



# Project Template

## European Rotaract Information Center

Name of the project: Strong together (RO: Puternici împreună)

Organizing club: Rotaract Club Timisoara

Contact person: Stancu Denisa

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

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

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

We wanted this project to be a sign of awareness in our community, to make people see and understand the problems that victims of this kind of violence are facing.

We also wanted to show to the victims that the community is here for them and that we care about them.

### **2. OPPORTUNITIES**

We had the opportunity to collaborate with the local authorities (the local social services) on this project. They helped us in finding the victims and they facilitated the process of giving them the donations that we collected.

Also we had the opportunity to collaborate with a local coffee shop, an educational center and an online shop, all of them facilitated the donation/collecting process.

We noticed that the community was happy that this opportunity occurred and that they could donate things for people in need.

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

### **1. ACTION GROUP**

Project coordinator: oversees the entire project

Logistics coordinator: manages the physical organization of the project (buys boxes for donation; regularly checks on the donation locations; manages the distribution of the donations). Should be 2-3 people.

Marketing officer: updates social media and keeps in touch with the collaborators

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

It consisted of 2 main parts:

1. the campaign to collect personal hygiene products;
2. the awareness online campaign that took place on our social media networks (instagram and facebook).

The campaign in which we collected personal hygiene products was a real success, the local community has been mobilized in an exemplary way and thus we managed to help a number of 114 people aged between 9 months to 75 years, located in 4 different Care Centers.

These people received personal hygiene products such as: liquid soap, shampoo, deodorant, shower gel, absorbents/tampons, toothbrush and toothpaste, disinfectant, clothes detergent, pampers and various hygiene products for baby care and also

seasonal clothes and shoes.

Also, through the online campaign, we managed to make the public aware of useful information for stopping violence such as: contact details of specialized centers in our city that are helping fighting against this problem, phone apps that can be used by victims of violence, studies on cases of violence.

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

1. To help people in need (our donations reached 114 persons aged between 9 months - 75 years)
2. Create awareness in the local community (we reached 5k accounts on our social media platforms and also the local press published articles about our project)

### **4. TARGET AUDIENCE**

The target group of the project were the victims that suffered from domestic violence and abuse in the family and had to leave their homes from this specific reason. They benefited from the help we provided with personal hygiene products, clothes and shoes which they may not otherwise have had the ability to buy for themselves.

Also, for a center which shelters young mothers , we provided a special course about sexual education and hygiene which they found very helpful.

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

4-8 weeks before:

- Identify the event's goal
- Build a team and assign the roles
- identify possible collaborators
- establish the timeline of the project

2-3 weeks before:

- confirm the collaborations
- confirm the locations in which the items will be collected
- start promoting the project on social media
- buy the needed stuff such as cardboard boxes, bags, etc.
- print flyers and posters and put them in public places

During the project:

- regularly check on the locations where you are collecting the items to see if you need to move the collected items in a deposit
- promote the project on social media and to family and friends

1 week after:

- sort out the collected items and put them on categories
- create the donation boxes/bags containing every type of item
- establish the day and time for when you will deliver the items to the targeted group

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

- Identify the event's goal
- Build a team and assign the roles
- identify possible collaborators (local coffee shops, restaurants, libraries, etc)
- establish the timeline of the project (when does it start, how long the donation period will be, when will you deliver the items)
- confirm the collaborations
- confirm the locations in which the items will be collected
- start promoting the project on social media (instagram, facebook)
- buy the needed stuff such as cardboard boxes, bags, etc.
- print flyers and posters and put them in public places
- regularly check on the locations where you are collecting the items to see if you need to move the collected items in a deposit (you can give them a phone call or visit the place)
- promote the project on social media and to family and friends
- establish the day and time for when you will deliver the items to the targeted group
- sort out the collected items and put them on categories (this can take a few hours if you collected a lot of items; better to be more persons for this task)
- create the donation boxes/bags containing every type of item
- put the boxes/bags in your cars (we transferred them with our personal cars)
- deliver the items

### **6. RESOURCES**

- cardboard boxes for collecting the donations
- cars to transport the stuff (we used our personal cars)
- flyers and posters (only if you find it helpful, it can be done just with the online promo)

### **7. BUDGET**

100€

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

Stancu Denisa (project coordinator)  
denisa.stancu@rotaract.ro  
clubrotaract.timisoara@gmail.com

## **9. PARTICIPANTS**

No

## **10. SPONSORSHIP**

An online shop and they gave us some hygiene products such as shampoo, shower gel and soap.

## **11. MEDIA COVERAGE**

[https://www.ziuadevest.ro/puternici-impreduna-rotaract-club-timisoara-in-sprijnul-victimelor-violentei-in-familie-si-al-celor-fara-adapost/?amp=1#origin=https%3A%2F%2Fwww.google.com%2F&cap=swipe,education&webview=1&dialog=1&viewport=natural&visibilityState=prerender&prerenderSize=1&viewerUrl=https%3A%2F%2Fwww.google.com%2Famp%2Fs%2Fwww-ziuadevest-ro.cdn.ampproject.org%2Fc%2Fs%2Fwww.ziuadevest.ro%2Fputernici-impreduna-rotaract-club-timisoara-in-sprijnul-victimelor-violentei-in-familie-si-al-celor-fara-adapost%3Fusqp=mq331AQIUAKwASCAAgM%25253D&amp\\_kit=1](https://www.ziuadevest.ro/puternici-impreduna-rotaract-club-timisoara-in-sprijnul-victimelor-violentei-in-familie-si-al-celor-fara-adapost/?amp=1#origin=https%3A%2F%2Fwww.google.com%2F&cap=swipe,education&webview=1&dialog=1&viewport=natural&visibilityState=prerender&prerenderSize=1&viewerUrl=https%3A%2F%2Fwww.google.com%2Famp%2Fs%2Fwww-ziuadevest-ro.cdn.ampproject.org%2Fc%2Fs%2Fwww.ziuadevest.ro%2Fputernici-impreduna-rotaract-club-timisoara-in-sprijnul-victimelor-violentei-in-familie-si-al-celor-fara-adapost%3Fusqp=mq331AQIUAKwASCAAgM%25253D&amp_kit=1)

<https://www.instagram.com/reel/Czjju5qLliZ/?igsh=MXAyczF3MzQ1NnpnbQ==>

## **III. RESULTS**

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

We managed to give hygiene products to 114 persons aged between 9 months - 75 years located in 4 different Care Centers.

We did not face major difficulties.

We did well with the online promo and I think that is what encouraged the community to donate stuff.

### **2. ADVICES**

- I'd advise them to give special attention to the online promo of the project. Also to talk to their families and friends (this can be a great source of getting donations).
- To be well organized when it comes to sorting the received items.

### **3. SUSTAINABILITY**

The project was sustainable because we also collected second-hand clothing items which were in a very good condition and quality.