

PR

Videos

Follow the frog - funny

<https://www.classy.org/blog/5-funny-marketing-videos-by-nonprofits/>

Malarious! (connection to Hillarious) funny, cheap, involvement of actors/famous people

<https://www.classy.org/>

web pages helping to fundraiser

MSF – Your support goes a long way

<https://www.youtube.com/watch?v=OFAgc5Vy7gQ>

MSF how donation works

<https://www.youtube.com/watch?v=Tm9D3MatgKw>

Award for xxx – visibility

Website

Annual report

Donor of the year

Transparency

Annual reports – basics

Presentation of incomes and expenditures

Greenpeace ČR

Annual report page 19

https://storage.googleapis.com/planet4-czech-republic-stateless/2019/07/bcc061f7-export04_gp-vyrocka-2019.pdf

VIA Foundation

Annual report page 10

https://www.nadacevia.cz/wp-content/uploads/2019/06/VZ_Nadace_Via_2018_web.pdf

Excercise: 5 mins + 10 mins presentation, individually or by organisation