


The  
IYNF  
Presidium  
Survival  
Kit



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Dear presidium,

From now on you are the presidium of IYNF. You may name yourself (Vice-) President now.

It is on your shoulder now to drive IYNF to where you want. Actually, to where 'our' network wants you to be in two years.

For two years you will steer and make turns in different directions.

Sometimes you will feel that you have a big responsibility - and you really will have it. But don't forget you are a volunteer, a nature friend - a person with motivation and engagement to make IYNF stronger, more visible, more successful!

In the past two years we as presidium learned a lot. But also felt that we missed some clues, tips, tricks, information to solve some (minor or major) issues.

In order to make such situations easier for you, we came to the idea to give you, as a next presidium - a guidance book, a work tool.

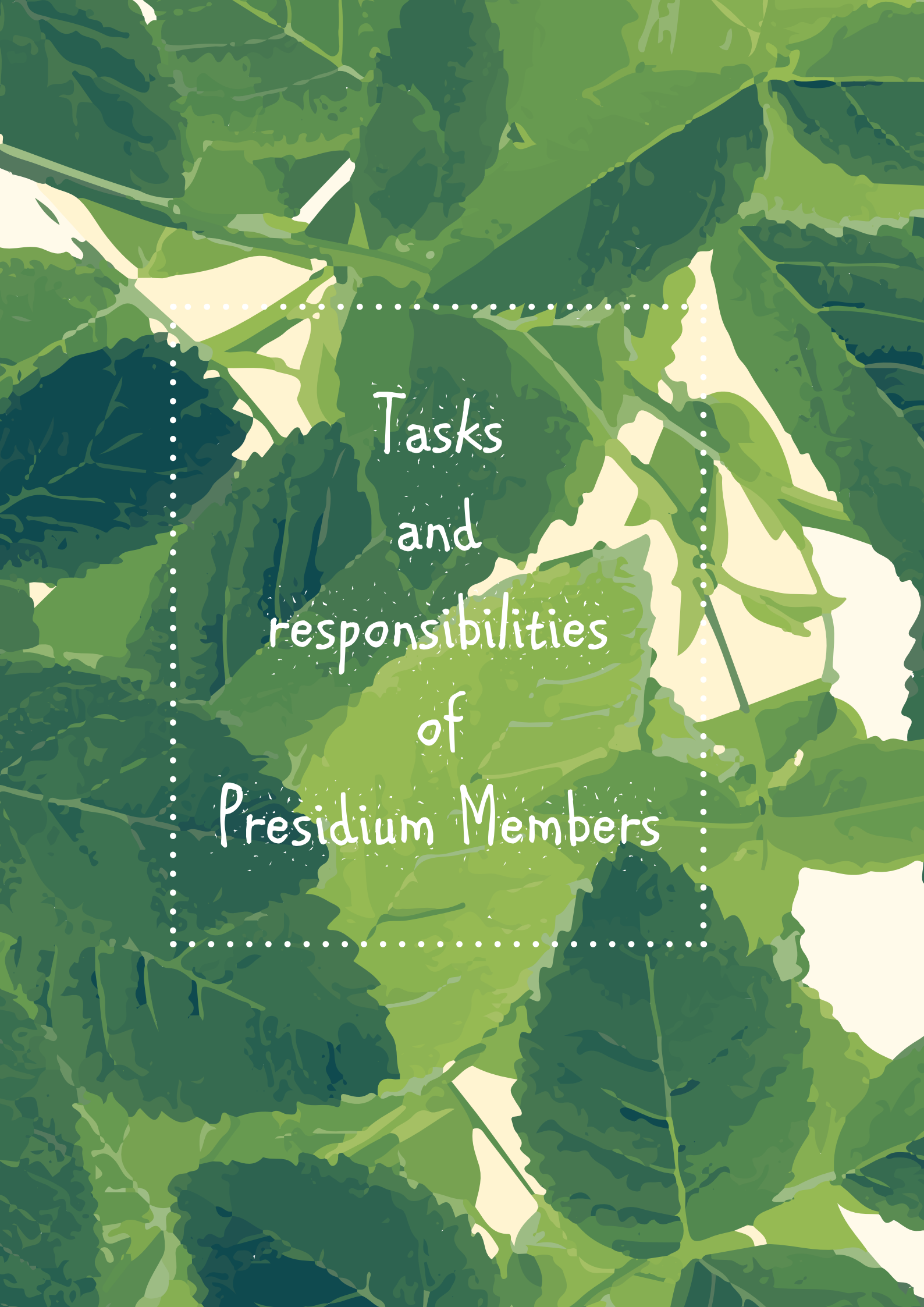
And here comes the Presidium Handbook! A book where the most necessary information about IYNF, about the way we work, grants, money, structure is captured.

So you, as fresh presidium members, you can work in nice circumstances.

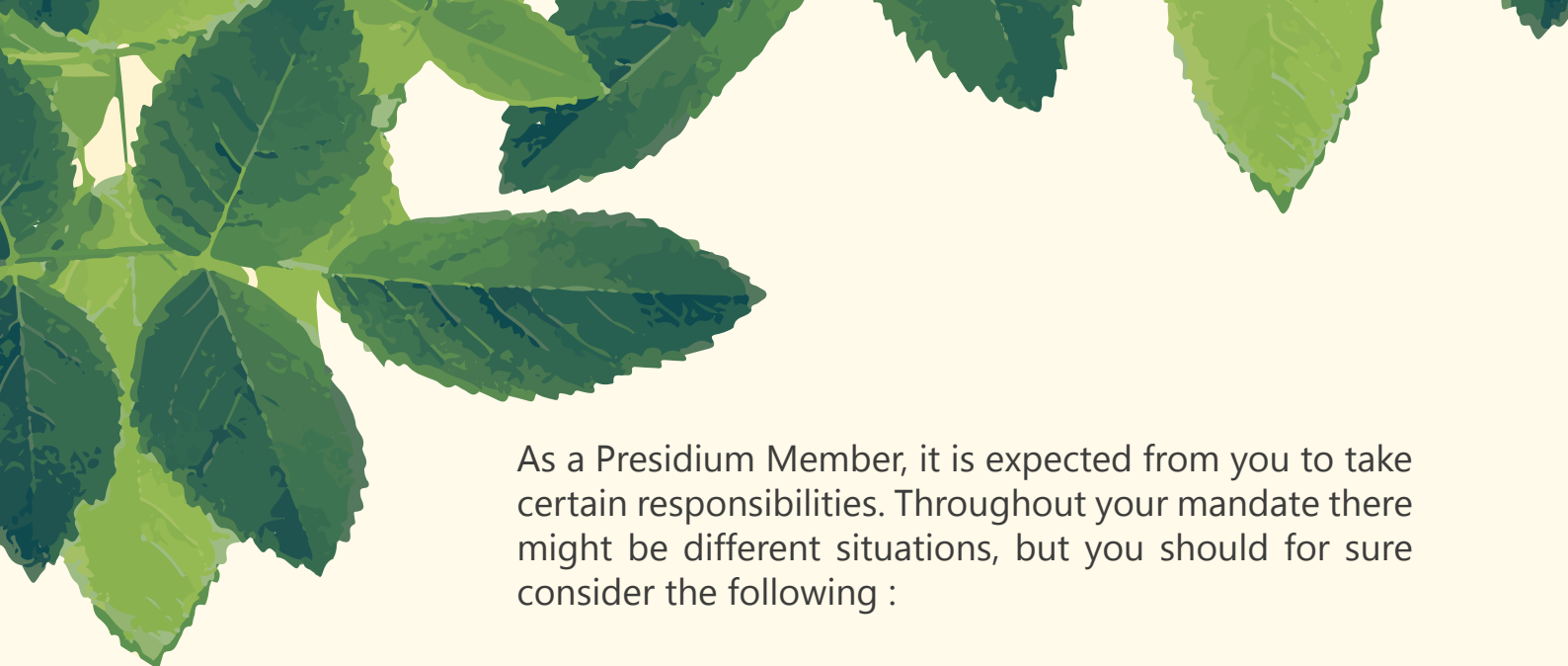
And don't forget: don't hesitate to ask us for help and work the way you want to reach your goal. Every path is different, but remember there is not 1 or 2 paths to reach the goal, there are millions paths....

**BERG FREI!**





Tasks  
and  
responsibilities  
of  
Presidium Members



As a Presidium Member, it is expected from you to take certain responsibilities. Throughout your mandate there might be different situations, but you should for sure consider the following :

## RESPONSIBILITIES

- ▶ You always represent the face of IYNF
- ▶ You are the connection with NF movement
- ▶ You need to count spending between five and ten hours per week for IYNF related issues/tasks.
- ▶ You commit yourselves to read your emails daily and to try to be available whenever the other colleagues from the Presidium of Secretariat need your feedback
- ▶ You need to be present on regular Skype meetings (usually every two weeks )
- ▶ You need to attend physical Presidium meetings (at least three in a year )

## ROLES YOU TAKE AS (VICE-) PRESIDENTS AND YOUR TASKS

- ▶ Treasurer  
In contact with office and responsible for finances
- ▶ External representation/affaires in network  
YFJ  
MO's and PO's  
NFI
- ▶ Projects (responsibility and no title)  
Divide and defined during training who is willing to take the lead
- ▶ Networking Coordinator/ MO and PO affaires
- ▶ HR
- ▶ PR  
Media & publications  
Visibility  
In contact with staff
- ▶ Secretariat  
Luckily we have SG/office

## ADDITIONAL / OCCASIONAL TASKS

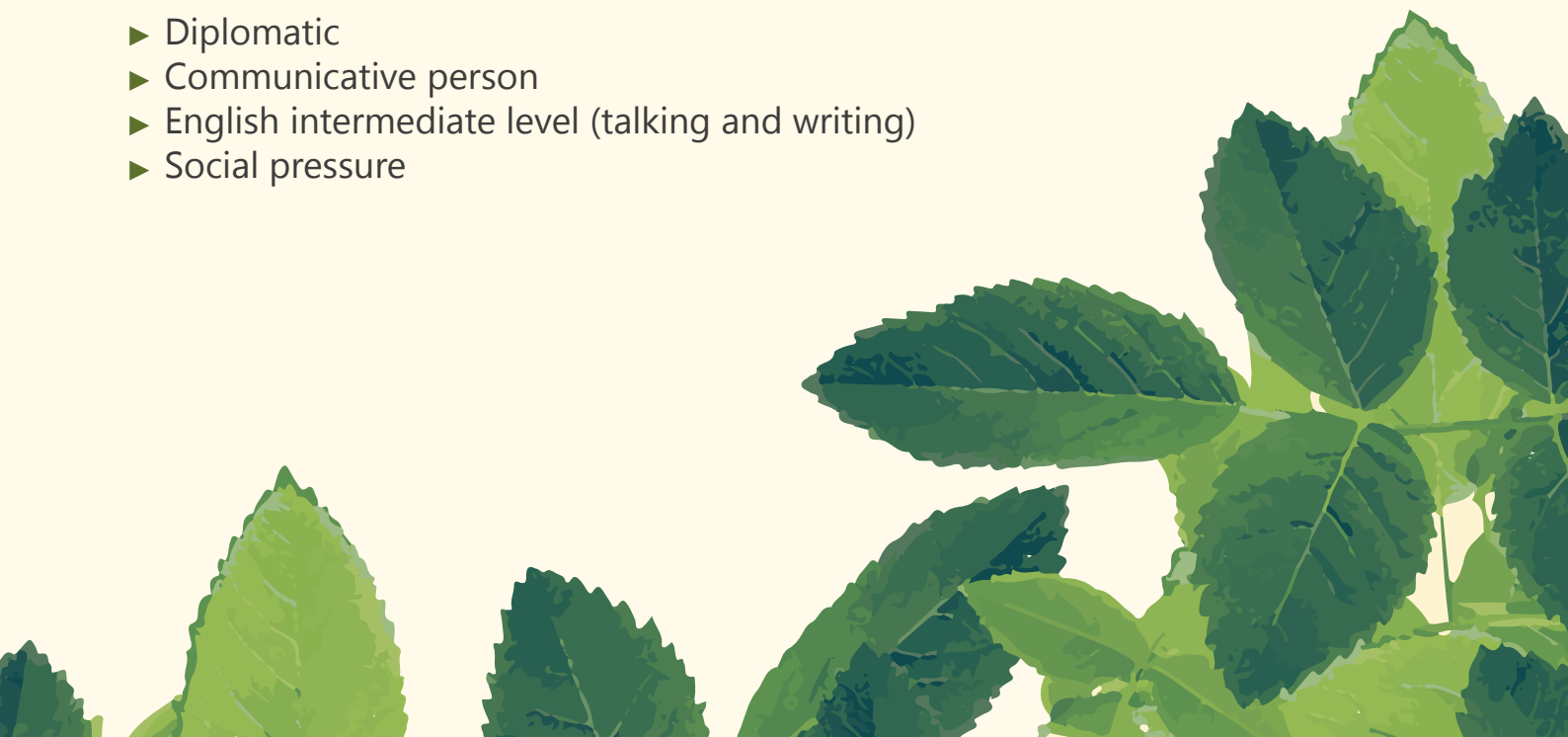
- ▶ To moderate meetings
- ▶ To take minutes
- ▶ To organize activities
- ▶ To get involved in writing applications or reports
- ▶ To proof-read applications or reports
- ▶ To work on the strategic development of IYNF
- ▶ To evaluate / modify / create new policies
- ▶ To prepare statutory meetings
- ▶ To propose Work Plan, Strategic Plan and Budget to the IYNF Council/GA
- ▶ To evaluate regular work of IYNF Secretary General
- ▶ To hire or fire the Secretary General, if needed
- ▶ To represent IYNF on international level
- ▶ To strengthen the links and cooperation with MOs and POs
- ▶ To propose new MOs / propose and accept new PO's
- ▶ To evaluate the engagement of MOs and POs
- ▶ To follow up the allocated tasks from the GA and the Council

## TASKS RELATED TO THE IYNF OFFICE

- ▶ Networking Coordinator: contact person network
- ▶ Financial Officer: financial accountant, treasurer

## NEEDED SKILLS

- ▶ Diplomatic
- ▶ Communicative person
- ▶ English intermediate level (talking and writing)
- ▶ Social pressure





Content  
of  
our Work



## WORK PLAN / STRATEGIC PLAN

The Work Plan and the Strategic plan are two essential tools used by the Secretary General and Presidium that help to set a list of priorities to focus on during their ruling time, as well as to keep an overview of the main activities organized by IYNF and its member organizations during a specific time.

**The Strategic Plan** as the name points out, presents the main strategy of IYNF for a period of two years. Therefore, every new Presidium, together with the SG, is responsible for conceiving the strategy they want to see implemented during their governance.

The Strategic Plan brings together the main objectives proposed by the Presidium in a succinct way, further divided in subtopics to help developing certain idea. The topics can be very diverse and can include different parts of IYNF work, for instance promotion of the IYNF values, financial management, communication, networking, topic of the year, cooperation with NFI, etc.

**The Work Plan** is an annual document that complements the Strategic Plan and puts into practice the objectives there contained. Compared to the Strategic Plan, the Work Plan is more extensive and detailed. The Work Plan is used as :

- ▶ Important working tool for the Secretary General and Presidium to have an overview of different activities and actions, of the way they would proceed, in order to prioritize the actions according to available funding and human resources.
- ▶ Base for grant applications for the overhead costs of IYNF
- ▶ Document showing the links between the objectives and the actions
- ▶ Document creating an overview and transparency for all IYNF stakeholders and showing where is the space for partners, hosting organizations and funders to propose certain solutions or ideas.



The Work Plan consists of :

**Part A** - the Core IYNF Work Plan, which are actions that are within control of the Presidium, Secretary General and staff and that require financial and personal resources from IYNF

**Part B** - consisting of projects that happen under the flag of IYNF but aren't main IYNF activities. IYNF can provide small support to make these actions happen, but they are mainly self-organized.

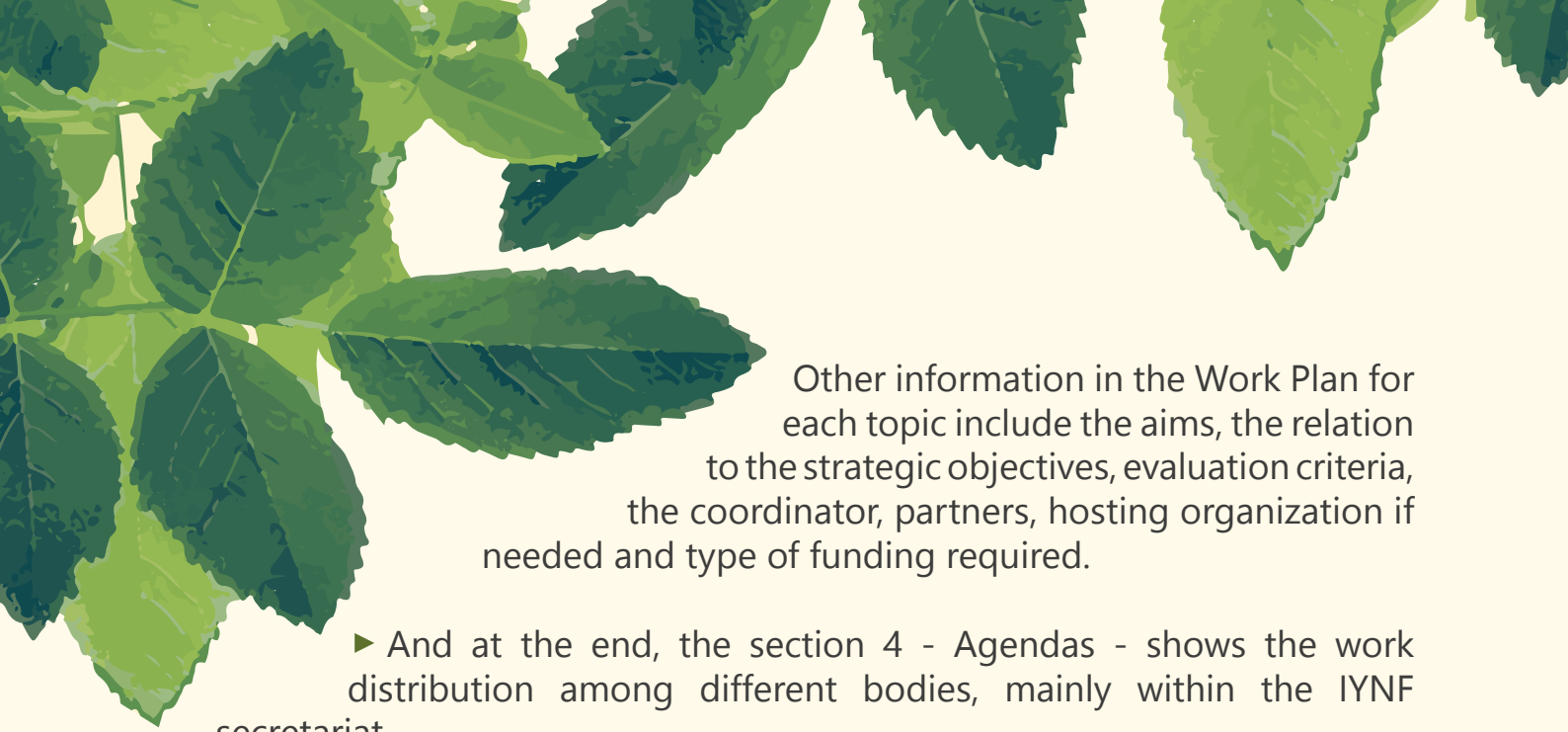
Part A is further divided into following four sections – Priorities, Objectives, Actions and Agendas.

- ▶ Section 1 - Priorities - is very much based on the Strategic plan 2014-2016
- ▶ Section 2 - Objectives - consists of 9 different pillars. The pillars are created to divide the actions according to different fields. The objectives come from the last Strategic Plan 2014-2016
- ▶ Section 3 - Actions - is constructed in the following way :

In the header there is the number of the action, the name of the project or the working title, as well as the dates and place (if there is a specific place and if the dates are already known). If the status says ongoing, it means that the action needs attention throughout the year and it is not happening in a specific time.

The colors show the level of importance and likeliness that they will happen. Green actions have priority and need to happen and the main conditions to enable them happen (such as funding, for example) are usually there. Orange actions have good chances to happen, but in order to become green, the funding, partners or hosting organisation need to be arranged, while also human resources might still not been ensured. Red means that it is an idea for an action, there are people who have passion or motivation to make it happen, but the conditions are still very uncertain.





Other information in the Work Plan for each topic include the aims, the relation to the strategic objectives, evaluation criteria, the coordinator, partners, hosting organization if needed and type of funding required.

► And at the end, the section 4 - Agendas - shows the work distribution among different bodies, mainly within the IYNF secretariat

The Work Plan is drafted and updated by the SG and Presidium. It needs to be reviewed several times a year, whenever the status of the projects change (e.g. new funding granted). Members of the Council or GA can request changes in the document.

## LEGAL ISSUES

IYNF is registered in both countries, the Czech Republic and Austria. In the Czech Republic, there has been a recent change in the law regarding NGOs - its legal statutes needs to be clearly visible from the name of the organization. The law provides an exception to international organizations not to change their names - we tried to apply that exception, but our request was refused. For that reason IYNF needs to change its official name to NFJI z.s. (zapsany spolek - meaning `registered association`). Our statutes have also been reviewed by a Czech lawyer to make sure that they are written in the correct terminology and they correspond with the new law. The NGO agenda was moved from the Ministry of Interior to Municipal Courts. Until the end of 2016, the name and the statutes of all NGOs active in the Czech Republic need to be adjusted. Any change in the following needs to be officially communicated to the Municipal Court:

- Statutes
- Legal representatives (President and SG)

In Austria, we are registered at the Directorate of Federal Police Vienna - Office of matters of associations, assemblies and media rights (Bundespolizeidirektion Wien Büro für Vereins-, Versammlungs- und Medienrechtsangelegenheiten). The same documents as in the Czech Republic needs to be presented :

- ▶ Statutes (no deadline to submit them after the change, however we are only officially allowed to work according to the new statutes once they are approved by them)
- ▶ Change of legal representatives (President and/or SG) within 4 weeks after the change occurs (a letter containing the starting

This change will need to occur after the GA in May 2016. Again, we may face some questions from the Austrian Authorities regarding the new German-Czech name which does not make much sense to them. An open discussion with NFI regarding keeping our registration in Austria should be initiated.

### **Statutes**

These are the basic rules and recommendations that need to be followed by the organisation. They are there for everyone and can only be changed with 2/3 votes on a GA. International Young Naturefriends (IYNF) is an autonomous branch of the International Friends of Nature (Naturfreunde Internationale – NFI). It defines its work autonomously in accordance with its field of activity. Its areas of activity are defined by the statutes of NFI and the statutes of the International Young Naturefriends (IYNF).

### **Policies**

These are the implementations of the statutes on different levels. They can be made whenever between 2 GA's and can be changed whenever you want. We currently have these policies: Environmental, financial, governance, human Resources for staff and volunteers, membership, networking, organisational, project initiative and travel policy. Read them and use them. Also feel free to change them according to the statutes and new circumstances or create a new one.

e.g.: to use the most environmental friendly means of transport during activities.

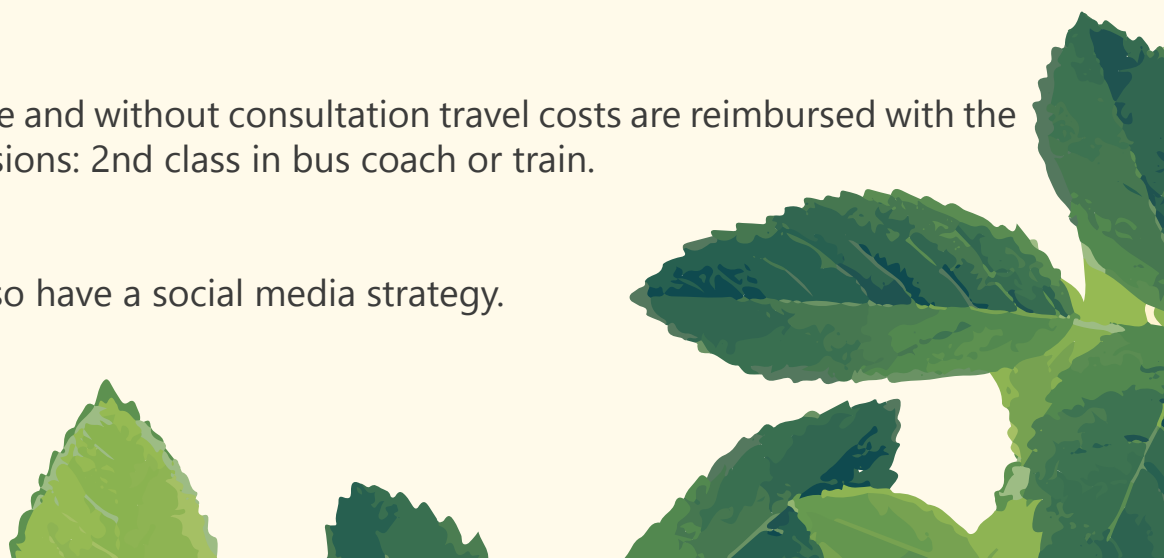
### **Office regulations**

- ▶ Office
- ▶ Travelling

e.g. : by principle and without consultation travel costs are reimbursed with the following provisions: 2nd class in bus coach or train.

### **Strategy**

Currently we also have a social media strategy.





IYNF

meetings and  
activities

# STATUTORY MEETINGS

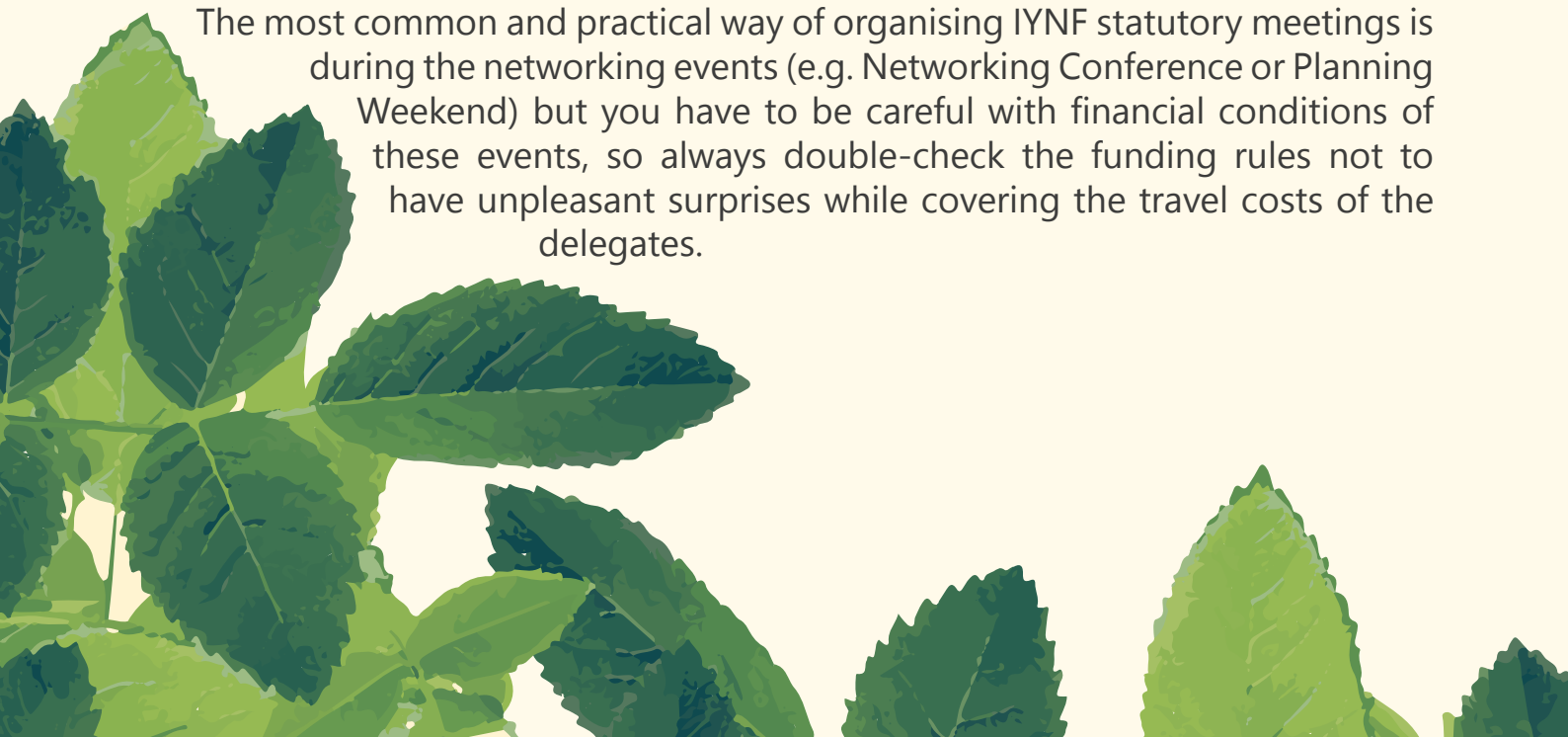
## **General assembly**

Meets every two years (usually in May) and consists of representatives of Full Members, Candidate Members, Partner organisations as well as representatives of NFI, Presidium members and guests. GA has to be convened at least four months before its planned date by the Council, which also approves the key of delegates. GA decides on a two year working strategy for IYNF, its political and practical issues, and on future activities and involvement of IYNF in various issues. It takes decisions on reports, closing of accounts, membership fees, alterations to the Statutes, applications for membership, changes of membership status, suspension of voting rights, the exclusion of members and other issues. GA gives guidelines for the work of the Presidium and staff. It dismisses the old and elects the new IYNF Presidium for the next General Assembly period.

## **Council**

Meets at least once a year and consists of IYNF Presidium, one delegate from each Full Member and Candidate Member, Auditor and representative of NFI. The Council may be also attended by guests without voting rights (e.g. Partner Organisations and Supporting Members). The Council convenes and prepares General Assembly and Extraordinary GA, it decides on its place, date, agenda and the key of delegates. It decides on short-term technical and practical issues, implements decisions of the GA (if not assigned to the Presidium), gives immediate directions to the Presidium and staff and examines their work between the meetings. The Council's main responsibility is to discuss and pass decisions on the budget and the annual state of accounts. The Council ratifies the appointment of the Secretary General and elects youth delegates for NFI Congress.

The most common and practical way of organising IYNF statutory meetings is during the networking events (e.g. Networking Conference or Planning Weekend) but you have to be careful with financial conditions of these events, so always double-check the funding rules not to have unpleasant surprises while covering the travel costs of the delegates.





## PRESIDIUM MEETINGS

### **Skype meetings**

Skype meetings are the most regular meetings that should happen every 2-3 weeks in order to discuss important topics from the daily work of IYNF. The agenda is set beforehand through a Google document where everyone can add topics. In the same agenda the minutes are taken, which should ideally rotate between Presidium Members. One Presidium member should chair the meeting. It often used to be the President, but it may be good to rotate this role in a while. After the meeting, the SG takes the minutes into two new documents: one internal version of the minutes, and one external one which contains anything that can be published on our Website. During the next meeting, the minutes need to be approved. Also, before every Skype meeting, the SG prepares a written SG-report in which he/she reports about the news from the office. This report should be read before the meeting, so that potential questions can be clarified during the meeting.

It makes sense to set the dates already for half a year in advance. For us it was useful to meet bi-weekly for sharp 1.5 hours, because meetings that took longer became less efficient. It is also practical to say 'we meet on Skype every 1st and 3rd Tuesday a month', but of course this is up to every Presidium to decide.

### **Physical meetings**

There are at least three physical meetings per year. They are the most important Presidium Meetings, aimed to provide space to discuss more complex and strategic topics, as well as to prepare the statutory meetings or other activities where the Presidium is involved. The procedure for agenda, chairing and minutes is similar to the one previously described for Skype meetings, but here you have 'the luxury' to sit next to each other :)! So use the time wisely, don't forget about the team-building and getting to know each other, as it is the main core for a successful collaboration. It also makes sense to organise the physical meetings close to local Naturefriends in order to use the opportunity to organise a joint meeting or dinner, as in the end - it is all about networking and knowing the people personally!

We usually have organised the meetings with Friday arrival and Monday departure day, having at least two full working days during the weekend.

# IYNF ACTIVITIES

## **Annual networking meetings**

Aimed to establish new cooperation & partnerships and to brainstorm on future projects, the networking meetings already have a long history in IYNF and have become quite a tradition. They are mostly the opening activity of IYNF network every year, organized directly by IYNF. They are different than other activities in the sense that they open the topic of the year, are focused on Non-Formal Learning and give a lot of time and space for people to get in contact with each other and to network for their own and organizational benefits. Usually the Council or the General Assembly take place during these meetings, giving a space for the network to influence the general direction of IYNF or for representatives of MOs to become elected and to become part of different IYNF bodies.

## **International projects**

International projects are obviously the highest priority for IYNF to organize and focus on. However, there are many different international projects that take place within the network of IYNF and NFI. IYNF promises its members and partners to support the creation of projects, but takes into account that this increases the workload on the staff in the office and therefore makes the Presidium aware that not all projects are unconditionally welcomed, even when there is a good concept behind. IYNF aims to organize at least three projects in a year. How many projects IYNF would support depends on the network. Lastly, at this moment the current Presidium advises future boards either to invest in the Czech Republic if there is interest to become Partners in international projects, or to forward the request for Partnership to MOs and POs in the network, preferably depending on their expertise, capacity, core mission and interest.





In the recent years IYNF has taken part in various international projects, either organized or supported by IYNF. We organized a bus from Prague to Paris/Brussels, with stops in Frankfurt & Lichtervelde, to take part in the People's March during the **COP21**. There was a **Work camp** organized by local groups. We take actively part in the **European Youth Event** in a close cooperation with the European Youth Forum. Recently we opened up to cooperate with CLIMB that is behind the small community building **festival Lichtieval** in Lichtervelde, Belgium. IYNF has been at **Pfingstcamp**, organized by local German Naturefriends. We took part in promotional stands in the **Sziget Festival** together with Hungarian Naturefriends TFSZ. We organized **Training Courses** on Non-Formal Learning in France, Community building Give & Get in Latvia, How to be a sustainable mountaineering guide in The Way Is The Goal in Switzerland, How to organize projects in Get Started 1 & 2, and more to come this year. We have been organizing **youth exchanges** in the past about topics of sustainability, such as Green Games & Born To Be Wild. As you can read, IYNF is whatever you want it to be!

### **Internships & EVS**

A few times in a year we provide a three-month internships for students under the Erasmus+ internship programme. Also IYNF enthusiasts are able to come to the office and gain experience at their own costs if they are capable to.

IYNF also has a long tradition in EVS projects, with a beneficial and positive effect on the people taking part and the organization, providing learning chances for both and extra help in the office.

### **E-volunteering**

If you are keen on social media or want to make the best use of your skills, you can become an online volunteer of IYNF. Recently we paved the path towards online engagement and keep on exploring this new form of civic engagement





External  
relations

# NFI

Naturefriends International (NFI) IS our mother organisation with seat in Vienna. The good cooperation and trust with them is essential for IYNF, as we are in many ways dependent on them (through our statutes but also financially). Membership fees of MO's are paid to NFI, of which 13% goes directly to the youth fund of IYNF. This amount is very crucial for the functioning of IYNF bodies and Secretariat.

IYNF has one seat in the NFI board. The person representing IYNF in their board can be either somebody from the Presidium, or another young Naturefriend who would like to take up that role. This is a decision that the new Presidium should take after the election. The IYNF board member in NFI should be the main point for contact between IYNF and NFI and all communication should go through her/him. The person takes part in their physical and online meetings and reports to the IYNF Presidium afterwards.

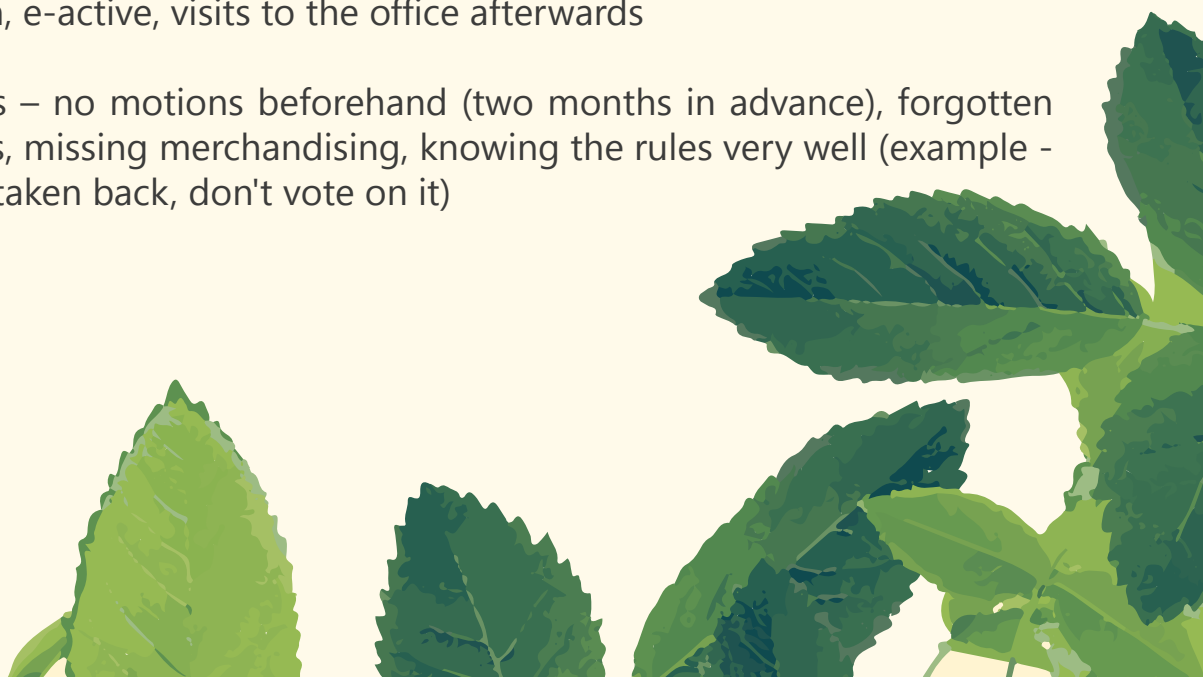
Once in a year there is the annual conference of NFI, where IYNF can take part with Presidium, SG and its NFI board representative (in case this role is not performed by the Presidium member). During that annual conference IYNF is making a nice and entertaining report about its work. Use that moment to shine! :-)

Every three years - next time in 2018 - the NFI Congress takes place, as the biggest statutory meeting of the NFI. Here, IYNF may go with a big delegation, as defined in the NFI statutes. Use that moment as well for speaking up the youth voice and making IYNF as visible as possible!

For your help, below is the evaluation of our last Congress:

## **SWOT analysis of the NFI Congress 2015 in Olomouc, 3-6 July**

- ▶ Strengths – preparation of the delegations, personal invitations to members, visibility - dress code and flag, active participation in the discussions, initiative motions, lobby strategy regarding the motion – delegates talking to their countries, common opinions of the delegation and not changing it towards public opinion, e-active, visits to the office afterwards
- ▶ Weaknesses – no motions beforehand (two months in advance), forgotten business cards, missing merchandising, knowing the rules very well (example - if a motion is taken back, don't vote on it)





- Opportunities – more social media coverage – responsible person, active participation opens the doors to future project, sell merchandise, getting involved in facilitation – actively participate on the organization of the event (offer NFI help), workshops about IYNF, involve „congress beginners“ – use the learning opportunity, include future plans to the report, personal relationships with the board members

- Threats – get involved in the dirty business, get ready for critical or sometimes even offensive discussions

## YFJ

The European Youth Forum is the umbrella organization for all youth organizations on an international level & national level, and currently has exactly 100 members. IYNF is one of them since the very beginning of the network. Recently we have become very active again within this network and have realized positive benefits of being visible within the YFJ. Not only that YFJ is the ideal organization to

provide opportunities to network among European youth organizations, it also provides space to become active politically and to create networks and contacts with organizations from various backgrounds, but similar priorities, values and interest. Yearly there are two activities that come back every time in the YFJ-cycle. Twice a year they organize their COMEM or 'COUNCIL Of Members Extraordinary Meeting' aims at bringing all their members together to take political stands on certain topics as a collaborative network and to give space for resolutions to be created by the various internal networks of the YFJ. These resolutions are being voted upon by the whole network and change the course of the direction of the YFJ.

Every two years they also have elections during their General Assembly. They have space for 8 Board Members, two Vice Presidents and one President. Next to that, another 20 people of the network can be elected for the Youth Advisory Group, which is a group that influences decision making bodies of the European Parliament and the European Council.

IYNF has been one of the founding members of this network, therefore being 'active' since the very beginning. Nowadays we are active in their Climate Change Network, we cooperate with them for the European Youth Event, we collaborate with them and help them with their internal sustainability guidelines and we try to be visible within their online and offline networks.

Thanks to the YFJ, IYNF had the chance to take part in the COP21. Taking part there gives space to IYNF to network with various environmental networks that have similar values like IYNF. Taking part in the UNFCCC leads to opportunities for networking, collaboration possibilities and provides space for IYNF to take part in the leading stage and action on climate change related topics.

## MO'S & PO'S

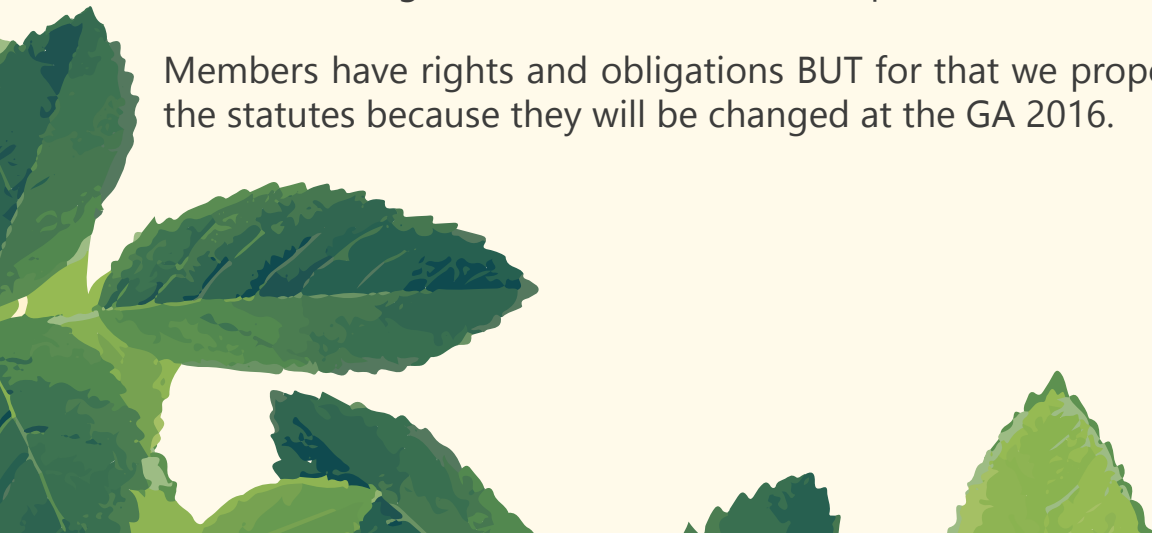
IYNF evolved from an umbrella organisation to a network of organisations. Currently IYNF has 16 member organisations and 11 partner organisations. It is important to expand our network, renew it and try to find new partners in Eastern and Southern Europe. Western and Northern Europe partners need to have wake-up calls as soon as possible.

In practice, partner organizations are the ones that IYNF cooperates on permanent basis, organizing projects and campaigns together. Representatives of Partner organizations, just as representatives of Member organizations, have preference in attending IYNF activities and Meetings.

In the statutes we have a division in three kind of Partners (we left Supporting member out).

- ▶ Full Member: In each country there can only be one Full Member. The most Full Members are with their adult structure member of NFI.
- ▶ Candidate Member: This is the waiting room to become a Full Member. These are either NFI members in process of development of a youth structure or National Youth organisations where no NFI member organisation exists.
- ▶ Partners: Organisations interested in cooperation with IYNF.

Members have rights and obligations BUT for that we propose you to read the statutes because they will be changed at the GA 2016.





# Finances



## GRANTS:

### **For projects**

EU - Erasmus+ / Czech National Agency

Key Action 1 - Mobility of Individuals - Mobility for Young People and Youth Workers (for more details check p. 77 of the [Programme Guide for 2016](#))

Youth workers' training and networking: This activity supports the professional development of youth workers, through the implementation of activities such as transnational / international seminars, training courses, contact making events, study visits, etc. or job shadowing / observation periods abroad in an organisation active in the youth field. The participation of youth workers in such activities contributes to capacity building of their organisation. The learning outcomes should be further disseminated.

3 deadlines per year (dates for 2016) :

- ▶ 2 February at 12:00 (midday Brussels time) for projects starting between 1 May and 30 September of the same year;
- ▶ 26 April at 12:00 (midday Brussels time) for projects starting between 1 August and 31 December of the same year;
- ▶ 4 October at 12:00 (midday Brussels time) for projects starting between 1 January and 31 May of the following year.

Eligible pax: No age limits. Participants must be resident in the country of their sending or receiving organisation.

### **European Youth Foundation (EYF) of the Council of Europe**

Workplan - a set of successive activities over a period of one year, interconnected and which contribute to the same broader aim.

Criteria to follow:

- ▶ Clear flow/link between actions: interconnected;
- ▶ Each individual activity contributes to the NGO's global plan;
- ▶ Link with priorities, missions and vision of the CoE youth sector;
- ▶ Several international and local activities (at least one international activity);
- ▶ Minimum of 4 nationalities represented in team;
- ▶ Minimum of 7 nationalities represented by participants;
- ▶ Meetings for a minimum of 4 full working days;
- ▶ At least one third of co-funding for international activities;
- ▶ Gender perspective.

**International Activity** - International meeting of young people or youth leaders in Europe which contribute to the work of the youth sector of the Council of Europe in topic, methodology and with a clear European dimension. Criteria to follow :

- ▶ Participants must represent at least 7 Council of Europe member states ;
- ▶ The activity must last four working days minimum ;
- ▶ It has to be run by an international team (4 nationalities represented in the project team) ;
- ▶ 75 % of participants under 30 years old ;
- ▶ A gender and geographical balance must be ensured;
- ▶ Gender perspective.

The maximum grant allocated is € 20,000. The EYF will cover two-thirds of the total real costs of the activity. NGOs need to find additional resources to cover the remaining one-third.

There are two deadlines per year :

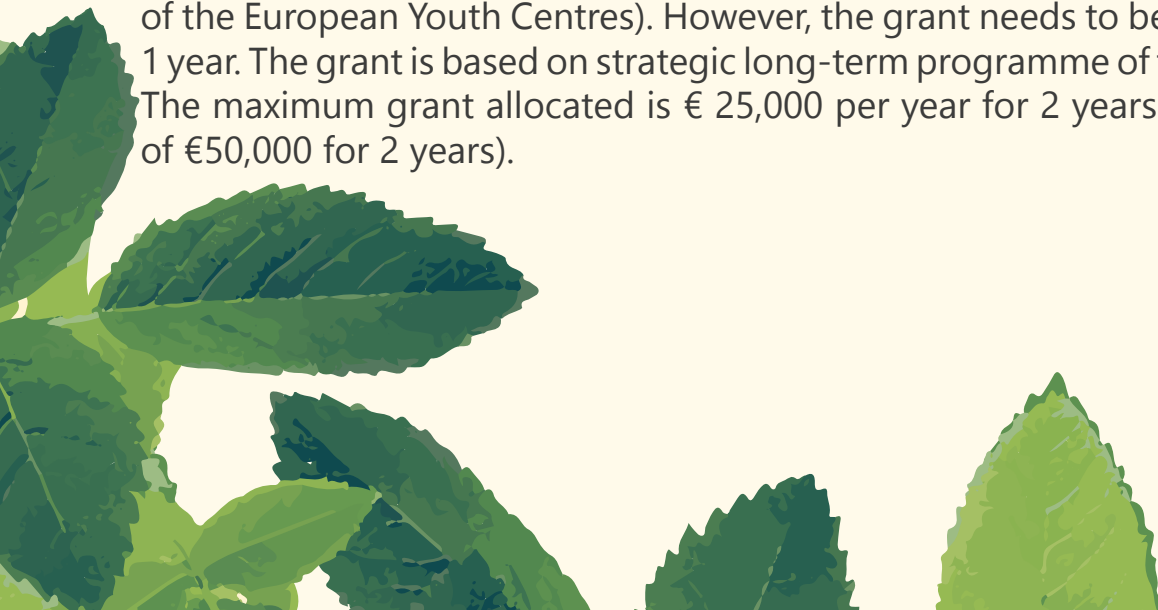
- ▶ 1st April - international activities to be carried out between 1 January and 30 June (1st half of the following year), annual work plan for following year and
- ▶ 1st October - international activities to be carried out between 1 April and 31 December (2nd half of the following year), annual work plan for following year

More info about the EYF :

- ▶ [What they support](#)
- ▶ [Forms and guidelines](#)
- ▶ [How to apply](#)

### **For operating costs :**

- ▶ Erasmus+ Operating Grant (for 1 or 3 years, up to 50000 EUR/year)
- ▶ EYF Structural Grant (2-years grant, IYNF - cca 17000 EUR/year) - grant for general administrative costs - available every 2 years (deadline 2015, 2017 and so on) - accessible to international youth NGOs and international networks of youth NGOs that have received support for at least 3 international activities during the 3 previous years (EYF grant or study session in the annual programme of the European Youth Centres). However, the grant needs to be confirmed after 1 year. The grant is based on strategic long-term programme of the organisation. The maximum grant allocated is € 25,000 per year for 2 years (i.e. a maximum of €50,000 for 2 years).



## BANK ACCOUNTS

both the SG and the FOC have access to all of them

### **CSOB - CZK and EUR in Czech Republic**

- ▶ CZK - used for most of the operating related transactions (salaries, rent, services, EVS related expenses, etc.), there are 2 cards issued to this bank account (SG and FOC) - E+ grants from the Czech National Agency (EVS, projects) are received here
- ▶ EUR - used as an intermediary account for transfers between the BAWAG EUR and CSOB CZK account
- ▶ SG and FOC have access to it and can make transfers

### **FIO - CZK and EUR in Czech Republic**

- ▶ CZK - used as savings account as has a higher interest rate
- ▶ EUR - used for the V4 grant which requires a specific account only for the project
- ▶ SG and FOC have access to it, 1 person can make transfers (currently SG) - not used much

### **BAWAG - EUR (current and savings account) in Austria**

- ▶ E+ operating grant and all EYF grants received here
- ▶ Used for all the EUR transfers - pax travel reimbursements, project invoices, fees for trainers, etc.
- ▶ EUR transfers are for free - this account is needed due to the Czech Republic not being part of the EURO zone - the transfers would become very expensive if done from a bank in Czech Republic
- ▶ SG and FOC have access to it, FOC can make transfers - it is linked to one phone number only

## TIPS

- ▶ Try to have a person in the presidium who would be responsible to follow this up. A person that would regularly check the finances.
- ▶ Try to find out what the overview of all the accounts is.






# Communication



## TIPS

- ▶ Communication is the key to success!
  - ▶ A good relationship starts with good communication!
  - ▶ Check your emails every day and reply as soon as possible! If you wait, you will forget the important mails
  - ▶ Even if it's just a short reply like "agree", "yes", "thank you!", it is important to send a reply so that the others see that you have read the mail
- If you are offline for some time, inform your colleagues and turn on the out-of-office automatic reply
- ▶ Be present at all meetings - listen and participate actively!
  - ▶ Be honest and talk about things that you do not like
- 

## DROPBOX

Dropbox is an online file hosting service based on a system also known as cloud storage. That means files can be stored online and accessed from any kind of electronic device.

IYNF uses Dropbox to store all kinds of files and data that concern the functioning of the organization, such as documents, bookkeeping, grant applications, policies or detailed information about every activity. The IYNF Dropbox folder is also a vast archive containing all sorts of data since the early 2000s including pictures, videos, projects, publications, etc.



## DISADVANTAGES

- ▶ Can slow down your devices; synchronize only the files you need the most or access through the web browser;
- ▶ Data is not encrypted;

## IYNF WEBSITE

The IYNF website ([www.iynf.org](http://www.iynf.org)) is the main face of IYNF on the Internet. It provides comprehensive information about the organization (e.g. history, aims & values, people & other organizations involved) and shows cases of different activities, initiatives, articles and campaigns, as well as past events. The information on the website must be always up to date, with new and diverse content posted regularly.

The IYNF website was created on Wordpress and even if you don't have any experience with Wordpress-built websites, you will find it easy to use after trying a few times. Through the "Dashboard" you can add new posts, edit pages and events, upload documents and media, manage the e-shop or customize the website.

The IYNF website is administered by the Secretariat and supervised by the Networking Coordinator with support of the volunteers and remaining team members.

Even though the Secretariat is responsible for managing the website, the involvement from the IYNF presidium in this platform is more than welcome and it should be beneficial for the organization. Reviewing or updating sections of the website as well as creating posts & calls or writing articles are some of the tasks where help is mostly needed.





## COURIER

The Courier (IYNF Newsletter) is an online publication released by the IYNF Secretariat every other Thursday around 12:00. It provides space for members and partners to share their news and ensures regular updates from the Naturefriends network and beyond.

The current Newsletter is divided in 3 main parts:

- ▶ IYNF NEWS: containing updates from the IYNF Secretariat and Presidium, as well as activities organized by IYNF, calls, articles and campaigns;
- ▶ MEMBER AND PARTNER NEWS: offering updates from events, opportunities and curiosities from IYNF member and partner organizations;
- ▶ OTHER NEWS AND OPPORTUNITIES: containing interesting news, relevant issues, articles, events, publications, curiosities, etc.

The newsletter is coordinated by the Networking Coordinator, who (together with volunteers and interns ) is responsible to write articles for the newsletter, prepare it and send it to our list of recipients.

Since 2015 IYNF has e-volunteers contributing frequently to our newsletter.

Before being published, the topics of each newsletter are organized on a google spreadsheet, which can be accessed by the IYNF team, everyone is free to propose articles, stories, interesting news, calls for projects, etc. The Networking Coordinator collects all contributions, proofreads and prepares the newsletter. The platform used for sending the newsletter is mailchimp, a service that allows to create newsletter templates in an easy way and send them to a list of subscribers. It also tracks the level of engagement, click rate, unsubscriptions, etc.

## SOCIAL MEDIA STRATEGY

In recent years IYNF followed a similar path as many other organizations - dedicating more time to social media for self-promotion and communication with its fans. The organization gradually moved its content from hard copy publications towards online sources. However, this approach was often made by trial and error and neither clear guidelines nor strategy were defined to assist this new approach.

## **The Main benefits of social media**

- ▶ Boosting success, reputation and visibility of the organization;
- ▶ Effective for promotion and spread of information, reaching more & diverse population segments;
- ▶ Facilitating interaction between people and organizations, allowing to exchange work experiences, knowledge and feedback from a distance;
- ▶ Tracking followers' profiles;
- ▶ Allowing staff members develop new skills when using online tools;
- ▶ Improving content generation;
- ▶ Saving costs;
- ▶ Opening new possibilities of fundraising and crowdsourcing.

## **In 2015 the first edition of the IYNF social media strategy was launched, containing the following objectives :**

- ▶ To assist the organization in finding a team responsible for producing solid, engaging and substantial content that promotes the views, goals and values of the Naturefriends.
- ▶ To show which kind of audiences IYNF should focus on, as well as to find the appropriate style for good communication with each audience.
- ▶ To assure that the way social media platforms are used is aligned with the goals and values of the organization.





### **Coordination of the IYNF media**

The IYNF media is coordinated by the Networking Coordinator, with crucial support of the remaining team at the Secretariat as well as cooperation with e-volunteers. Everyone has a specific roles and tasks, mostly according to their own interests. Some volunteers are more enthusiastic about design or video making, while others prefer to write articles, proofread or coordinate the Facebook page or Twitter account.

It is essential that the presidium gets involved in the IYNF media, since this is one of the most important tools of promotion and visibility of the organization. More involvement means more visibility and consequently more engagement and new fans and so on.

Presidium members will have access to the various IYNF platforms and they should use them according to their experience or interest. Furthermore, some platforms require more attention than others (e.g. boosting the IYNF Twitter account or Instagram).

For more information about the IYNF media please consult the Social Media Strategy in the attachment and don't hesitate to approach the IYNF secretariat.



Tips & Tricks,  
Do's



## TIPS & TRICKS

- ▶ Have a smartphone or don't. It sometimes makes a difference in both directions. You can work on calm moments like on the train, on the toilet, in your bed, on your bike, in the bus, in the car, etc. But on the other hand it can be too much and an overload of information while you driving a bike or car, sitting on a overfull train or bus or need to shit and have millions of bacterias on your phone.
- ▶ Make good agreements on skype hours with your boy/girlfriend otherwise s/he will already have eaten or the food will be cold. Or s/he will already will be sleeping.
- ▶ Better have an hour skype then three hours.

## DO'S

- ▶ Travel light and only take hand luggage if you take the plane.
- ▶ Always have business cards with you to share, you don't know when you would meet someone interesting. Like once I met someone on the bus towards Istanbul and she has now a Green Toolbox at her home and loves it!
- ▶ I loved taking minutes, sometimes funny jokes in the text but not noticing when I typed.







# Contacts




CONTACTS OF THE PREVIOUS  
PRESIDIUM MEMBERS (2014-2016)

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END