

Starata News

Communications

In August we mailed issue 18 of our magazine “Axion Logou” to our supporters. In this issue we launched the HungerFREE campaign, pushed Sre Ambel, our new community in Cambodia and introduced our partnership with Periklis Iakovakis, Track and field European Gold champion in 400m hurdles. We are now in a preparation phase for issue 19, scheduled to be released in late November.

We also made some preparatory work for the FR project “Face to Face” and created a poster so as to attract candidates.

Media

1 TV interview by Alexandra Mitsotaki, AAH Chair and AAH staff was given to the national satellite channel ‘Ert world’ broadcasting both nationally and internationally. We also 27 AA mentions in the Press and several more in the web.

National Crisis

On August 24th extensive fires took place in different parts of Greece leaving 68 dead people and destroying thousands of acres of forests and hundreds of households. One third of the Peloponnese was completely destroyed and the people whose only income was the production oil will need years to recover from the disaster. AAH though not being able to help in terms of fundraising or sending an emergencies team, followed the steps below.

- Co-signed a letter of the Greek Platform to the authorities giving the availability of the NGOs members of the Platform and Uploaded it on our website. We explained that AA doesn't work in Greece but offered the national account created by the State to help the areas affected.
- We send out a message of solidarity through the “Open Schools” action in cooperation with DevEd.
- For the members of staff who decided to go and help voluntarily the days were not counted as annual leave
- Contacted the AAI emergencies team and sent another letter to the authorities offering the international organisation's consulting expertise.

Branding

We have already started applying our new branding to all our new materials. We estimate that all communications, along with our website which we are currently reviewing, will be redesigned and completely aligned by March 2008 the latest.

Axion Logou issue 18



Face to Face poster



Fundraising

Launch of new advertising campaign

In July we launched our new advertising campaign for the promotion of Child Sponsorship. The campaign consists of three new TVCs and three print insertions. The new campaign promotes the long term aspect of our developmental work. It is also our first effort to promote and slightly integrate a rights based approach in a child sponsorship communication. To support the new campaign and create synergies, we re-designed all Child Sponsorship materials. The new inquiry and welcome packs use the same artistic approach as the TVC with strong ethnic elements. The new TVCs were on air from mid July until the end of August and brought approximately 1200 new and potential CS links. The next program will be on air in December.

TVC: On Food rights



New Child Sponsorship leaflet



Vinyls' bazaar

The prominent French music, technology, bookstore "Fnac" organized a full day old vinyl's bazaar in the context of the "Week of Music" in June. Revenues were donated to support ActionAid.

Vinyls' Bazaar



ActionAid water project in Kenya supported by Zagori water brand is in progress

The partnership with the number one in S/M water brand, Zagori, continues with great success. The project in Kenya has very good progress aiming to ensure early next year Usigu's community access to clean and safe water. Ongoing communication (both direct and indirect) as well as ActionAid's continuous on product presence keeps promoting our work. A new TV commercial is under development.

Zagori Water Packaging



Policy & Campaigns

Special Edition e-newsletter



HungerFREE Campaign

ActionAid Hellas launched the HungerFREE campaign in the summer through our supporters' magazine "Axion Logou" and through our website. We also sent out a press note to selected media contacts, which had some response.

Although we did not have a campaigning team, we translated the official campaign website and asked our supporters to act for the right to Food. We uploaded a banner on our home page asking people to take action, and managed to get 100 paper plates signed. In early September, we sent out a special edition e-newsletter to approximately 7.500 supporters and media contacts and received some publicity.

Development Education Department

"Open Schools" Activity

On September the 10th, opening day for the Greek schools, we started distributing to central bookstores, posters and week planners. Pupils and parents these days visit bookstores to buy essentials for the new school year. We aimed at welcoming pupils to their schools and exploiting the opportunity to raise awareness of the serious global educational crisis with 80 million children still not having access to education. We also linked the activity to the recent fires and national crisis, adding the message "Solidity to all affected areas", in an attempt to sensitize the public for emergencies all around the world that affect the right to education. On the poster we used messages: "Schools just opened. Why 80 million children around the world cannot go to school? Think globally, act locally!" The project is in the framework of our cooperation with the General Secretariat for Youth.

"Open Schools" Week Planner



"Open Schools" Poster





IT

We liaised with a specialized provider "Fulfill" in a very important project aiming to upgrade and "clean up" our GSS database. We also took part in the "Pareto Data Analysis" project, which provides insight into our current fundraising program and delivers information that allow us to make informed decisions about our current and future strategies.

The Pareto Data Analysis on our donor base comprises 7 analysis areas focusing on performance measures for the key donor behaviours and giving trends of acquisition, retention, reactivation, upgrade & downgrade, attrition, giving by regency, frequency & value and lifetime value. Each area of analysis delivers trends and benchmarks for our program. By monitoring and assessing these we can set goals, identify areas for improvement and develop informed strategies for future activities. Since June 2002 when we started using GSS there was no budget and no clear functionality to develop and ask for a Technical specification and an appropriate User Manual. The GSS functionality has been developed to cover our needs and the Technical specification is ready. It is so vital to have a Technical spec because it explains how GSS and its functionality works and it explains how we have developed GSS from scratch. An IT training analysis has been conducted and gathered offers from potential providers. We decided to proceed and start the training week in October. Also, Skype piloting in 5 PCs in order to check security issues.

Governance

The second General Assembly took place on the September 12th. The main focus of the agenda was the approval of the 3year plan, the proposal of the new Governance structure of AA and the recent national crisis.

HR/OD

On September 17th a new director for AAH was recruited. Gerasimos Kouvaras lead successfully the Greek branch of Amnesty International for the past 3 years and his experience in the NGO sector is expected to contribute greatly to our organization. We are also currently investigating for a Communications intern.

Events, Meetings & Conferences

ActionAid in the 6th Volunteers' Day Event: ActionAid participated for the 6th consecutive year in the Volunteers' Day held on 29/9 and organized by the Volunteerism Movement. 51 more NGOs participated, aiming to promote the idea of volunteerism. It was a very successful event attended by 4.000 people while it also received extensive publicity via magazines, websites, radio spots in 40 radio stations all over Greece, TV interviews in prominent TV stations.

Mama Africa Art Festival: In our attempt to reach out to youth audiences, promote our new branding and raise awareness, we decided to participate in the Mama Africa Art festival, a six day event focused on the culture and music of Africa. It was initially scheduled for August 26th, but it was transferred to October 6th due to the recent fire tragedies.

Summer School: Chrisoula Stamatoukou, Deved officer, participated in Development Education Summer School, Slovakia (26th June till 3rd July) "Achieving the MDGs: The Role of Development Education".

Feedback



We are looking forward to your ideas! Any comment, suggestion or recommendation that you think may improve our interaction with you is not only welcome but also requested. Please send your feedback to: vasiliki.markolefa@actionaid.org

Credits: Liba Taylor/ActionAid Bangladesh, Barry Lewis/Corbis/ ActionAid