

Wellhooody
Wellbeing in Diverse Youth Communities

CONNECTOR CLUB

The Network Guide



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Introduction and Background

Post Covid, the need for strong, inclusive, diverse and resilient communities has never been greater nor has the health and wellbeing of Europe's citizens.

Youth coming from both migrant and native communities face challenges and consequences of COVID pandemic, which have additionally burdened their social connections and alienated them from their communities.

The WELLHOODY Erasmus+ project is working to enable and ensure the inclusion of all young people in society. It creates a unique, engaging, modern, and participatory method, using in-person & online networking as a basis for embedding youth in wellbeing-focused entities in diverse youth communities.

This Network Guide is made for young people, youth workers and organisations.

The aim of the clubs is to recruit young people, from native communities and migrant backgrounds and those who work in education, social work and welfare and policy, to create inclusive environments that foster equity and equality, and that are responsive to the needs of the wider community, building youth participation, social ties and thus the wellbeing. The clubs will give a place to work together and share experiences, learn about life's important issues and how to deal with challenges affecting youth, and act together for common improvements

The manual will lead you step by step to the creation of a **WELLHOODY Connector Club** with a clear purpose and goals, a diverse membership, a clear structure, engaging activities, sustainable funding, strong partnerships, and effective monitoring and evaluation.

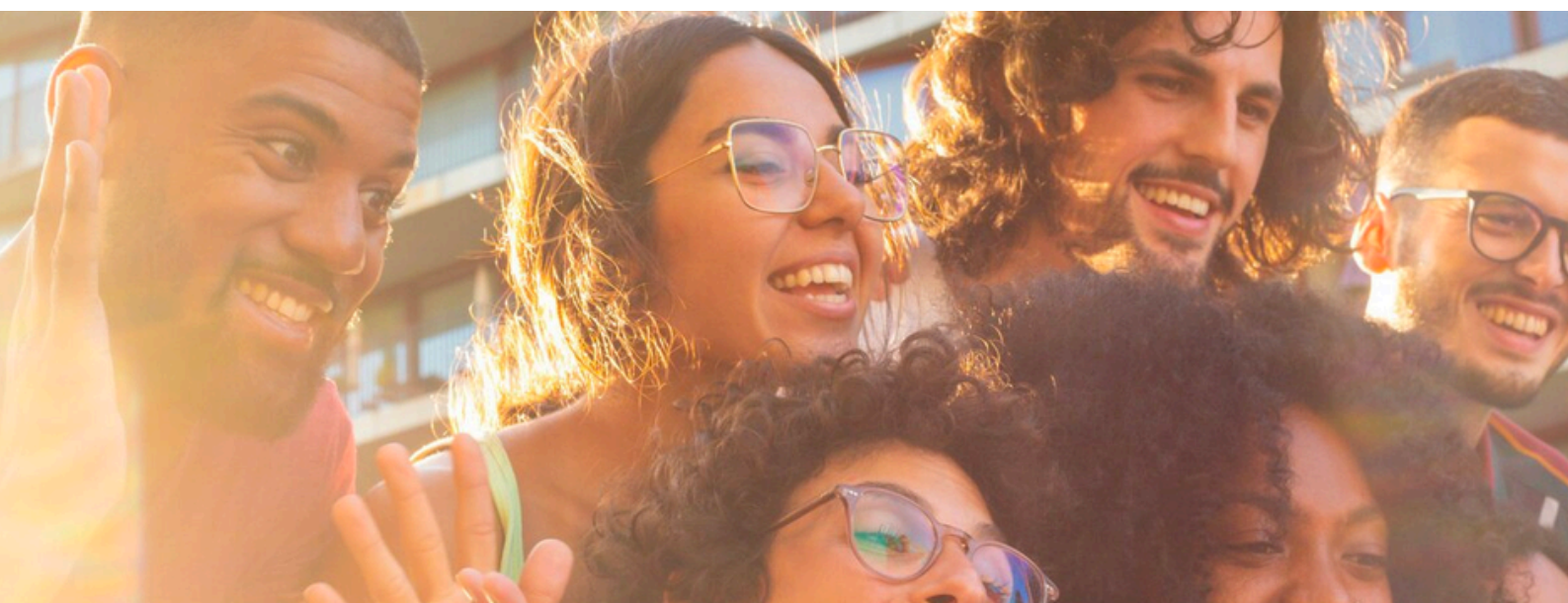
What is Youth club and connector club

A youth club is a community-based organization or group that **brings together young individuals with shared interests, providing them with a space for social interaction, recreation, and personal development.**

The purpose of a youth club often includes fostering a sense of community, promoting positive social engagement, and offering opportunities for skill development and learning.

Networking among youngsters within a youth club allows for the exchange of ideas, experiences, and resources, creating a supportive environment for personal growth and collaborative initiatives. Youth clubs can serve as a platform for building friendships, exploring interests, and contributing to the overall well-being and empowerment of young people.

Enjoy!



Development of a **connector club**

a.

Create a general action planning

Here are some steps for action planning to create the WELLHOODY Connector Club:

1) Before creating the club, it is important to define the purpose and goals of the club. This will help to ensure that the club is created with a clear vision and mission. The purpose of the WELLHOODY Connector Club is to foster **equity and equality**, support diversity and intercultural understanding, and promote wellbeing and healthy lifestyles among young people.

2) Identify the target audience: the club is designed for young people, including those from migrant and native communities, who face challenges that have burdened their social connections and alienated them from their communities.

3) Develop a recruitment strategy: to ensure that the club has a diverse participation, a recruitment strategy should be developed. This may involve reaching out to schools, community organisations, and social workers to identify potential members. Social media and online networks can also be used to promote the club and attract new members.

4) Establish the club's structure with a set of rules and guidelines that will ensure that it operates effectively and efficiently. This may include establishing a board of directors, creating committees, and defining roles and responsibilities.

5) Plan club activities that will engage its members and promote its purpose and goals. These activities may include workshops on life skills, community service projects, sports and recreational activities, wellbeing activities, and social events.

6) Secure funding to ensure the sustainability of the club. This may involve seeking grants from foundations, reaching out to local businesses for sponsorship, and organising fundraising events.

7) Establish partnerships with local organisations, businesses, and government agencies to provide additional resources and support for the club. These partnerships may include collaborations on community service projects, sharing resources, and leveraging each other's networks to promote the club.

8) Monitor and evaluate the club's progress to ensure that it is meeting its goals and objectives. This may involve conducting surveys and focus groups with members, tracking attendance and participation rates, and analysing the impact of the club on the wellbeing of its members and the wider community.



Everyone is treated the same way regardless of needs or individual differences



Everyone is provided with what they need to succeed.

Development of a connector club

b. The objectives

This document is a comprehensive Network Guide to create Youth Connector Clubs, creating opportunities for youth to discover and express their abilities and skills by empowering them in their decision making, and ensure that the participation of young people in learning is facilitated in an efficient, engaging, participatory way.

This Network Guide will also serve as a blueprint for youth educators & community activists to form further Connector Clubs, inspire wellbeing learning, with the most potential for transferability and impact.

There are different objectives depending on who is reading this guide:

S

SPECIFIC

Plan effectively with specific targets in mind.

G

M

MEASUREABLE

Track your progress and reevaluate along the way.

O

A

ATTAINABLE

Set realistic goals that are challenging but achievable.

A

R

RELEVANT

Ensure the goal serves a relevant purpose.

L

T

TIMELY

Specify a deadline, monitor progress and reevaluate.

S

There are different objectives depending on who is reading this guide:

DIVERSE YOUTH

The Connector Clubs will cultivate a supportive, safe environment where members can gain confidence in new life skills: civic participation, future planning, socializing, communication, self—care, mindfulness, increased level of meaningful digital participation and socialization.

YOUTH WORKERS

More assured responsiveness to diversity, more active participation in society.

YOUTH EDUCATORS

Will get firsthand knowledge of understanding the target groups, their wellbeing needs and objectives, intercultural communication. Strategies and techniques that enable effective skills development in collaborative learning approaches. New ways of facilitating peer-to-peer interaction.

● **The STRUCTURES & ORGANISATION** – Cooperation, networking (including network creation and strategies) and peer-learning activities.

● **SOCIETY** in general will benefit from great cohesion of youth communities, from knowledgeable members & inclusive communities.

The STRUCTURES & ORGANISATION

Cooperation, networking (including network creation and strategies) and peer-learning activities.

The SOCIETY

In general will benefit from the great cohesion of youth communities, from knowledgeable members & inclusive communities.

It is also important to identify and create the specific objectives of your youth Club and check some information before you start it.

Objectives are what you plan to achieve by the end of your project. This might include deliverables and assets, or more intangible objectives like increasing productivity or motivation. Your objectives should be attainable, time-bound, specific goals you can measure at the end of your project.

Project objectives are a critical element of **project management**—without them, you don't have a concise way to communicate your goals before and during the project, nor do you have a measurable way to evaluate your success after the project ends.

If you're just getting started with project objectives, here's how they differ from other project management elements:

How to write an effective project objective, with examples
(resource available in several languages)

Project objectives:
What exactly do you want to change?

Setting SMART goals

10
Minutes

By creating SMART goals, you can make your aspirations more focused, achievable and rewarding.

SPECIFIC (S):

Be specific about what you want to achieve.

Write your answer here.

MEASURABLE (M):

Set measurable criteria to track your progress.

Write your answer here.

ACHIEVABLE (A):

Ensure that your goal is realistic and within reach.

Write your answer here.

RELEVANT (R):

Make sure your goal aligns with your interests and overall objectives.

Write your answer here.

TIME-BOUND (T):

Set a specific timeframe for achieving your goal.

Write your answer here.

Development of a connector club

c. The target group(s)

Target groups are individuals or groups (families, teams, organisations) that generally live in a geographically circumscribed area (thus, in cities, individual municipal or rural districts).

The WELLHOODY project and guide targets the youth communities on an intercultural basis, bringing together diverse young people, with the help of youth educators, to overcome the threats to wellbeing, (lack of socialisation opportunities, social ties, lack of participation etc) by allowing them to work together on bridging these circumstances and creating action plans towards wellbeing.

In general, the clubs should target young people from diverse communities, including youth from immigrant backgrounds (new communities' members, migrants, refugees, expats), and marginalised youth with all of their diversity in any aspect (race, ethnicity, religion, gender, age, sexual orientation, abilities, etc.) and youth from native communities.

The club will:

- Prompt all young people to be active citizens and play their part in building an inclusive society where everyone is welcome and can participate.
- Grow in confidence and wellbeing and improve the inclusion and wellbeing of the young people who engage with the project.
- Fast-forward the inclusion of youth into diverse neighbourhoods.



The clubs can also indirectly target youth workers and educators (youth organisations, NGO's, local authorities, formal and non-formal youth educators, public bodies, community groups), as it will empower them to take responsibility for the diverse wellbeing needs of the diverse young people in their community and provide them with tools that will help them to manage their wellbeing, practice inclusion, understand diversity, boost their active citizenship and participation, create opportunities for quality social interactions.

The clubs will also indirectly reach policy stakeholders thanks to dissemination and inform and improve integration and inclusion policies, approaches and community work.

In general, when building up your clubs, you should define and describe your target group as precisely as possible.

The trick here is to avoid creating a target-group definition so broad that it becomes difficult to create a narrowly targeted project. At the same time, the group must not be so tightly drawn that the description hardly applies to anyone.

The following questions will help you in describing the target group:

- Who are the members of the target group? How old are they?
- What geographic area do they come from (a particular city neighbourhood, a rural district)?
- What is their social situation, family status, and/or education status? Do they have a migration background?
- What is their financial situation? What problems are the target group facing? What are the group's potential and strengths?

Descriptions of the existing situation and needs often emphasise target groups' problems and deficits. This is an obvious way forward, as most such projects are aimed at alleviating hardship. However, it is equally important to consider positive aspects.

Therefore, you should ask:

- What **development opportunities** does the target group have?
- What **strengths, talents and resources** do its members possess?
- What are target-group members' **wishes and hopes**?

In the target group description, it is useful to distinguish between direct and indirect target groups.

- The direct target group includes the individuals you want to target in an unmediated way with your project activities, and among whom you want to achieve an effect. There may be subgroups within direct target groups, which requires further differentiation within your offering.
- The indirect target group includes persons in the general environment of the direct target group. They often contribute to the project's success within the direct target group. Because they play an important intermediary role, indirect target groups should always be considered.

READ MORE: <https://www.social-impact-navigator.org>



Development of a connector club

d. How to find an organisation to work with

Launch Plan for WELLHOODY Connector Club:

To help you recruit the members and sustain your club, you should work hand in hand with a local youth organisation, community organisation, school, etc.

For that, you need to:

1) Identify target audience (youth from diverse backgrounds) and local organisations with similar objectives.

2) Advertise through social media, community websites, and posters.

Before contacting groups and organisations, prepare a document on your connectors clubs project, outline the role of the clubs, and also provide details of expected commitment, details on location, duration and time frame for clubs meetings.

Provide some compelling reasons why these groups and organisations may want to be involved.

In order to engage members, reach out to existing groups in your area, use local notes in papers, newsletters, community radio, place an advert in local networking groups, reach out to youth organisations and ask them to share the information amongst their groups.

3) Host information sessions to provide details about the club and answer any questions potential members may have.

4) Set a deadline for membership applications and review them to ensure a diverse group of members.

Development of a connector club

e.

How to involve youngsters in the creation of the clubs?

Involving young people in the creation of the clubs can be a great way to ensure that they feel ownership and investment in the project.

Here are a few ways to involve them:

- 1) Organise focus groups** or consultations with young people to get their input on what they would like to see in the clubs. Ask them what activities they would like to participate in, what types of resources and support they need, and what they hope to achieve through their involvement.
- 2) Recruit a group of youth ambassadors** to act as representatives of the project and help to promote it within their communities. These young people can also provide feedback and suggestions on the development of the clubs.
- 3) Involve young people** in the actual design and creation of the clubs. This can involve everything from choosing the name and logo to designing the space and organising the activities.
- 4) Use social media platforms** to engage with young people and gather their input. Create a social media campaign that encourages young people to share their ideas and opinions about the clubs.
- 5) Consider offering incentives to young people** who participate in the development of the clubs. This could include things like gift cards, free memberships, or other rewards that are meaningful to them.

You can use this template for free, and add your contact details and registration information to invite young people into your WELLHOODY CLUB.
[CLICK HERE](#) to adapt the visual

WELLHOODY

LET'S JOIN WELLHOODY CLUB!

WHAT YOU CAN GET:

- Meaningful Connections
- Inspiring Events
- Mentorship Opportunities
- Empowerment and Growth

Join us and get into a network of like-minded individuals who are passionate about wellbeing, support, and diversity



Launch the connector club and first meeting

a.

Plan the first Club meeting

Action plans are helpful because they give a framework for thinking about how to complete a project efficiently.

The plan helps to finish activities in a sensible order and ensure critical steps aren't missed.

Action plans can be beneficial for the following reasons:

- To lead credibility to your club and show members of the community the club is purposeful and intends to accomplish meaningful goals.
- To ensure details aren't overlooked.
- To identify and plan for opportunities and barriers to success.
- For efficiency: to save time, energy, and resources in the long run.
- For accountability: to increase the chances that people will do what needs to be done.
- For sustainability: to ensure there is a record of the effort so that it may continue or happen again

Here is an example of a very simplified action plan for your club meeting:

● **3 months before launch:** Start recruitment process and reach out to potential sponsors/partners for funding.

● **2 months before launch:**

- Confirm the venue that is accessible and accommodating to all members
- Finalise the agenda for the first meeting, including introductions, icebreakers, and a discussion of the club's goals and expectations. Allocate time for group brainstorming and idea sharing to encourage engagement and participation.

● **1 month before launch:** Review membership applications and select members, finalize budget and allocate resources.

● **1 week before launch:** Send out reminders to members and promote the club through social media and other platforms.

● **Launch day:**

- Host the first meeting and officially launch the WELLHOODY Connector Club.
- Provide snacks or refreshments to create a welcoming atmosphere.
- Assign tasks and roles to members to promote leadership and accountability.

Once you begin, monitor the action plan to ensure each activity/action step is occurring as planned.

Monitoring your plan is critical to keep your project on track to meet your goals.



There are many digital tools available that can support the creation and management of a youth club.

Here are a few examples:

1. **Slack:** a communication platform that allows you to easily message individuals and groups, share files, and collaborate on projects.
2. **Trello:** a project management tool that allows you to create boards, lists, and cards to organise tasks and assign them to team members.
3. **Google Drive:** a cloud storage platform that allows you to store and share documents, spreadsheets, presentations, and other files with others.
4. **Zoom:** a video conferencing platform that allows you to host virtual meetings and events.
5. **Canva:** a graphic design platform that allows you to create visually appealing posters, flyers, and social media graphics.
6. **SurveyMonkey:** an online survey tool that allows you to create and distribute surveys to gather feedback from members.
7. **Eventbrite:** an event management platform that allows you to create and promote events, manage registrations, and sell tickets.
8. **Asana:** a project management tool that allows you to create tasks, assign them to team members, and track progress.
9. **Hootsuite:** a social media management tool that allows you to schedule posts, track engagement, and monitor mentions.
10. **Buffer:** another social media management tool that allows you to schedule posts and track engagement on multiple social media platforms.

These tools can help you streamline communication, organise tasks and events, and create engaging content for your members.

READ MORE:

[Action planning guide \(Youth prevention resource centre\)](#)



Launch the connector club and first meeting

b. Schedule and length

Activities of the Connectors Clubs can be broadly divided into programmes directly benefiting the youths towards their individual development and programmes benefiting the community.

The clubs' participants themselves shall be involved in the drafting of the programme, meaning that everyone of them will be unique. See examples of activities in "animate the connectors clubs"

When planning the agenda, strike a balance between achieving key tasks at meetings, and ensuring to keep the attention of the members, try to limit the duration of your meetings to 90 minutes maximum and build in tea/coffee breaks and time for networking.

Here's an example of a clear schedule for the first meeting of the connector club:

1) Introductions and icebreaker activity (10 minutes)

- Welcome everyone to the meeting and allow each member to introduce themselves
- Conduct a quick icebreaker activity to help members get to know each other better

2) Overview of the club's purpose and goals (10 minutes)

- Provide a brief explanation of the club's purpose and goals
- Emphasise the importance of creating a safe and inclusive environment for all members

3) Discussion of potential activities and projects (20 minutes)

- Brainstorm potential activities and projects that the club could work on
- Encourage members to share their ideas and suggestions

4) Formation of subcommittees (10 minutes)

- Divide members into subcommittees based on their interests and skills
- Assign a leader to each subcommittee

5) Next steps and follow-up (10 minutes)

- Summarise the main points discussed in the meeting
- Assign action items to each subcommittee and set deadlines
- Schedule the date and time for the next meeting

6) Closing (5 minutes)

- Thank everyone for their participation
- Encourage members to continue to stay engaged and involved in the club's activities

Note: The length of each section can be adjusted based on the specific needs and goals of the club.



Launch the connector club and first meeting

C.

Budget planning

Budget planning for the connector clubs will be an important aspect of launching and sustaining the clubs.

Here are some more details on budget planning:

- 1) Identify sources of funding for the club.** This may include grants, donations, sponsorships, or fundraising activities.
- 2) Set a budget plan that outlines the expected expenses and revenue for the club.** The budget should include expenses for resources such as meeting space, materials, equipment, transportation, and any other costs that may be incurred.
- 3) Allocate resources in the budget plan to ensure that the club has the necessary resources to function effectively.** This may include funding for club activities, events, and outreach efforts.
- 4) Monitor spending regularly to ensure that the club is operating within the allocated budget.** This will help to identify any areas where expenses are exceeding the budget and allow for adjustments to be made as needed.
- 5) Explore opportunities for additional funding throughout the life of the club.** This may include applying for grants or seeking out new sponsors or donors.

6) Develop a contingency plan in case of unexpected expenses or revenue shortfalls. This plan should outline steps that can be taken to address financial challenges that may arise.

7) Keep accurate financial records to ensure that all expenses and revenue are accounted for. This will help to provide transparency and accountability, and ensure that the club remains financially sustainable over time.

The potential costs of the clubs can vary depending on several factors such as location, number of members, activities, and resources needed.

Some potential costs to consider include:

1) Venue: the cost of renting or using a space for the club meetings.

2) Supplies and equipment: the cost of purchasing supplies and equipment such as stationery, laptops, projectors, sound system, etc.

3) Transportation: the cost of transportation for members to and from the club meetings or events.

4) Staffing: the cost of hiring or training staff to assist with the club's activities.

5) Insurance: the cost of obtaining insurance coverage for the club's activities and events.

6) Marketing and promotion: the cost of promoting the club to potential members and partners.

7) Training and development: the cost of providing training and development opportunities for the club's members and leaders

It's important to create a detailed budget plan that outlines all potential costs and identifies potential sources of funding such as grants, donations, or partnerships. The budget plan should also include contingency funds to cover unexpected costs or emergencies. Regular monitoring of the budget and adjusting it as needed can help ensure the success and sustainability of the club.



Launch the connector club and first meeting

d. Logistical resources and needs

The venue and materials needed for the clubs will depend on the specific activities and goals of each club, but here are some potential items to consider:

1) Venue: depending on the size of the club, a meeting room or community centre may be needed to hold regular meetings. It is important to ensure that the venue is accessible, inclusive, and safe for all members.

2) Technology: as the clubs are aimed at engaging youth in wellbeing-focused activities, it may be helpful to have access to technology, such as laptops or tablets, to facilitate digital participation and socialisation. This may include having a reliable internet connection and appropriate software or apps.

3) Supplies: depending on the activities planned, supplies such as arts and crafts materials, games, and educational resources may be needed. These should be chosen with diversity and inclusion in mind, ensuring that all members can fully participate.

Youth groups have historically met in community-orientated places such as church halls or local sports centres, but you should be proactive in researching other venues which may work.

It is very important that you organise a space which is focused towards young people.

If the youths feel uncomfortable in the venue, then they may stop coming. If possible, try to include your prospective attendees in the process of decorating the venue, so that they have a sense of ownership and inclusion from the beginning.

However, with venues at a premium in many areas, you may wish to consider sharing a space with another club, in which case you may not have as much freedom to make the venue your own. Finally, you need to consider all the youth in your area, which means ensuring that the venue is accessible for those with limited mobility.

The following checklist will provide guidance on sourcing the most suitable venue for an in-person learning centre meeting.

- Who needs to attend?
- How often will you meet?
- Is it possible to find a central venue?
- Is the venue accessible?
- How long will your meeting last?
- Is public transport available to the venue?
- If there are no existing transport links, could you link in with the rural transport provider to establish a service for your group?
- Are there community car or community bus options available for your members to hire?

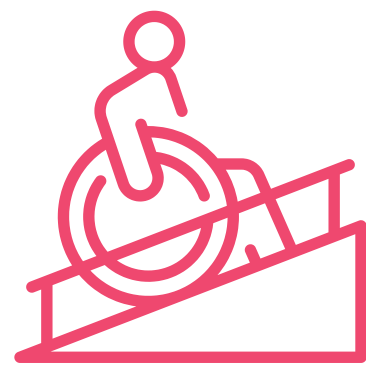


- Will you always use the same central location, or rotate the venue? Will this have transport and childcare considerations?
- Is there a cost associated with use of the venue? Will you need to charge a membership fee to cover these costs if this is your ideal venue?
- Can you avail of free venues from community groups, development agencies, local authorities, Public Participation Networks
- Is it possible to use the kitchen to make tea/coffee?
- Has the venue space for breakout sessions and small group work?
- Is there the potential for onsite childcare facilities?

Once you have a list of the different members who should attend, consider where it suits to meet.

The local authority or community groups, or local development companies will be happy to help you with a venue, and often this could be free of charge. Consider public transport options and connections that might service your audience, often there would be discounted or free travel for older people and people with disabilities, this may be provided by the state. You could also consider community transport providers who offer reduced rates for the provision of transport.

It is really important to consider the physical accessibility of your venue, this is for people with disabilities and older people with impairments, it will ensure maximum inclusion, community groups and local development companies are also conscious of this need and are likely to have fully accessible offices.



Launch the connector club and first meeting

e.

Data protection information for the publishing the pictures and the videos of participants

When publishing pictures and videos of participants, it is important to respect their privacy and comply with data protection regulations.

Here are some key points to keep in mind:

- 1) Before taking pictures or videos of participants, **obtain their consent in writing**. This consent should specify how the images will be used, and who will have access to them.
- 2) When storing or sharing images and videos, ensure that appropriate security measures are in place to prevent unauthorized access or disclosure.
- 3) If possible, **avoid publishing images and videos that identify individuals by name**. Instead, use anonymous identifiers such as participant numbers or initials.
- 4) **Inform participants about how their images will be used**, who will have access to them, and how they can request that their images be removed or deleted.
- 5) Ensure that you comply with any relevant data protection laws, such as the General Data Protection Regulation (GDPR) in the EU.



How to be a **good** animator/facilitator

a.

The role of the facilitator/leaders and skills needed

The facilitator is responsible for managing meetings, keeping conversations on track, and ensuring each member's voice is heard.

A good facilitator will manage the flow of the discussion. The facilitator guides the dialogue and endeavours to ensure maximum input from participants and keep them on track.

By recognizing the unique and valuable contributions of each member, an effective facilitator increases the collective value of the entire community.

For the very beginning of forming the club it is necessary that you identify young people who might be the club's leaders. It is certainly desirable to identify several young people at the beginning who might be the club leaders, then talk with them and explain to them what responsibilities they should take. Only after the talks and the consent of young people can one or more leaders be selected.

Group roles

FACILITATOR

The facilitator takes an encouraging role, asking questions and keeping them on track.



REPORTER

The reporter is the spokesperson for the group, reporting on progress and findings.

TIME KEEPER

The time-keeper keeps track of the time and ensures all group members are on task.

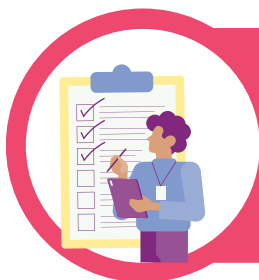


RECORDER

The recorder scribes and annotates, making notes and drawing diagrams.

MANAGER

The manager takes a leadership role, organizing materials and resources.



CHECKER

The checker asks questions, ensuring everyone understands the goal and all information.

For this reason, when identifying the leader, pay attention to the following:

- The facilitator is a good organiser
- The facilitator value people, their opinions and ideas, is tolerant (understands others and accepts the opinion of peers although he/she may not always agree with the same),
- The facilitator shall be young and have influence on their peers and they will be perceived positively by the group
- The facilitator is a mediator, a good communicator and think quickly and logically
- The facilitator has a developed sense of humour and knows how to improvise
- The facilitator is ready to take responsibility, ready to help
- The facilitator is able to lead the discussion and provide useful contributions to the discussion
- The facilitator does not rule the group; he leads the group.

What is the role of the facilitator?

The role of the facilitator/leader in a youth connector club is crucial for **creating a safe and inclusive environment** that fosters learning, participation, and wellbeing.

Here are some key responsibilities and skills needed for the facilitator/leader:

● Planning and implementing activities.

The facilitator needs to plan and implement activities that are relevant, meaningful, and enjoyable for the members, and that align with the goals and objectives of the club.

This requires organisational skills, creativity, and a deep understanding of the learning and wellbeing needs of diverse youth.

Most of all, he/she should rely on the group's agenda, needs and wishes. A great facilitator never sways the outcome by sharing their preferences or perspectives.

He/she should prepare in advance to be effective and take into consideration the "who, what, why, and where" of your meeting to help you figure out the "how." He/she is the one that plans and distributes the agenda and ensures to stay on-time and on-task.

● Establishing a positive and inclusive atmosphere.

The facilitator needs to create an environment that is welcoming, supportive, and safe for all members, regardless of their background, gender, ethnicity, or beliefs.

This requires strong communication and interpersonal skills, as well as a deep understanding of the challenges and needs of diverse youth. He/she works with members to develop, apply and improve ground rules, which will support participants to establish appropriate ways to interact with each other during the meeting.

He/she is responsive to group dynamics through the entire process and pay attention to:

- Who's speaking and for how long
- Who's not speaking
- Body language
- Inflection and tone of voice
- Reactions from group members
- Personal agendas (as opposed to the group agenda)
- Judgmental comments, or feedback that is given unskillfully

He/she intentionally works to include the voices of all the members of the group, offering opportunities and/or different structures to support quieter, thoughtful, or dissenting voices to participate.

He/she celebrates group successes!



●Engaging and motivating members.

The facilitator needs to **motivate and engage** members to participate actively in learning, socializing, and decision-making activities.

This requires creativity, flexibility, and a deep understanding of the interests and preferences of the members. He/she states the objectives at the beginning of the event and ensures that the group understands what needs to be accomplished by the end of the meeting.

●Managing conflicts and challenges

The facilitator needs to manage conflicts and challenges that may arise among members, and ensure that they are resolved in a constructive and respectful manner. This requires strong communication, problem-solving, and conflict resolution skills, as well as a deep understanding of the cultural and social norms of diverse youth.

Difficult behaviour is often unintentional or occurs as the result of an emotionally charged situation. He/she might be dealing with inattentive members who are engaging in side-bar conversations or indiscreetly looking at their phones, or disrespectful behaviour.

In order to focus coop with conflicts or challenges, the facilitator can: use gentle and appropriate humor for redirection, restate the ground rules, have a plan B and know what to do when problems inevitably arise.

He/she should resist taking matters personally. Groups or individuals sometimes vent their frustration, anger and fears on the facilitators. A good facilitator always remains neutral

MANAGEMENT

CONFLICT



S

STOP

Pause, take a deep breath and calm down before addressing the conflict.

O

OBSERVE

Objectively observe and identify the cause of the conflict by understanding the perspective of all sides.

A

ASSESS

Brainstorm possible solutions to resolve the conflict.

R

RESPOND

Review and decide on the appropriate way to move forward, considering fairness and effectiveness.



● Building partnerships and networks.

The facilitator can also help to build partnerships and networks with other youth organisations, local authorities, and relevant stakeholders, to ensure that the club has access to resources, funding, and opportunities for learning and growth.

This requires networking, communication, and advocacy skills, as well as a deep understanding of the local context and the needs of diverse youth.

In summary, the facilitator/leader plays a critical role in creating a safe, inclusive, and engaging environment for the members of the youth connector club. To be effective, they need to have a wide range of skills, including communication, interpersonal, organisational, problem-solving, conflict resolution, networking, and advocacy skills, as well as a deep understanding of the needs and challenges of diverse youth.

How to be a good animator/facilitator

b.

Intercultural communication 1.0.1

Intercultural communication is the process of exchanging information, ideas, and beliefs between individuals from different cultural backgrounds.

It involves understanding and respecting the differences in cultural norms, values, beliefs, and behaviours that shape the way people communicate. Intercultural communication essentially means communication across different cultural boundaries. When two or more people with different cultural backgrounds interact and communicate with each other or one another, we can say that intercultural communication is taking place.

Effective intercultural communication requires individuals to be aware of their own cultural biases and to have a willingness to learn about and understand the perspectives of others. It also involves developing skills in active listening, asking questions, and expressing oneself clearly and respectfully.

Intercultural communication is important for the Wellhoody Connector Clubs for several reasons.

First, the clubs bring together people from different cultural backgrounds who may have different ways of communicating and interacting with each other. Understanding these differences and being able to communicate effectively with people from diverse backgrounds can help to build trust, reduce misunderstandings, and foster positive relationships.

Second, effective intercultural communication is important for promoting inclusivity and diversity within the clubs. By understanding and valuing different cultural perspectives, the clubs can create a welcoming environment that is respectful of everyone's backgrounds and experiences. This can help to attract a more diverse group of members and create a stronger sense of community within the clubs.

Third, intercultural communication can help the clubs to navigate challenges that may arise due to cultural differences. For example, different cultural norms around punctuality or communication styles may lead to misunderstandings or conflict. By understanding and respecting these differences, the clubs can work to find solutions that are respectful of everyone's needs and preferences.

Overall, effective intercultural communication is essential for building strong, inclusive communities that celebrate diversity and promote understanding across cultures.

For the Wellhoody Connector Clubs, it can help to create a welcoming and supportive environment that is inclusive of people from all backgrounds.

To effectively engage in intercultural communication in the clubs, here are some important things to know and learn:

1) Cultural awareness: you should have a good understanding of your own culture and the culture of the people you will be communicating with. This includes knowledge of values, beliefs, attitudes, and behaviours that shape the cultural identity of each group.

2) Communication skills: you need to be able to effectively communicate your thoughts and ideas, while also being able to listen actively to others. This includes being aware of nonverbal cues, such as body language and facial expressions, which can differ across cultures.

3) Flexibility and adaptability: be open to adapting your communication style to better fit the cultural norms of the people you are communicating with. This may include adjusting your tone, language, and behaviour.

4) Patience and respect: intercultural communication can sometimes be challenging and may require patience and respect when dealing with cultural differences. It's important to avoid making assumptions or stereotypes, and to approach communication with an open and curious mindset.

5) Cultural sensitivity: being culturally sensitive means being aware of potential differences in values, beliefs, and behaviours, and approaching communication with empathy and respect for cultural diversity

READ MORE:

[What is intercultural communication?](#)

[Intercultural communication resource pack](#)



How to be a good animator/facilitator

C.

Create an inclusive environment

Creating an inclusive environment is crucial for any group or organisation that seeks to foster diversity and promote equity.

Here are some steps that can be taken to create an inclusive environment:

- 1) Establish a code of conduct that outlines the expectations for behaviour within the group or organisation. It should include guidelines for respectful communication, non-discriminatory behaviour, and conflict resolution.
- 2) Foster open communication among members and provide opportunities for all voices to be heard. This can be achieved through regular meetings, feedback sessions, and other forms of communication.
- 3) Provide opportunities for personal and professional development of new skills and knowledge that can help them grow personally and professionally. This can include training sessions, workshops, and mentoring programs.
- 4) Celebrate diversity within the group. This can be done through cultural events, diversity fairs, and other activities that promote cultural exchange.
- 5) Address biases and stereotypes that exist within the group or organisation. This can be done through education, training, and awareness-raising activities.

6) Take a proactive approach to inclusion: make inclusion a priority from the start by including diverse perspectives in the planning and decision-making processes.

7) Continuously evaluate the group or organisation's efforts to create an inclusive environment and make improvements where necessary. This can be done through regular feedback and assessments.

By taking these steps, a group or organisation can create an inclusive environment that values diversity and promotes equity.



How to be a good animator/facilitator

d.

Form a group and get all participants onboard

The facilitator should create a group of young people.

Depending on the size and capacity the club should count between 12 and 20 members. **Also, a club should have a name and its own graphic identity.**

To form a group and get all participants onboard, you can follow these steps:

- 1) Reach out to potential participants** from diverse backgrounds, cultures, and experiences. You can use social media, online groups, or community centres to connect with them.
- 2) Clearly communicate the purpose and goals of the group to the potential participants.** Ensure that they understand the benefits of joining the group and how their participation will contribute to achieving the group's objectives.
- 3) As previously written establish clear ground rules that promote inclusivity and respect for diversity.** Encourage participants to share their experiences, opinions, and perspectives without fear of judgement or discrimination. Ensure that everyone understands and agrees to follow the rules. E.g.: Respect for others, availability (no phone calls, emails or other disturbances), etc.
- 4) Create a safe and welcoming space for all participants.** Ensure that the environment is free from any form of discrimination, harassment, or bias. Encourage participants to respect each other's differences and work towards building a cohesive group.

5) Provide support to participants who may need it. Offer assistance with language barriers, cultural differences, or any other challenges they may face. Ensure that the group is accessible to everyone and that all participants feel valued and included.

6) Foster a sense of community by organising activities that promote inclusivity and cultural exchange. Encourage participants to share their cultures, traditions, and experiences with each other. Celebrate diversity and build a strong sense of belonging within the group.

In order to understand what is going on with the club, we need to first understand the different stages through which a group is going.

FORMING

At the beginning of the group forming, we have young people who are probably for the first time in that group, and many questions go through their head. Why am I here? What will happen next? Who are these other people in the group? What will happen to this group?

During this stage the leader should actively take on the role to prepare a plan of activities and to provide a clear structure to the group. The leader should encourage members to present themselves, their expectations for the clubs, and should work to eliminate their concerns and fears by providing a positive experience to the group.



REBELLION

The group starts working together. Members of the group are now freer to express their opinions, which can be significantly different from those of other members of the group. At this stage, there is a need to clarify the relationship between group members, decision-making and aspects of the leadership.

Members of the group will more often express their dissatisfaction with the work of the group, will criticize the behaviour of other members, and the facilitator can find him/herself between two fires in the situations of being criticized by members of the group.

At this stage it is very important that the facilitator pays attention to what is happening in the group and to help members to identify what keeps them all together. The leader should discuss with the group about his/ her role and how the group sees what the leader should do in the future.

NORMING

Communication between members is enhanced and everybody communicates more openly. The confidence of the group is growing. Sometimes it will happen that certain ideas for some activities simply disappear, because members of the group are more focused on relationships within the group and the friendship to which most of the focus is placed.

The facilitator at this stage has more options.

-The facilitator can withdraw into a shadow and let the group be. Members of the group enjoy being together, so one of the leaders' options is not to intervene.

-He/she can join the group and experience the process of building self-confidence of the group by him/herself.

*He/she can improve the process of building a group's self-confidence by offering working methods that enhance self-confidence among members.

No matter which option he/she chooses, the facilitator should monitor the group and take care of the safety of members. Ideas sometimes grow very high and it is possible that members get into dangerous situations or get out of the frame of what the club's mission is. **The leader should intervene from time to time and direct the group to the right path.**

EFFECT

The group/club at the same time is involved in smaller and larger activities. If there are any problems, the group is collectively seeking a solution. Each member of the group finds his place in the group. Members understand that each of them has a unique set of skills that are mutually complemented at the group level. The group communicates fluently, personal and group interests are equally important.

The facilitator is now in the role of a group advisor. He/she creates a space for reflection, gives feedback, helps to resolve conflict situations, and gives the group advice on how to achieve common goals.

THE FINAL STAGE

There are many reasons why the group comes to an end. Members are interested in other activities, and their group/club level is no longer a priority. Maybe for some of them the club no longer has the same meaning.

The disintegration of the group is emotionally difficult because it leads to a sense of sadness among members.

The leader in these circumstances should create conditions in which the group has the opportunity to look at everything that has been achieved. Together with the group the leader should emphasise the obvious: the group as such does not function as before and the time has come to introduce some changes. The leader should work on bringing new members into the group and thus creating a new group that will now go through all the previous stages. It is desirable that a few members of the old group/club remain part of the new group and, with their previous experience and skills, encourage new members.

Animate the connector clubs

a. The first meeting

It is really important to set the scene at the first meeting, for the venue to be warm and welcoming, be that online or in person. It is also critical where possible to honour timings and to give some time to networking and relationship building.

Notifications and agendas should be circulated at least one week in advance of the first and subsequent meetings.

Meeting notifications should include:

- The venue
- The platform, link and password if is online
- The time of the meeting
- The expected duration of the meeting
- The proposed agenda
- Any related documents for reading
- Instructions on any preparatory work required ahead of the meeting

Here are some tips for animating the first meeting of the connector club

1) Icebreakers: Start with some icebreakers to get everyone comfortable and familiar with each other. It can be a simple game, a quiz or any activity that will help to break the ice and get everyone talking.

Identify if there are any gaps in membership, and who else should be invited to attend.

2) Introductions: Give everyone a chance to introduce themselves and share a little bit about who they are and what they hope to gain from being a part of the club. Agree on initial roles, chairperson, secretary and the role and responsibility of the facilitator.

3) Club goals and objectives: Discuss the goals and objectives of the club, what it hopes to achieve, and how members can contribute to these goals.

4) Team building: Develop team building activities that help the members to get to know each other better, foster trust, and promote collaboration.

5) Brainstorming sessions: Hold brainstorming sessions to come up with ideas for club activities and projects. Encourage everyone to share their ideas and opinions, and help to guide the discussion towards practical and achievable goals.



On the basis of financial resource support or technical support to organise an activity, the programmes of a Youth Club can be classified into:

- Programmes directly leading to individual development, e.g. capacity building activities, vocational training and guidance, life skill education and training, health and wellbeing activities, sports activities, art and cultural activities, other informal activities, board games, etc.

- Programmes leading to community development, e.g. environmental activities, support to local communities activities, organisation of local event, etc.

6) Action planning: Develop an action plan for the upcoming weeks and months. Determine who will be responsible for each task, and set deadlines for completion.

Agree on how the members will communicate with each other outside of meetings.

Agree timeframe for sending out minutes and notification of meetings.

Compile a robust contact list. Secure appropriate consents for data collection, and taking and using of photos in line with EU GDPR.

7) Feedback and evaluation: At the end of the meeting, ask for feedback and evaluate the meeting as a whole. Determine what went well and what can be improved upon for future meetings.

Remember to create a positive, supportive, and inclusive environment that encourages everyone to participate and contribute.

Keep the conversation flowing and be open to new ideas and perspectives.

Animate the connector clubs

b.

Theoretical content : PR1 and PR2

Your club activities can partly be theoretical, depending on what the group has decided.

The Wellhoodly partnership has built a training programme on how to teach youth about their wellbeing, in a way that it's based on diversity.

This content can be used during the club meetings and is available here.

Here is some proposed theoretical content for the club meetings on general wellbeing of young people:

1) Mental health and stress management: this topic can cover the basics of mental health, including understanding stress, anxiety, depression, and how to manage them. The content can also include various stress management techniques such as mindfulness, meditation, exercise, and healthy coping strategies.

2) Healthy lifestyles and habits: this topic can cover the importance of healthy habits such as regular exercise, proper nutrition, getting enough sleep, and avoiding harmful substances like drugs and alcohol. The content can also discuss the benefits of healthy habits on mental and physical well being.

3) Positive psychology and self-improvement: this topic can cover the principles of positive psychology and how to apply them in daily life. The content can also include techniques for self-improvement such as goal setting, gratitude, self-reflection, and positive self-talk.

4) Relationships and social skills: this topic can cover the importance of healthy relationships and social skills in maintaining mental wellbeing. The content can include communication skills, conflict resolution, empathy, and healthy boundaries.

5) Personal development and career planning: this topic can cover the importance of personal development and career planning in achieving long-term wellbeing. The content can include self-assessment, goal setting, identifying personal strengths and weaknesses, and exploring career options.

Diversity is an important aspect of wellbeing, as it allows for a variety of perspectives and experiences to be shared and celebrated.

Here are some ideas for including a part on diversity in the club meetings:

- 1) Start each meeting by acknowledging the different backgrounds and experiences of the participants. Encourage them to share something about their culture or community.
- 2) Take some time to discuss common stereotypes and assumptions about different cultures. Encourage participants to share their experiences with stereotypes and how they have challenged them.
- 3) Encourage participants to practise empathy and understanding towards different cultures and backgrounds. This can be done through activities like role-playing or sharing personal stories.
- 4) Discuss how diversity can benefit individuals and communities. This can include ideas like learning from different perspectives, increased creativity and innovation, and a sense of community belonging.
- 5) Discuss issues of social justice and how they relate to diversity. This can include topics like racism, sexism, and homophobia. Encourage participants to reflect on how they can be allies for marginalised communities.

Animate the connector clubs

C.

Practical content

Practical content is also very important to create an inclusive and respectful environment where everyone is involved, and where diversity can foster wellbeing among young people and their community.

Here are some ideas for practical content that can be incorporated into the connector club meetings:

- 1) Organise a board game night** where participants can bring their favourite games and play with each other. This can be a fun way to encourage socializing and teamwork.
- 2) Plan activities that promote sustainability and eco-friendliness**, such as cleaning up a local park, planting trees or flowers, or organising a recycling drive.
- 3) Participating in local community service projects** such as volunteering at a food bank can help young people feel more connected to their community and promote a sense of purpose and responsibility.
- 4) Encourage participants to engage in physical and outdoor activities** like sports, dance classes, hiking, camping, or rock climbing. This can help promote physical health and wellness, teamwork, and resilience.
- 5) Offer sessions on mindfulness, meditation or yoga** which can promote stress reduction, relaxation, and emotional regulation.
- 6) Offer workshops or classes on various forms of art**, such as painting, drawing, pottery or creative writing. This can help foster creativity and provide an outlet for emotional expression and stress relief.

7) Organise cultural events that celebrate different cultures and promote cultural diversity, such as food festivals or cultural fairs.

8) Career development workshops - Invite professionals, coaches and mentors to speak to the group about topics such as goal-setting, time management, or career planning, share their stories, experiences, and talents. This can help participants develop valuable life skills and gain guidance and support.

9) Create small peer support groups within the club where members can provide support and encouragement to each other on specific issues such as mental health, academic challenges, or social issues.

10) Offer skill-building workshops on practical skills such as budgeting, time management, or public speaking, which can help young people become more self-sufficient and confident.

11) Provide technology training sessions on computer and internet skills, coding and digital literacy, which can improve employability and promote innovation.

12) Schedule time for group discussions on various topics such as mental health, healthy relationships, or personal growth. This can help foster a sense of community and encourage open communication and understanding.

Overall, incorporating a mix of fun and educational activities can help create an engaging and dynamic program for the connector club meetings.



Animate the connector clubs

d.

Ideas of animation tools: icebreakers, teambuilding and energizers

Here are some ideas for animation tools:

ICEBREAKERS:

- **Two Truths and a Lie:** participants introduce themselves by saying three statements about themselves, two of which are true and one is false. The group then has to guess which statement is the lie.
- **Would You Rather:** the facilitator poses a question with two options, and participants have to choose which option they prefer and explain why.
- **Personal Trivia:** participants share something unique or interesting about themselves that others in the group may not know.

TEAMBUILDING:

- **Human Knot:** participants stand in a circle and grab hands with two people across from them. The group then has to untangle themselves without letting go of each other's hands.
- **Marshmallow Challenge:** participants work in teams to build the tallest structure possible using only uncooked spaghetti, tape, and a marshmallow.
- **Blind Drawing:** participants are paired up and sit back to back. One person describes an object, while the other person tries to draw it without seeing it.

ENERGIZERS:

- **Dance Party:** put on some upbeat music and encourage participants to get up and dance or move around.
- **Mindful Minute:** lead a brief guided meditation or breathing exercise to help participants relax and refocus.
- **Telephone Pictionary:** participants sit in a circle and whisper a phrase or sentence to the person next to them. The next person then draws a picture based on the phrase, and the next person has to guess what the picture represents.

These are just a few examples, but there are many more creative and engaging icebreakers, teambuilding activities, and energizers out there!



Animate the connector clubs

d.

Digital tools to support you

Focused and mixed methods of engagement may be necessary for online meetings, the following may be useful tools.

GENIALLY

Genially is an interactive visual communication tool which can be used to create presentations, interactive images, infographics, quizzes and more.

KAHOOT

“Kahoots” are multiple-choice quizzes that can be accessed via a web browser or the Kahoot app. Kahoot! can be used to review learners’ knowledge for formative assessment or as a break from traditional classroom activities.

NEARPOD

Nearpod helps make any lesson interactive whether in the classroom or virtual. The facilitator can create interactive presentations that can contain Quiz’s, Polls, Videos, Collaborate Boards, and more.

TIKTOK

TikTok is a popular social network that can be used to create short educational videos on particular topics. #LearnOnTikTok features a range of educational videos which were created in order to help facilitate learning during the COVID-19 lockdowns. Average users, most of them aged between 14-30 spend about 52 minutes per day on TikTok, making it a great tool to potentially reach younger adult learners.

- Zoom or other video conferencing platforms for virtual meetings.
- Google Drive or Dropbox for file sharing and collaboration.
- Miro or Google Jamboard for collaborative brainstorming and idea generation
- Kahoot or Quizlet for interactive quizzes and games
- Canva or Adobe Spark for graphic design and visual aids
- Trello or Asana for project management and task tracking
- Slack or Microsoft Teams for team communication and collaboration
- Mentimeter or Poll Everywhere for real-time audience engagement and feedback.

It's important to choose tools that are accessible and easy to use for all members of the club

Communication and marketing strategies

a. Marketing - branding your youth club

Creating a visual identity is an important part of branding your club and promoting it to potential members and external people.

Here are some steps you can take to create a visual identity for your club:

- 1) Choose a name and tagline for your club that is memorable and reflects its purpose. You can also create a tagline that summarizes what your club is all about.
- 2) Choose a color scheme that reflects the personality of your club. You can use colors that are associated with youth, energy, and positivity. Use these colors consistently in all your marketing materials.
- 3) Design a logo that is simple, memorable, and reflects the identity of your club. You can hire a professional designer or use online tools to create a logo.

4) Create a website or a page that showcases your club and its activities. Include information about upcoming events, photos of past events, and contact information. Make sure your website is mobile-friendly.

5) Use social media like Instagram, Facebook, TikTok and Twitter to promote your club and its activities. Post photos and updates about your events and engage with your followers.

6) Create promotional materials like flyers, posters, and brochures that showcase your club and its activities. Make sure your visual identity is consistent across all materials.

7) Engage with the community by participating in local events and activities. This will help raise awareness about your club and attract potential members.

**To create a poster for your youth club,
you can follow these steps:**

1) Determine the message you want to convey through the poster. Make it short and simple, but catchy.

2) Choose relevant and high-quality images that reflect the theme of your club. You can use stock images or take your own photos.

3) Select a color scheme that matches your club's identity and conveys the message effectively. Use colors that are eye-catching but not too overwhelming.

4) Choose fonts that are easy to read and match the tone of your message. Avoid using too many different fonts, and make sure the text is legible.

5) Create a layout that is easy to read and draws the viewer's attention. Use contrast to highlight important information.

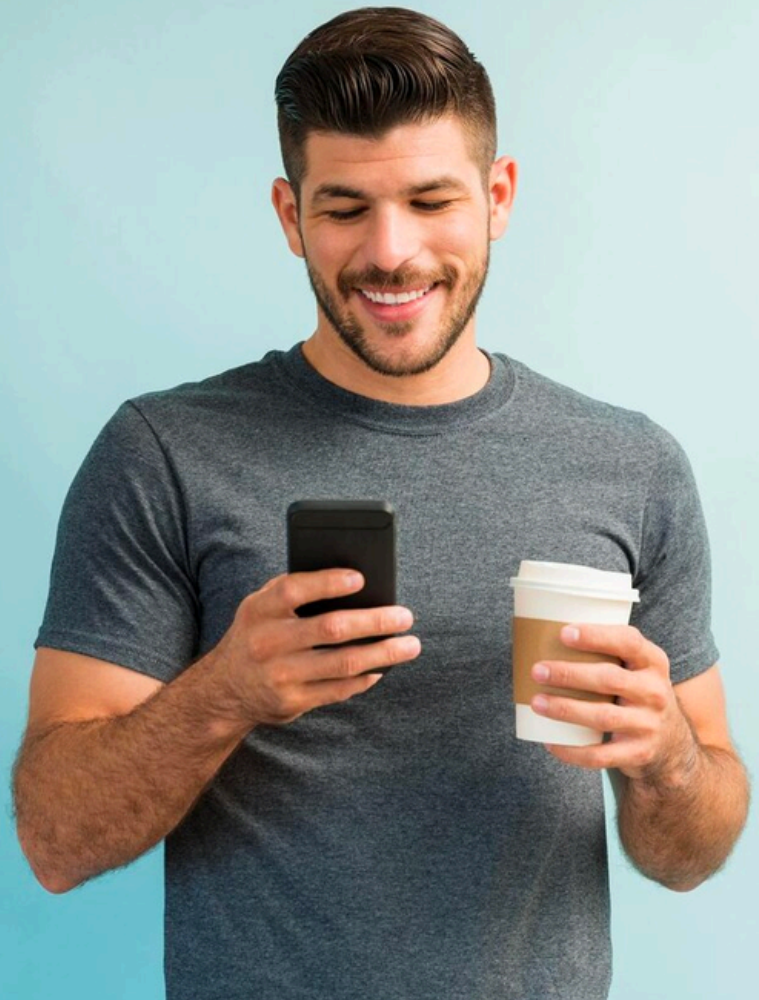
6) Add your logo in the poster design. It should be prominently displayed and visible.

7) Add a call to action that encourages people to join your club or attend an event. Make it clear and easy to follow.

8) Review your poster design and refine it until you are satisfied with the result. Get feedback from others to ensure it is effective.

Once you have created your poster, you can print it out and display it in public places or share it on social media to promote your club.

Learn More how to create Great Youth Poster: [HERE](#)



Communication and marketing strategies

b.

Communicate

In order to create awareness and generate interest in the Learning Centre you may want to consider how best to market the project.

In doing so try answering the following questions:

- Who do we want to communicate with? (Who's the audience?)
- What do we want to tell them? (What's the message?)
- Why do we want to communicate? (What's the purpose?)
- How do we want to communicate it? Do we have a number of different audiences to reach? (What communication channels will we use?)

Once we have the answer to these questions, we will be able to put in place a promotional/ marketing plan, adapted to the target group.

i.

With the target group

To communicate effectively with the target group of young people, it is important to use channels and methods that they are familiar with and engage with regularly. Here are some ideas:

1) Use social media platforms such as Instagram, TikTok, and Twitter to create an online presence for the club. Use eye-catching graphics, hashtags, and fun captions to grab the attention of young people.

It is important to tailor the communication strategy to the specific target group and their preferences, as well as to continuously evaluate and adjust the strategy as needed. **Over 49% of the world's population uses some form of social media.** Social media is the new marketplace, so make maximum use of the various channels to deliver your message via the social platforms on which your target audience is already spending time. We know many young people use Snapchat and TikTok to gain information on activities and events, use the relevant channel based on the demographics you want to reach.

Tips to maximize use of social media:

- Dedicate specific time each week to create and scheduling content.
- Use analytics to decipher if your posts are engaging the intended audience.
- Reach out to already established organisations or groups and ask them to share your content on their platforms.
- Don't forget to use storytelling and images where consent has been secured to help promote your messages.

The following is peak times for posting based on a research by HubSpot:

- Instagram: Saturdays 6 to 9pm
 - Facebook: Saturdays 6 to 9pm
 - Twitter: Friday 6 to 9pm
 - LinkedIn: Saturday, Sundays and Wednesdays 6 to 9pm
 - TikTok: Saturday, Sunday and Thursdays 3-6pm and 6-9pm
- 

2) Email Marketing: build an email list of interested individuals and send regular updates about club events and activities. Make sure to use a catchy subject line and engaging content to ensure that the emails are read.

3) Create a promotional video that highlights the benefits of joining your club, and share it on your social media platforms and website.

4) Online forums and discussion boards that are popular among young people and post about the club. Be sure to provide a brief overview of the club, its purpose and activities, and contact information.

5) Distribute flyers and posters in places that young people are likely to frequent, such as youth centres, libraries, and local shops. Include information about the club's mission and values, meeting times and locations, and contact details.

6) Word of mouth: encourage existing members of the club to invite their friends and peers to join. Word of mouth is a powerful tool, especially among young people.

7) School presentations: connect with local schools and request permission to give a presentation about the club to students during school hours. This provides an opportunity to share information about the club with a large group of young people at once.

8) Events and fairs: set up a booth or table at community events and fairs to promote the club and engage with young people face-to-face.

9) Host a street action or flash mob in a public space to attract the attention of young people. Make sure to use eye-catching visuals and music to make the event memorable.

10) Partner with other youth-oriented organisations and events to reach a wider audience. For example, you could collaborate with local music festivals or sports teams to promote your club.

Stakeholders can include local government officials, representatives from community organisations and NGOs, businesses, schools, and other community members who may be interested in the youth club's mission and activities

Communicating with them is important for building support and partnerships for the club and for several reasons:

- 1) These stakeholders can offer support and resources for the youth club, such as funding, volunteers, and access to facilities.
- 2) By engaging with stakeholders, the youth club can gain visibility and credibility within the community. This can help to attract more young people to the club.
- 3) Working with stakeholders can lead to opportunities for collaboration on events, activities, and projects. This can benefit the youth club and the community as a whole.

Here are some ways to communicate with stakeholders:

- 1) Personal outreach:** reach out to stakeholders directly through email or phone to introduce your club and explain its goals and activities. This is a good opportunity to invite stakeholders to participate or collaborate.
- 2) Social media:** share updates and news about your club on social media platforms such as LinkedIn, Twitter, Facebook, and Instagram. Use relevant hashtags and tag stakeholders to draw their attention.
- 3) Press releases about important events or milestones for your club and send them to local media outlets.** This can help raise awareness and attract new members.

4) Presentations: offer to present about your club at community events, public meetings, or other relevant gatherings. This can help you reach a wider audience and establish connections with stakeholders.

5) Networking events, such as business or community group meetings, to meet potential stakeholders and introduce your club.

Remember to tailor your communication strategy to each stakeholder group, highlighting how your club can benefit them and their community.

Be clear and concise in your messaging and emphasise the positive impact your club can have.

iii.

Disseminate with the rest of the population

Disseminating information about the youth club and its activities to the rest of the population, including the press, can help to raise awareness and interest in the club. It can also help to attract potential volunteers, donors, or sponsors.

One effective way to disseminate information is to use social media platforms, such as Facebook, Instagram, or Twitter. Creating a page for the club and regularly posting updates, photos, and videos can help to engage the community and increase visibility.

Other ways to disseminate information could include:

- Creating flyers or brochures to distribute in the community, such as at local schools, libraries, or community centres.
- Hosting information sessions or events to introduce the youth club to the community and answer any questions.
- Pitching stories to local media outlets, such as newspapers or TV stations, to generate coverage about the youth club and its activities.



It is important to have a clear and consistent message when communicating with the public and stakeholders. The message should convey the goals and values of the youth club, as well as the benefits it provides to young people and the community as a whole. It is time to make it known and share it.

Storytelling can be used for efficiently communicating what you have done to the users and wider community. You should not underestimate the power of storytelling to motivate change. Storytelling is a useful tool to add personal context and bring a human element into the process. Stories embed feelings and connection into a project by appealing to the listeners values. It helps people feel included, valued and gives them a sense that they themselves have the resources to affect social change. In turn they become more invested in the process, in finding the solution and overall, in the development of the clubs. You may want to include or select a storyteller among the group to help frame and tell the overall story.

You can also collect videos and testimonials; participate in or organise networking events.

You will then need press releases, flyers and brochures. It is also important to consider building relationships with local media who can help tell the story of your project, and don't forget the power and reach of your own social media.

Communication and marketing strategies

C.

Collaborations

Building collaborations with schools, universities, and other organisations can bring various benefits to the youth club, such as:

- 1) Collaboration with schools and universities** can provide the youth club with access to new resources and knowledge. For example, universities might offer expert speakers, mentoring programs, or research data that can be useful to the club members.
- 2) Collaborating with reputable organisations** can increase the visibility and credibility of the youth club. This can help to attract new members, resources, and partnerships.
- 3) Collaborations can provide opportunities for growth and development for the youth club and its members.** This can include training programs, internships, and other forms of support.

To build collaborations with schools, universities, and other organisations, the youth club can:

- 1) Identify schools, universities, and other organisations that share similar goals and values with the youth club. This can be done through online research, networking events, or referrals from existing contacts.
- 2) Once potential partners have been identified, the youth club can reach out to them to explore collaboration opportunities. This can be done through email, phone calls, or in-person meetings.

3) During the initial discussions, the youth club should be clear about its goals and what it hopes to achieve through collaboration. The potential partner should also be given the opportunity to share their goals and interests.

4) Once both parties have agreed to collaborate, a plan should be developed outlining the specific activities and responsibilities of each partner. The plan should be clear and concise, with measurable goals and timelines.

5) Regular communication between partners is essential to ensure the success of the collaboration. This can include regular meetings, progress updates, and evaluation of outcomes.

READ MORE

[Model of communication and promotion in youth work manual](#)



Evaluation

a.

Why evaluating?

Evaluating the clubs is important to understand whether the club has achieved its objectives and to identify areas for improvement.

Evaluation helps to assess the effectiveness of the activities, the engagement of the participants, the impact on the community, and the efficiency of the resources used.

It can also help to identify successes and challenges and provide feedback to the club's facilitators and leaders. Evaluation can also be used to demonstrate the value of the club to stakeholders and to secure funding for

Evaluation

b.

Ideas of evaluation tools (in-person and digital)

There are various evaluation tools that can be used to measure the success and impact of the youth clubs, both in-person and digital.

Here are some ideas:

1) Surveys can be conducted online or in-person to gather feedback from the club members and their parents or guardians. Questions can be designed to evaluate the effectiveness of the club in achieving its objectives, the quality of activities and workshops, the satisfaction of members, and suggestions for improvement.

2) Focus Groups are small group discussions that can be conducted in-person or online to gather feedback from club members on specific topics. These can provide more detailed insights into the experiences and opinions of club members.

3) Interviews can be conducted with club members, facilitators, and stakeholders to gather more in-depth feedback on specific aspects of the club. These can be conducted in-person or over video conferencing platforms.

4) Social Media Analytics for platforms such as Facebook, Instagram, and Twitter can provide insights into the reach and engagement of the club's digital content. Analytics can be used to track the number of followers, likes, comments, and shares, as well as the demographics of the audience.



5) For each activity or workshop, **an evaluation form can be distributed to participants** to gather feedback on the quality, usefulness, and relevance of the activity or workshop.

6) PRegular progress reports can be created to track the progress of the club in achieving its objectives. These reports can include data on attendance, participation, and engagement, as well as feedback from members, facilitators, and stakeholders.

7) Data analysis can be used to identify trends and patterns in the feedback and engagement data collected from various sources. This can help in identifying areas of improvement and in making data-driven decisions for the club.

Here are some ideas for evaluation games that could be used at the end the meetings:

1) The Memory Game - Have participants recall the key points or learnings from the meeting by writing them down on index cards or post-it notes. Collect them all and read them aloud to the group, discussing each point and expanding upon them if needed.

2) Trivia Challenge - Create a game with trivia questions based on the topics covered in the meeting. Participants can work in teams or individually to answer the questions, with prizes for the winners.

3) Pictionary- Have participants draw pictures of the concepts or topics covered in the meeting, and have the rest of the group guess what they are. This can be a fun and creative way to review the meeting content.

4) Word Association - Write key words from the meeting on index cards or post-it notes, and have participants work in pairs to come up with as many related words or ideas as possible within a set time frame. This can be a fun and engaging way to encourage deeper thinking and reflection.

5) Reflection Journals - Have participants write reflections on the meeting in a shared journal or online platform, and encourage them to respond to each other's thoughts and ideas. This can be a great way to promote ongoing dialogue and reflection on the topics covered in the club meetings.

6) The washing line or clothesline - The method is simple and consists in writing your feelings about the club meeting either using words, or drawing. Each participant hangs his paper on a wire using pegs. This way, you can go and see the feedbacks of others. The fact that this method uses a "washing line" gives it a lighter "quirky" aspect, which makes the process less boring. It is less formal than the paper board or even the "post-it". When you can, try to hang it outside.

Evaluation

C.

How to report on the activities of the clubs and show the different results

Reporting on the activities of the clubs and showing the different results can be done in a few ways:

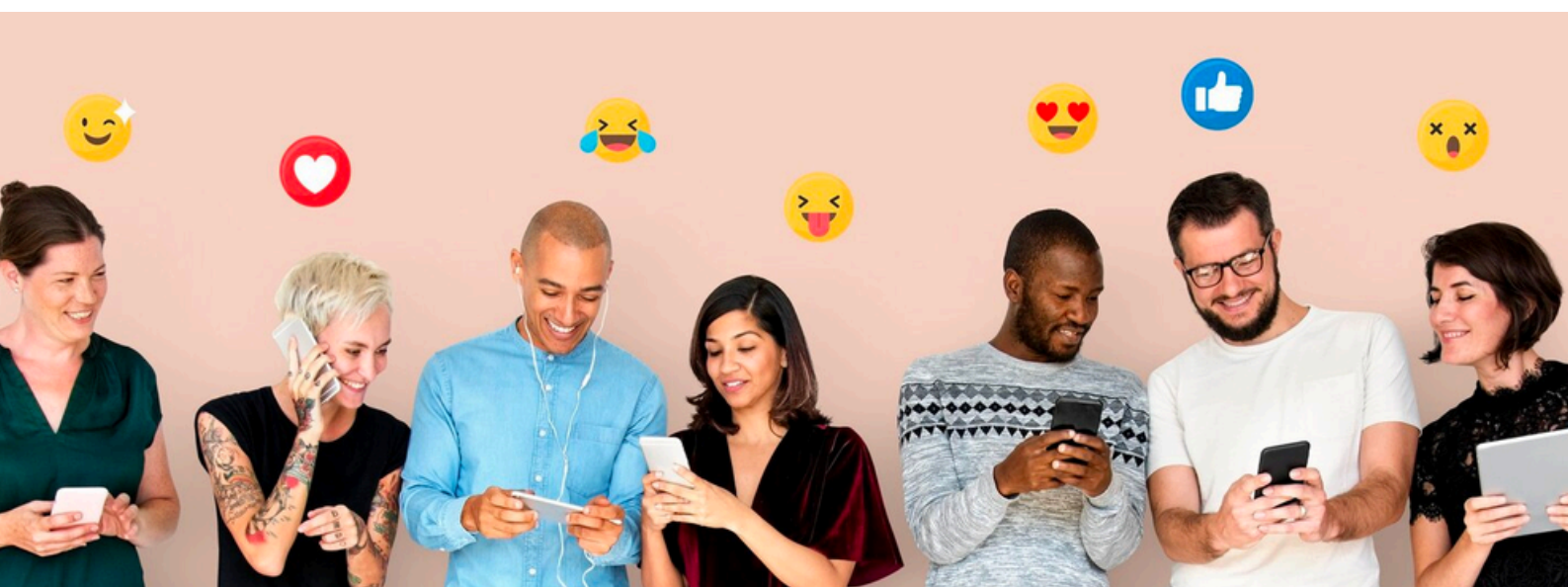
- 1) Create a newsletter** that includes updates on the club's activities, upcoming events, and any achievements. This can be distributed to the members of the club, stakeholders, and the broader community.
- 2) Use social media platforms such as Facebook, Instagram, or Twitter to share updates on the club's activities**, photos of events, and other relevant information. This can help reach a wider audience and attract new members to the club.
- 3) Create an annual report that summarizes the club's activities**, achievements, and impact over the past year. This can be shared with stakeholders, public authorities, and potential funders.
- 4) Use presentations to showcase the club's activities** and results to stakeholders, public authorities, and the broader community. This can be done at community events, conferences, or meetings with stakeholders.

It's important to use different formats and platforms to communicate about the club's activities and results to reach a wider audience and ensure that the information is accessible and engaging.

Here are some ideas for fun and adapted ways to report on the activities of the clubs and show the different results:

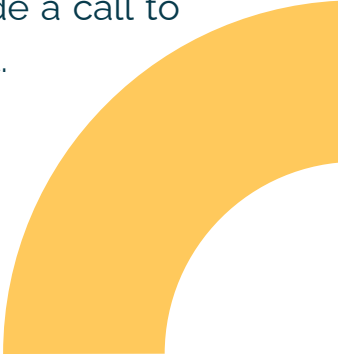
- 1) Create a short video montage of the club activities, highlighting the different events and initiatives that took place. You can use a fun soundtrack and playful transitions to make the video more engaging.
- 2) Design an infographic that summarizes the key achievements and outcomes of the club. This can include data on the number of members, the types of activities that were organised, and any positive impact that the club had on the community.
- 3) Use social media to share updates and photos from the club meetings and events. Encourage members to use the club's hashtag and share their own experiences on social media, which can help to promote the club to a wider audience.
- 4) Organise a showcase event where members of the club can present their work and accomplishments to an audience of peers and stakeholders. This can include short presentations, demonstrations, and interactive exhibits.
- 5) Create a scrapbook or photo album that documents the club's activities and achievements. This can be shared with members and stakeholders as a tangible record of the club's impact.

Remember to be creative and have fun with your reporting methods, while also ensuring that they accurately represent the impact and outcomes of the club.



To create short videos montage or infographics to showcase the activities and results of the club.

Here are some steps you can follow:

- 1) Decide on a theme or topic that you want to highlight in your video or infographic. This could be the overall purpose of the club, a particular event, or a specific achievement.
 - 2) Collect material, photos, videos, and data related to your chosen theme. This could include pictures from club events, interviews with members, and statistics on club participation and impact.
 - 3) Create a storyboard for your video or infographic. This will help you organise your materials and plan out the visual elements.
 - 4) Select the software or tools you want to use to create your video or infographic. There are many free or low-cost options available, such as Canva, Animoto, or Adobe Spark.
 - 5) Use your storyboard to design your video or infographic. Be sure to include engaging visuals, clear and concise text, and appropriate branding.
 - 6) Add music and sound effects to your video, or animations and transitions to your infographic. This will help make your content more engaging and dynamic.
 - 7) Review your video or infographic and make any necessary edits or changes.
 - 8) Once you're satisfied with your final product, publish and share it on your club's social media channels or website. Be sure to include a call to action, such as joining the club or attending an upcoming event.
- 

Sustaining the clubs

a.

General information on sustainability

Sustainability is key to the success of any club or project, including youth clubs. Here are some general ideas on how to ensure the sustainability of the clubs:

- Make sure that the youth club is addressing the needs and interests of young people in your community. This will help to ensure that the club is sustainable in the long-term.
- Keep up with changing circumstances and adapt the club's activities and programming as needed to continue to meet the needs of the community.
- Establish partnerships with other organisations, such as schools, community centres, and local businesses, to help sustain the club. This can also help to bring in additional resources and expertise.
- As current leaders move on, it is important to recruit and train new leaders to take over the club and keep it running smoothly.

- Encourage the community to get involved in the club's activities, such as volunteering or providing resources. This can help to build a sense of ownership and investment in the club, which can lead to sustained support.
- Continuously seek out funding opportunities to sustain the club's operations and programming. This can include grants, sponsorships, and partnerships with local businesses.
- Continuously evaluate the club's activities and outcomes, and use the feedback to make improvements and ensure that the club is meeting the needs of young people in the community.



Train facilitators to keep the clubs alive

By training facilitators, you can create a strong foundation for sustaining the clubs and ensure that they continue to thrive over the long term.

It is essential for the sustainability of the clubs for several reasons:

1) Continuity: trained facilitators can ensure continuity and sustainability of the clubs, ensuring that they continue to operate even if the original facilitators move on.

2) Quality: trained facilitators can provide a higher quality of leadership and management for the club, ensuring that the participants have a positive experience and gain maximum benefit from the activities

3) Growth: trained facilitators can help the club grow and expand by bringing in new ideas, networks, and resources.

4) Succession planning: trained facilitators can provide a pipeline of future leaders for the club and ensure that there is a succession plan in place.

Overall, training new facilitators can help ensure that the club continues to meet the needs of young people in the community and remains a valuable resource for years to come.

Here are some steps to help train facilitators:

- Start by developing a training program that covers the essential aspects of running the club, such as communication, leadership, conflict resolution, and team building. The program should be designed to help facilitators build their skills and knowledge.
- Provide facilitators with resources such as manuals, guides, and templates that they can use to plan and execute club activities. These resources should be easy to use and designed to help facilitators run the club more efficiently.
- Assign experienced facilitators to mentor new facilitators. The mentorship program should provide opportunities for new facilitators to learn from experienced ones, ask questions, and receive feedback on their performance.



- Encourage facilitators to provide feedback on the training program and resources provided. This feedback can be used to improve the training program and make it more effective.
- Provide ongoing support to facilitators to ensure that they have the resources and guidance they need to keep the club alive. This support can be in the form of regular meetings, online resources, and access to mentors.

This guide can be a valuable resource for training new facilitators because it provides comprehensive information on all aspects of running a youth club, from planning and organising to facilitating and evaluating.

By using this guide as a training resource, new facilitators can gain a better understanding of the key concepts, skills, and strategies necessary to run a successful youth club.

In addition, this guide can help new facilitators to learn from the experiences of others, avoid common pitfalls, and benefit from best practices in the field. It also includes practical tools and templates that can be adapted to meet the specific needs and goals of the youth club. Overall, this guide can serve as a foundation for new facilitators to build upon, as they develop their own skills, knowledge, and leadership style in running and sustaining a youth club.



Funding options and sponsors

Connectors clubs are not easy to organise, and funding is one way in which you can make the task a lot easier. The best way of getting funding is to approach certain organisations and local municipalities which are devoted to helping communities

**When it comes to funding options and sponsors for youth clubs, there are several possibilities to consider.
Here are some options:**

1) Public funding: depending on the country, there may be government grants or funding programs available for youth clubs. You can search for funding opportunities on government websites or through youth-focused organisations.

2) Private funding: private companies, foundations, and organisations may also be willing to sponsor youth clubs. This could include grants, donations, or in-kind contributions such as equipment or materials.

3) Crowdfunding platforms like Kickstarter or GoFundMe can be an effective way to raise funds for youth clubs. This involves creating a campaign and asking people to donate to your cause.

4) You can also hold **fundraising events** such as a bake sale, car wash, or charity auction to raise funds for your club.

5) Local businesses or organisations may be interested in sponsoring your youth club in exchange for advertising or other benefits. You can approach potential sponsors with a proposal outlining what your club does and what they would receive in return for sponsoring you.

It's important to keep in mind that securing funding or sponsors may take time and effort, and it's important to have a clear and compelling vision for your youth club to attract support. It may be helpful to develop a fundraising plan and engage members of the community to help with fundraising efforts.

When approaching these organisations and municipalities, it is important that you clearly set out the aims and objectives of the club, as well as exactly what funding you require, and where the money will go should you receive it. **Aim to be clear, professional and organised in your presentation.**

Here are some tips for funding requests for clubs:

- 1) Research potential funding sources** and find out what types of projects they typically support. Make sure your project fits within their funding priorities.
- 2) Be clear and specific about the project** you are proposing, including the goals, objectives, and expected outcomes.
- 3) Show how your project will have a positive impact on the community** and the target group. Use statistics and data to back up your claims.
- 4) Create a detailed budget for your project**, including all anticipated expenses and potential sources of revenue. Make sure your budget is realistic and feasible.
- 5) Use professional language and formatting in your funding request.** Make sure your proposal is free of errors and typos.
- 6) After submitting your funding request, **follow up with the funder** to ensure they received it and to answer any questions they may have.
- 7) Building relationships with funders is important.** Even if your funding request is not successful, it is important to maintain a positive relationship with the funder for future opportunities.



Useful practices and examples

Annexes



a. Glossary

Connector Club: a club designed to bring young people from diverse backgrounds together to promote intercultural exchange and create a sense of community.

Facilitator: the person responsible for leading and organising the activities of the Connector Club.

Intercultural Communication: the exchange of information between individuals or groups from different cultural backgrounds.

Inclusive Environment: an environment that is welcoming and accommodating to individuals from diverse backgrounds.

General Wellbeing: the overall state of an individual's physical, mental, and emotional health.

Digital Tools: software and hardware used to facilitate communication and organisation during club meetings.

Visual Identity: the visual elements, such as logos and colour schemes, that represent the Connector Club's brand.

Stakeholders: individuals or groups with a vested interest in the success of the Connector Club.

Evaluation: the process of assessing the effectiveness of the Connector Club's activities and making adjustments as needed.

Sustainability: the ability of the Connector Club to continue its activities and achieve its goals over the long term.

Funding: financial support for the Connector Club's activities, which may come from public or private sources.



Template for GDPR form sample

[Organisation Name] GDPR Consent Form

Name: _____

Email: _____

Phone Number: _____

Address: _____

City: _____

Country: _____

Post Code: _____

I, _____, hereby give my consent to [Organization Name] to process my personal data. I understand that my data will be processed in accordance with the GDPR regulations.

Purpose of Processing:

[Organization Name] will process my personal data for the following purpose(s):

- _____
- _____
- _____

Data Categories:

[Organization Name] will process the following categories of personal data:

- _____
- _____
- _____

Data Retention:

[Organization Name] will retain my personal data for the following period:

- _____
- _____
- _____

Withdrawal of Consent:

I understand that I can withdraw my consent at any time by contacting [Organization Name] at [contact email/phone number]. I also understand that withdrawing my consent will not affect any processing of my personal data that has already occurred.

Signature: _____

Date: _____



Template for Attendee satisfaction survey

Here is a template for an attendee satisfaction survey:

1. How would you rate your overall satisfaction with the Connect Club meeting?

- Extremely satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Extremely dissatisfied

2. Was the meeting content relevant and helpful to you?

- Yes, very relevant and helpful
- Somewhat relevant and helpful
- No, not very relevant and helpful

3. Did the meeting meet your expectations?

- Yes, it exceeded my expectations
- Yes, it met my expectations
- No, it did not meet my expectations

4. Were the meeting materials (handouts, presentations, etc.) clear and easy to understand?

- Yes, they were very clear and easy to understand
- Somewhat, they were somewhat clear and easy to understand
- No, they were not clear and easy to understand

5. Did the meeting achieve its objectives?

- Yes, it fully achieved its objectives
- Somewhat, it partially achieved its objectives
- No, it did not achieve its objectives

6. How would you rate the meeting's organization and logistics?

- Excellent
- Good
- Fair
- Poor

7. How likely are you to attend another Connect Club meeting in the future?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

8. How likely are you to recommend the Connect Club to a friend or colleague?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

9. Do you have any additional comments or suggestions for improving future Connect Club meetings?

**Thank you for taking the time to complete this survey.
Your feedback is valuable to us as we strive to improve the
quality of our meetings.**



Template for Club meeting/event report

[Date of the meeting/event]

[Name of the club]

[Location of the meeting/event]

[Name of the facilitator]

[Name(s) of the guest speaker(s) (if applicable)]

[Number of attendees]

Introduction: Provide a brief introduction to the meeting/event, including the purpose, agenda and goals.

Key points: Summarise the key points discussed during the meeting/event, including any presentations or discussions. Be sure to cover any important decisions made or actions taken.

Guest speaker(s): If applicable, provide a brief summary of the guest speaker's presentation and how it was received by the attendees.

Attendee feedback: Include any feedback or comments from the attendees, including any concerns or suggestions for future meetings/events.

Action items: List any action items that were identified during the meeting/event, including who is responsible for completing them and the deadline for completion.

Conclusion: Summarise the overall success of the meeting/event and any recommendations for improvement.

Attachments: Include any relevant documents, presentations, or other materials that were used or discussed during the meeting/event.

Signature: [Facilitator's name and signature]

[Date]

d. Template for a flyer

[Header]

[Image related to the club or event]

[Title]

[Subtitle or tagline]

[Body copy]

- Brief description of the club or event
- Key details such as date, time, location, etc.
- Any requirements or things to bring
- Call-to-action (e.g. RSVP, register, sign up)

[Footer]

- Contact information (e.g. email, phone number, social media)
- Logo or branding

[Disclaimer or additional information, if necessary]

[Footer]

Here's an example:

Header: Join the Connect Club!

Image: [Image of diverse group of young people engaged in an activity]

Title: Connect Club

Subtitle: Building Connections, Fostering Wellbeing

Body copy: The Connect Club is a weekly gathering of young people who want to connect, learn, and have fun. Our activities include games, sports, art, music, and more. We also discuss topics related to mental health, healthy living, and community involvement. Join us every Tuesday at 4 PM at the Community Center. Bring a friend and a positive attitude!

Footer: Contact us at [email/phone number/social media handle]

Disclaimer: COVID-19 safety protocols will be in place. Please bring a mask and practise physical distancing.

Connect Club logo

Try to make Flyer by using Free Canva options HERE <https://www.canva.com/flyers/templates/>



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