



# Project Template

## European Rotaract Information Center

Name of the project: Solidarity chocolates

Organizing club: Rotaract Evian Thonon

Contact person: Pauline Lacan

Email address: [rotaractevianthonon@gmail.com](mailto:rotaractevianthonon@gmail.com)

## **I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.**

### **1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE**

Allowing people to forget their problems and illnesses for just a moment

### **2. OPPORTUNITIES**

Already in contact with the chocolatier because he's a Rotarian, and with the paragliding club through the work of one of our members, all we had to do was find the beneficiary association.

## **II. HOW TO EXECUTE THE PROJECT**

### **1. ACTION GROUP**

Sales coordinator: the person that handles the sales (in France we use the website HelloAsso), and the orders to the chocolatier

Marketing officer and secretary: the person that handles the communication on our social media but also through the press and by email to our contacts

Relation with the beneficiary: the person that is in touch with the beneficiary and the compagny we are working with (2023 the paraglading club, 2024 the spa...)

The delivery person: We organised that all chocolates were delivered in a relay (a local shop that agreed to be a delivery relay), so it is the person that manages that every chocolate is delivered at the right place, and that informs by email that they have arrived and are ready to be collected.

### **2. DESCRIPTION OF THE PROJECT**

Chocolates are an important part of Easter, so we managed to sell them from a famous chocolatier, at the same pricee that he would at his shop, in order to help people with illness or handicap to forget their problem for a moment: give back their freedom to people in wheelchair, gice back their feminity and time for themselves to women with breast cancer.

### **3. GOALS OF THE PROJECT**

We aimed for the first year at funding at least 4 paragliding flights: we manages to fund 8! For 2024, we aimed at 700€, we got 800€!

### **4. TARGET AUDIENCE**

The target audience was the contacts we had through members of the club: our working colleagues, sport-clubs, but also local rotarians and rotaractors from all over the country.

## **5. ACTION PLAN & TIME FRAME**

3 months prior to Easter: Find a chocolatier, make a deal with him (price, dead-lines for production, maximum quantities, type of chocolate, etc.) ;

Find local shops that agree to become a relay ;

Decide on the roles within the members of your club ;

Find the beneficiary association and the company with whom you're going to organise the project.

2 months prior to Easter: start a sale (we arranged to work with pre-order to only produce the exact number of chocolate and not have any waste)

Start communication on social media, all around you (friends and family)

If possible, arrange an article on local media, send posters to local shops, etc.

1 and 1/2 week prior to Easter: Stop the pre-order ;

Place your order with the chocolatier (before or after depending on your arrangement) ;

Inform the beneficiary and the company of the total and start arranging the details for the organisation of the project (date and time)

1 week prior to Easter: Deliver the chocolates to the relay and inform by email that they are ready to be collected

On the date and time: arrange for at least one member of your club to be present to ensure everything is running smoothly and take photos if possible!

### **Brief description of each step**

1. Find the beneficiary
2. Find the chocolatier
3. Get known and sell your chocolates
4. Deliver your chocolates
5. Organise the project itself

Trick part 1: find a chocolatier that agrees to sell his chocolate at cost for you to sell them at the right price

Trick part 2: get your sale known outside of the rotary circle!!

## **6. RESOURCES**

As we sold on pre-orders we didn't need any funding. What is needed is contacts within the press to get your sale to be known outside of your circle.

All you need is a chocolatier and local shops for the delivery relays.

## **7. BUDGET**

For our deal, we sold for 2090€ and bought for 1272€. But we only pay the chocolatier at the end of the sales so we don't need to advance money

## **8. ORGANIZERS OF THE PROJECT**

Pauline Lacan : rotaractevianthonon@gmail.com / +33 7 62 55 45 48

## **9. PARTICIPANTS**

The beneficiaries every year have been included in the communication, in order for them to communicate on the project and share the pre-order link. For now we haven't included any other clubs nor organisations to our project. Maybe in the following years.

## **10. SPONSORSHIP**

N/C

## **11. MEDIA COVERAGE**

Not for now as we haven't taken the time to get in touch with the local press or influencers. But for 2025 we will try to get in touch with the press to get our project known outside of our circles, and probably pay a small campaign on social media.

## **III. RESULTS**

### **1. RESULTS AND OVERVIEW**

We've had excellent returns from the 2023 beneficiaries who have been extremely happy to be able to fly and have a sense of freedom for a moment. Our association we helped was really happy and even shared the pre-order link on their media for our 2024 campaign.

We managed to sell more than we hoped for both years, which is a real success.

The difficulty was to communicate better on the project, and not be scared in the first weeks not to see the sales go as we hope, as people usually order last minute. The other

issue with the pre-order is that people can't see the chocolate before, and can't buy them last-minute. They have to plan to buy chocolates weeks before Easter.

Finding the association that will benefit from the project is quite easy, but finding the company with which we'll work is more difficult depending on the contacts you have in your club.

## **2. ADVICES**

Be careful with the deadline with the chocolatier to make sure people will receive their chocolate on time before Easter.

Be also extremely careful with the delivery, not to break the chocolates before they reach their destination!

Make sure when people order, that you have their email address and their phone number if you need to contact them for any reason.

Try to fund something very specific and not just give money to the beneficiary, as it helps people buying if they know that you need X more chocolate to reach your goal + it's easier to communicate with a specific project.

## **3. SUSTAINABILITY**

As we only work with pre-order we can't have any unsold chocolate to go to waste. We also communicate for now only on social media so no paper waste, and finally we work with a local chocolatier, so the project is very locally sourced (the delivery really are also local small shops).