

YEE SHORT-TERM STRATEGIES 2014 - 2015

- 1. Impact on environment**
- 2. Representation in external affairs**
- 3. Communication**
- 4. Financial management**
- 5. Publications, website & social media**

1. Impact on environment

To reduce the negative impact on the environment

- To update the Project Policy document.
- To make at least 90% of the projects follow these strategies and YEE policies (by promoting them, communicating them, reminding organisers and evaluating the projects).
- To provide/pay only for vegetarian food during YEE projects/meetings.
- To evaluate each project according to its ecological footprint (by a questionnaire which has to be filled in by the organisers within two weeks after the activity finishes).
- To develop a certain Environmental Management System for the office of YEE.

2. Representation in external affairs

To improve the representation of YEE in external relations

- To find active people among YEE member organisations and to involve them in the Pool of Representatives trying to have at least one person per each country where YEE has members, to represent YEE in the external events.
- To have a representative of YEE at least at one external event organized by each organisation YEE is a member of (European Youth Forum, UNEP, European Environmental Bureau, Taiga Rescue Center).
- To find at least three external partners for the business year 2014-2015 and encourage them to become members of YEE.
- To find at least one big external network and try to become their member. If that is not possible, try to follow their activities by participating in their events and sharing information with our MOs.

3. Communication

To improve communication

a) To improve Board's internal communication

- To have at least twelve virtual board meetings during the business year.
- To include an action plan table (stating tasks, deadlines and responsible person) at the end of all minutes from Board Meetings.

b) To improve Board - Secretariat communication

- To organise a personal virtual meeting between each Board Member and the Secretariat to exchange questions, comments and expectations and clearly define the role of each Board Member. The meeting should take place within the first month of their mandate. The Chairperson and the Secretary General should be present in each meeting.
- To create a document with guidelines for the new Board and update it every year with ongoing issues. This document should be created by Board and Secretariat.
- To use collaborative calendar (Google Calendar) to inform about Board Members' availability.

c) To improve Board/Secretariat - Member Organisations communication

- To update the internal database of Member Organisations.
- To find an active contact person for each Member Organisation and add his/her details in the internal database.
- To create a standardized internal database to reflect the results of the questionnaires to MOs. This document should provide an overview of the communication, needs and level of involvement of each member organisation throughout time.
- Create an online profile of MOs on YEE's website containing: target group, main activities, mission, contact details and other observations of the MO. This profile should be updated every year.

d) To improve communication among Member Organisations

- To present YEE e-Newsletter in each YEE project in order to promote it as a tool of communication and exchange between Member Organisations.
- To send at least one reminder per year to the Member Organisations explaining the different ways they can communicate among each other through YEE.

4. Financial Management

To ensure financial stability of YEE

a) To diversify sources of income and funds

- To fund or co-fund at least one project with support of a different funder than the Council of Europe and the European Commission.
- Create a list of at least 5 organisations to contact for donations.
- To create a promotion strategy for the “Donation button”.

b) To provide “green” funding

- To discuss with the Executive Board the acceptance of financial support from private funders and only approve it when their principles are compatible with the ones of YEE.
- Create a draft of fundraising policy for YEE.

c) Donations in kind and sponsorship

- Contact at least one local bio-shop or eco-friendly business and ask for donations in kind or discounts for each local event.
- Make use of “Volunteer time recognition” of the European Youth Foundation in the projects organised by YEE.

d) To set participants’ fees for YEE projects

- To set participants’ fees up to 30 EUR for at least one training course.

e) To research for opportunities to decrease bank charges and other transaction costs of YEE.

5. Publications, website & social media

To make YEE more visible towards Member Organisations, public and media

a) Improve YEE publications

- To involve Member Organisations in the creation of content of the e-Newsletter:
 - To send a call for articles two times before the publication of each issue.
 - To research on MOs’ activities and write at least two personal e-mails asking for articles about concrete activities for each issue.
 - To include at least two news from MOs in each issue.

- To create an editorial team for the e-Newsletter and publications by April 2015. The team shall consist of proofreaders and graphic designers.
- To spread further the publications:
 - To increase the number of subscribers to the e-Newsletter to 700 subscribers by June 2015.
 - To publish at least one article and/or post in YEE's website and social media about each new publication.
 - To make at least five Member Organisations upload YEE publications to their websites.
 - To send each new booklet to at least five institutions or organisations linked with the topic.
- To make e-Newsletters and publications more attractive by adding at least one video or info-graphic in each issue.

b) Promote YEE website

Continue bringing people to YEE website through:

- Social media: Place at least two posts per month with a link to interesting articles or sections on the YEE website.
- Update the internal document stating which MOs' website have YEE banner and website link. Send at least two reminders to MOs to add YEE banner and website link to their websites.
- Send each issue of the e-Newsletter to at least one other organisation to have our articles published in their newsletter.

c) Promote YEE through social media

- Update YEE Social Media Strategy by June 2015.
- Get 2500 likes on YEE's Facebook page by June 2015.
- Get 50 followers in YEE's Twitter account by June 2015.
- Publish at least two posts per month in YEE's Twitter account.
- Create an internal document with the data of our Member Organisations in social media (database of MO's Facebook pages and Twitter accounts) and follow them by June 2015.

Successful implementation of the Short-term strategy document

The board shall choose one person who will take on responsibility for implementation of each part of the strategy and to delegate tasks in order to achieve the goals of the short term strategies mentioned above.