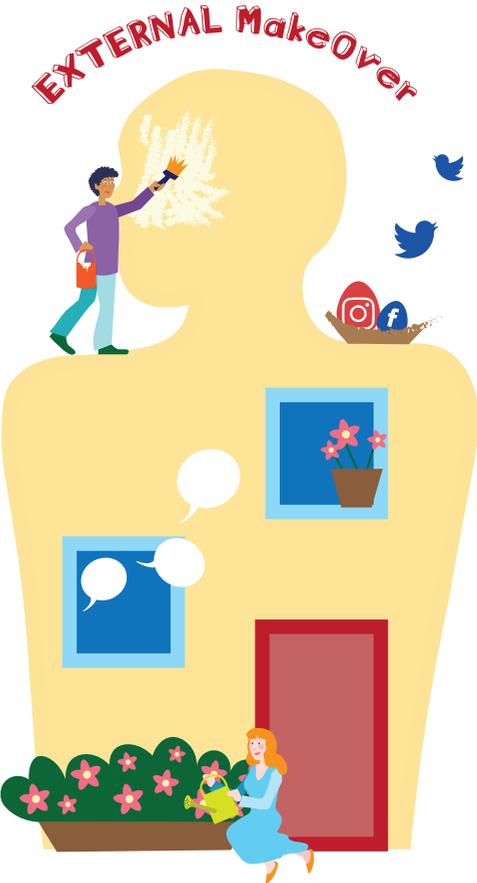


MakeOver

**A COMPREHENSIVE TOOLKIT FOR STRENGTHENING
WORK OF YOUTH ORGANIZATIONS**



MAKEOVER
Rethink, Reorganize, Remake

www.makeover-yo.org

Change is an Act of Improvement

Recognize the importance of change



Identify the change



Create a team for carrying on the change

Create a CHANGE ROADMAP



Create a VISION of the change



Presentations of wins & successes

Describe the change
Make it understandable & inspiring



Present the change



Define procedures for monitoring processes & managing obstacles



Define ANALYSIS

What is MakeOver toolkit all about?

The MakeOver toolkit is a comprehensive approach for elevating success of work of youth organizations using adjusted expertise from NGO and business success stories.

The MakeOver transforms the way you work and the way you communicate!

Being youth organization means that you have a very important role – to inspire and bring change to young people in your community. Through creativity and innovation in learning, activism and volunteerism, you are shaping their future. New people are constantly joining youth organizations and youth work, bringing with them new ideas. This makes youth work fun, engaging and dynamic. However, at the same time youth organizations are facing a lot of challenges. How to run organizations led by young people who are volunteers? How to overcome generational changes? How to ensure that know-how is transferred between

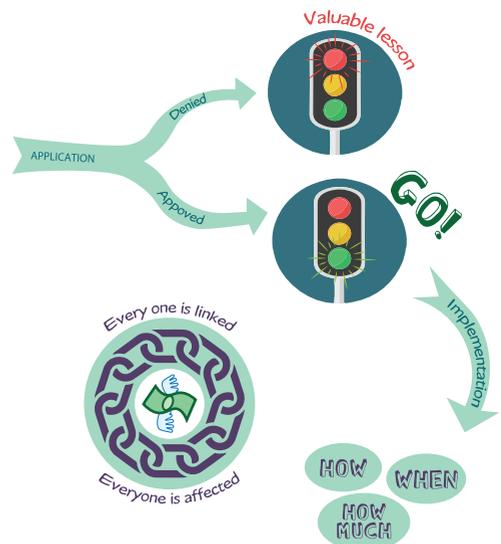
generations? How to structure work so that youth organizations can be free and professional at same time? How to make sure that despite those changes, your organization is always on the track of achieving its purpose?

This is why we have transferred this expertise and experience into a step-by-step guide for CSOs to do the MakeOver and use their full potential to succeed in their core mission. We believe that only together we can reach our goals, and help young people reach theirs. This is why we gathered to create this comprehensive approach, and we’re calling you to join and start changing youth work with us!

Great programs need great organizations behind them!

This toolkit will guide you to take a look into all organizational aspects of your CSO, step-by-step, and help you do a **MakeOver!**

www.makeover-yo.org



What is in this toolkit for your organization?

Have you ever been in a situation where you have known what was your organizational goal or mission, but the projects you were implementing would often get you “off the track” due to seeking financial sustainability?

Or that you were surrounded with a great group of talented and creative people, but you were not sure how to get the most out of them?

Maybe someone left your organization, taking with them valuable knowledge and experience that your organization now lacks?

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

The MakeOver toolkit provides you with answers to these and many more problems your organization might be facing.

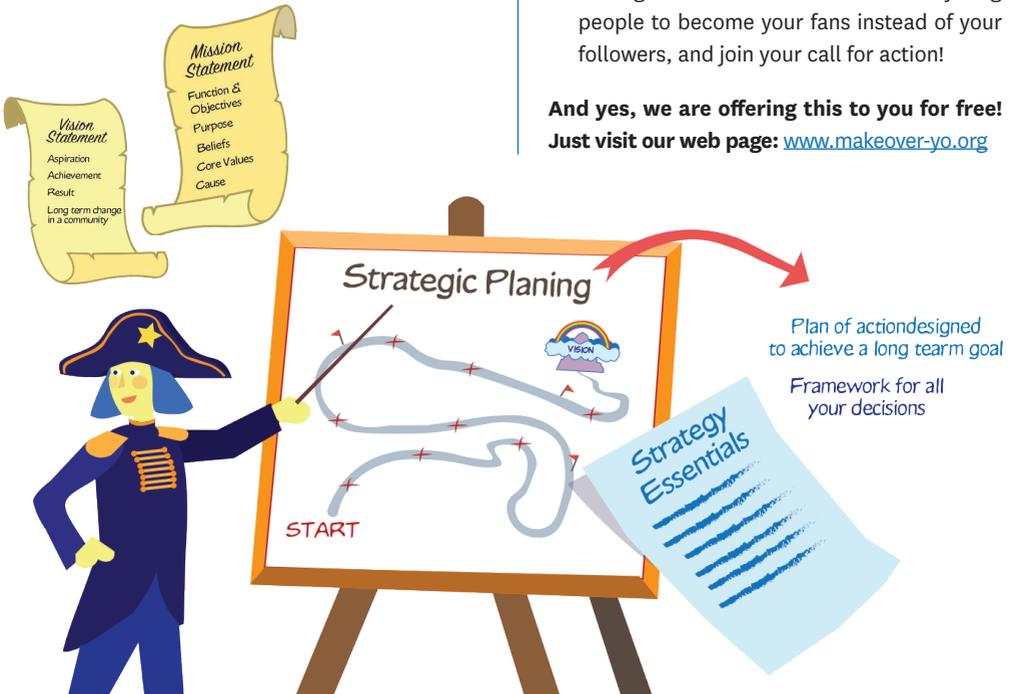
We are sure you are asking yourself:

“What exactly will I learn if I decide to read this toolkit?”

Well, let’s get straight to the point right now. You will be able to:

- Learn how to make your organization goal oriented through strategic planning;
- Get all necessary skills and support to make the best out of your team and volunteers you are managing;
- Be empowered to manage all program and structural changes with others in your team, keeping knowledge within your organization;
- Learn how to transfer your ideas into strategic projects of your organization in the most effective way;
- Learn to develop outstanding communication strategies - the ones that will motivate young people to become your fans instead of your followers, and join your call for action!

And yes, we are offering this to you for free! Just visit our web page: www.makeover-yo.org



Strategies of Youth Organizations as a tool for transforming our societies!

“A goal without a plan is just a wish”

Antoine de Saint-Exupery

Looking at this sentence through the glasses of youth NGOs, it actually says:

Despite brilliant cause of existence of our organization and our intentions to change our societies and life of young people, if we do not have a strategy of how we are going to achieve this change, we may easily get “off the track”.

In order to help youth organization reach their vision and transform our societies, we have prepared a comprehensive, yet simplified guide for making strategic plans for your organization. We took a peek into the work of those who have been successfully creating and executing strategic plans for years – business sector – and adjusted their practices to fit the needs of youth organizations.

Every organization faces questions:

1. Who are we?
2. Where is our organization now?
3. Where we would like to be in the future?
4. What do we have to do to get there?

Strategic plan helps you find answers for all of these questions. It starts from rethinking your organization, checking and improving your organizational vision, mission and values – a guiding loadstar of your future work. When your foundation is set, MakeOver helps you create a clear image of your organization’s internal capacities and external surroundings. And at the end, make sure you know “how to get there” by defining clear, inspirational and SMART goals and objectives. Those which will motivate people within your team and attract others to support your cause!

To make your own strategic plan, using knowledge, tips & tricks, tasks and examples contained in the MakeOver toolkit, you just need to search for www.makeover-yo.org



PEOPLE ARE THE ESSENCE OF SUCCESS!



Essence of organizational success are people you are managing!

If you have a team of people who share the same values as your organization, are motivated and skilled in their job and “breathe as one”, then your work environment will be a place where each team member, regardless if they are your employee or volunteer, will come with a smile on their face. Achieving this is not an easy task. However, **MakeOver** is here to support you on this way!

Allow people to reach their full potential!

You as a leader want from them to fulfil tasks you put in front of them and to develop themselves so they can take a more responsible role in the future. Be it to run the organization or some of its departments, bring some added value or open some new chapter in the work of your organization. **MakeOver** prepared the knowledge for you to find the best roles in the team for each individual, increase their productivity and job satisfaction, and become professionally fulfilled.

Very core of youth work are our volunteers!

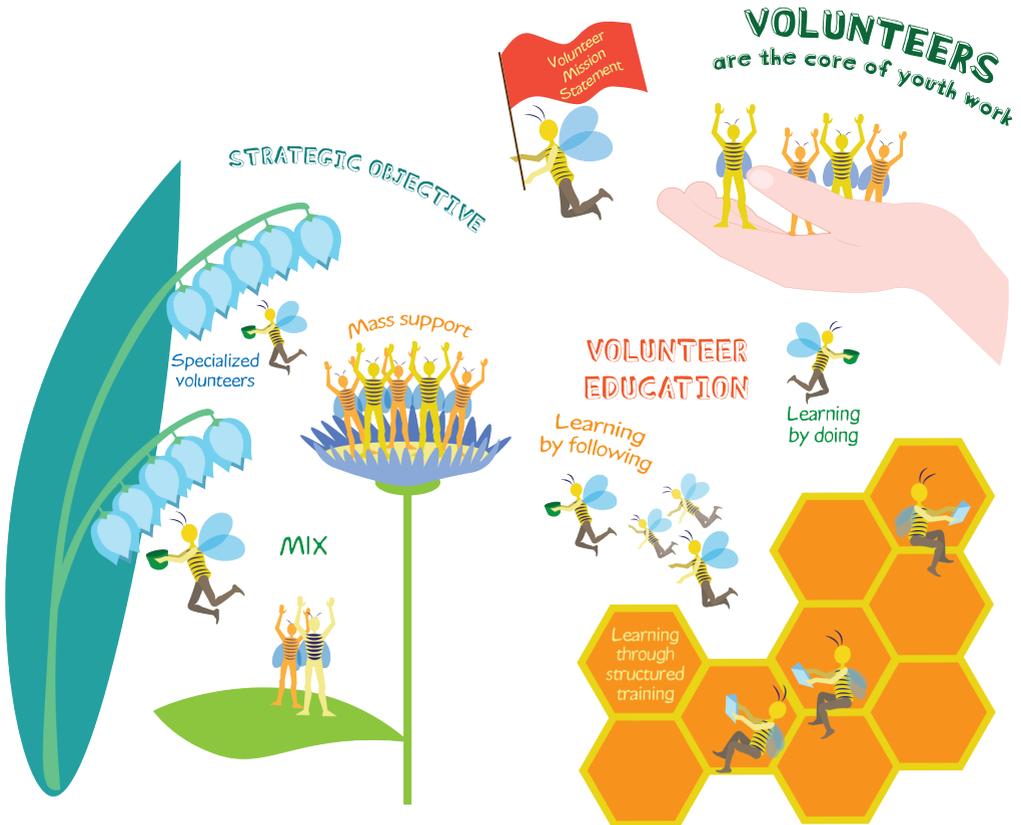
No matter what area our NGO is specialized for, we almost always have a need for support from people who believe in what we believe, in our cause, and who are ready to join us to spread energy of change further within the society. Those people are our volunteers! Managing volunteers, the unpaid staff of your organization, demands thoughtful, inspirational and strategic approach, all the way from planning and preparation of volunteering section in your organization and their recruitment process, to their everyday work management, education and training.

By visiting web page www.makeover-yo.org you will find that expertise for managing your people and volunteers is waiting for you!

CHANGE is an act of improvement!

Rapid social and technologic developments in the world brought many benefits and emerging challenges to the people. Same goes for the companies or civil society organizations. It is up to them to use those benefits and try to solve problems societies are facing. Those developments demand changes. However, it's up to you to choose whether you will A: Recognize importance of changing something within your organization and act accordingly, or B: Ignore or neglect changes and wait for them to hit you like a bus.

With **MakeOver** you will much better and faster react to demands from your final beneficiaries and target group or provide an answer to challenges they are facing.



Learn how to manage knowledge within your organization!

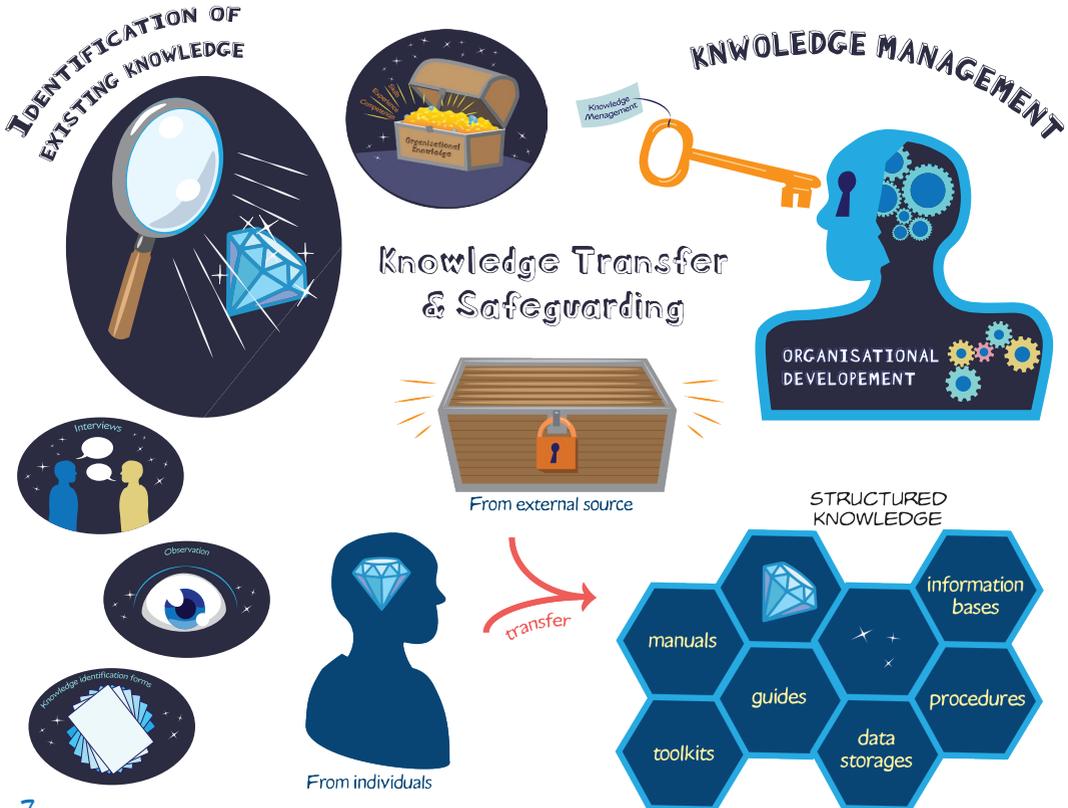
With new working trends, KNOWLEDGE MANAGEMENT has become the key ingredient of organizational development.

The world of business today is mostly driven by skills, knowledge and creative thinking coming from individuals who are improving those companies and processes, integrating them in the company's added value or competitive leverage. Furthermore, these developments started influencing management techniques or methodologies of educational processes – both formal and non-formal – having an impact even on civil society organizations and how they work. Innovative ideas, project writing skills, fundraising skills, connections or social influence, are all just some of the added values which individuals bring to the organizations.

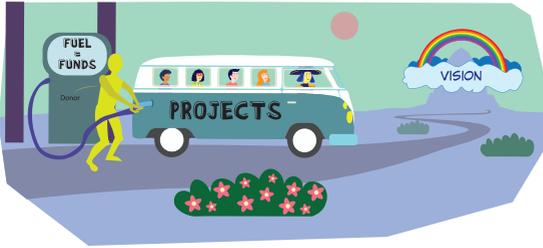
So, how to make the best use out of it for our organizations?

One can think that we only need to keep those people within our organizations. In today's emerging market of career opportunities and growing challenges, dynamics of changing work places has intensified, making this task much harder. However, even if you manage to do this, it can only help to keep the knowledge within organization, but that knowledge has much more to offer. It can be passed onto other individuals within your team or internal processes, making work and impact of the organization even better. Therefore, you need to find a best way to MANAGE KNOWLEDGE.

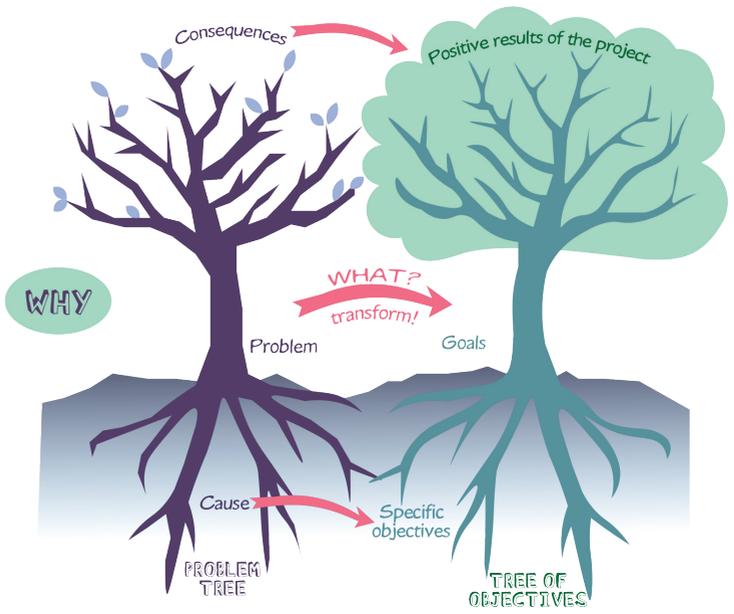
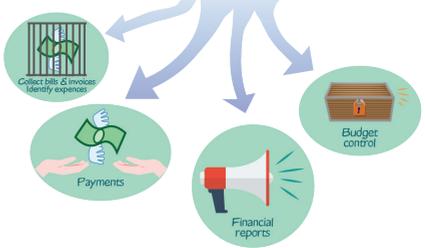
MakeOver is in your service here as well. Go to www.makeover-yo.org and check this out.



PROJECT MANAGEMENT



FINANCIAL MANAGEMENT



From ideas to realization of your projects!

Although at a first glance it may seem like project management is something completely different from running an NGO, in our world projects are the key activity in reaching the vision of our organization. It's a main tool on our path from CURRENT to DESIRED FUTURE STATE. Therefore, projects and activities we are implementing are vehicles on our road of changing our community.

But what if your vehicle runs out of fuel?

By fuel we mean funding of your ideas that should lead you toward your vision. Therefore, it is necessary to transform your ideas into successful projects that will gain support from donors. This toolkit is going to provide you with a step-by-step approach of transforming ideas into project applications, and project applications into concrete changes in your society.

With the MakeOver expertise provided, we intend to help you to never run out of fuel.

Create outstanding communication strategies that will make your work widely recognized!

MakeOver will bring you on the road of creating communication strategies that will ensure that your organizational work is widely recognized and inspire people to support you and join your call for action! Knowledge we have prepared for you, separated in a step-by-step manner, will allow you to become communication experts and develop successful communication strategy for your organization.

Learn how to shape a brand out of your organization!

Here you will go back to the cause of existence of your organization and build a unique visual identity out of it. Through tips we prepared for you, your values, mission and vision will become an integral part of your visual identity, making out of it a brand that will be known within youth ecosystem. The main purpose of the communication strategy is to support achievement of your organizational strategic goals. With the tailored methodology, your communication will be transformed into a powerful tool for awareness raising, call for action and organizational promotion.

Communicate your cause and get support from young people!

Knowing your target audience is a necessary step of successful communication strategies. Our expertise will guide you through the segmentation process, allowing you to know your target audience, their habits and needs. Going further, you will learn to tailor simple and creative messages for your target group, the ones that inspire and motivate them! A whole set of online instruments, fulfilled with our guidance is waiting for you to visualize content like a professional!

Not only will you be recognized among young people and get support from them, but also from your donors and sponsors. With External MakeOver your communication strategy will become one of your main fundraising channels!

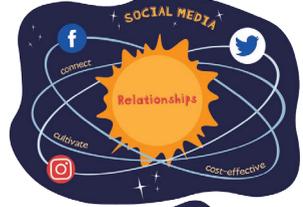
Learn more on communication strategies on our web page www.makeover-yo.org



CHANNELS OF COMMUNICATION

Traditional VS Modern

Paid Media
Owned Media
Earned Media
A.K.A.
Shared Media



WEBSITE

- Establish a good image
- Showcase your work & success stories
- Encourage Donations & Support
- Reach the group you help
- Build a Community & connect like-minded people

FACEBOOK - PAGE

- Post a variety of content
- Post content that interests your users
- Get creative with contests
- End posts with a question
- Select a monthly topic

FUNDRAISING

- Prep well.
- Do storytelling from their perspective.
- Emphasize the benefits.
- Rational & Emotional benefits
- Name your specific figure
- Keep it simple Structure
- Bulletproof with elevator pitch

CROWDFUNDING

ANALYTICS

- Social Analytics reports
- Audience Demographics & Interests
- Audience: User Explorer
- Conversions
- Conversions: Assisted Conversions
- Conversions: Top Conversion Paths
- Acquisition: Social Reports
- Benchmarking

Google Analytics

FACEBOOK GROUPS Exclusive

- Engage your audience
- Community
- Beat the Algorithm

INSTAGRAM

- Ready to use templates
- High quality posts/pages
- Run a UGC
- Mix different formats
- Support Instagram content from your niche



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