

WELL-KNOWN



DO PARTICIPANTS KNOW YOUR INITIATIVE WELL ENOUGH TO FIND THEIR WAY TO IT?

GOOD EXAMPLES

Partners can offer a stepping stone to promote your social-sportive activities. For instance, when initiators visit a nearby secondary school, they talk about their activities in the classroom.

Conversely, social-sportive initiatives can help raise awareness about the offerings of other sectors. For example, a social-sportive initiator may provide participants with information about higher education in the city. The facilitator helps them choose a school or field of study.

EXAMPLES OF BARRIERS

Local initiatives often lack awareness of each other's activities, even when operating in the same neighbourhood. Consequently, participants may not always find their way to the most suitable initiative.

Some initiatives deliberately don't publicise their activities to everyone. They are afraid of attracting participants they can't properly support, such as participants who need special care.

THINK ABOUT THESE QUESTIONS.

How can you better promote your activities to different target groups?

- Which distribution channels can you use for this? Think of flyers, social media, doorto-door...
- · Which partners need to better understand your initiative? Why?
- How can you better understand the activities of your partners? How can you use this information within your own operations?
- How can you guide/refer participants to the offer that best matches their needs, desires, and expectations?

WRITE YOUR ANSWERS AND IDEAS HERE.

