

#62. SCHEDULE OF THE MONTH OF THE FAMILY



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Theme(s): Partnership, Inclusivity, Stakeholder involvement

Type of initiative:
Public Squares

Year: 2012

Location:
Wroclaw
Poland

Owner: Wroclawskie Centrum Rozwoju Społecznego (WCRS)

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DESCRIPTION

We have identified the need for partners to be more involved in promotion of the Family Month. Thanks to the additional promotion of their year-round activities, they will be more willing to prepare exciting programs, workshops, games and other activities within the Family Month we organize.

The Family Month timetable published in the form of a folder and is the biggest promotion of partners and their activities. Every year, a harmonogramme of the Month of the Family is published (initially it was less than a dozen pages, nowadays it is being increasingly expanded), which contains information not only about what happens during the main family picnics, but also about what the family and its individual members will find for themselves with partners of the Family Month, who have their headquarters in different parts of Wroclaw. Only free or really cheap (symbolic fee) events are included in the schedule. Family discount coupons for partners' services are also included in the harmonogramme. The timetable is issued in both electronic and paper versions in about 5000 copies. The folder with the schedule is distributed throughout the city, during family picnics, in urban institutions and partner offices.

SUCCESSES

Thanks to the schedule, we are gaining more partners who are willing to share information about their activities, and to offer the coupons that are included in the folder. The greater number of partners of the Family Month contributes directly to more interesting and richer program of the whole event. The schedule also gains interest among the participants of the Month of the Family, who are increasingly willing to use not only discounts, but also information contained in the publication.

CHALLENGES

The challenge in the upcoming years, in subsequent editions of the Month of Family, will certainly be extending the distribution network of the schedule, so that it can reach more interested people. We would also like to raise more funds for printing the harmonogramme and to increase his circulation.