WLVT
We Lead Volleyball Together

Toolkit for recruitment and awareness campaign

Co-funded by the European Union

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1. Campaigns

Our communication strategy consists of two key campaigns: the recruitment phase and the awareness campaign.

1.1 Recruitment Phase

The recruitment was done in two phases as the implementation was done in two rounds: February 2024 till December 2024 and September 2025 till December 2025.

The recruitment phase aims to attract clubs, club mentors, and Young Leaders to participate in the project. Recruitment should commence no later than September to align with clubs starting the project around December 2024.

1.2 Awareness Campaign

From February 2024-May 2026.

The awareness campaign aims to optimize general understanding of the significance of female leadership. We will carefully curate male and female role models in leadership positions to both inspire young girls and educate boys on gender roles. This comprehensive campaign will include an initial awareness video, followed by country-specific training program videos, articles featuring two good practices per organization, and digital visuals designed to empower girls in pursuing leadership roles. Our goal is to effectively engage with 1,550 clubs across four countries.

2. Communication approach

2.1 Press releases

Press releases were issued at the beginning and end of the project to announce key milestones, achievements, and outcomes. The initial press release introduced the project, its goals, and the participants involved, while the final press release highlights the project's accomplishments, key learnings, and future implications.

2.2 Toolkit

A toolkit is available to streamline communication efforts and maintain consistency in branding and messaging. It includes:

Logo

Project logo

The project logo serves as a visual representation of the initiative's identity and values. It will be utilized across various communication materials to maintain brand consistency and recognition.



Logo banner

The EU logo added to the project logo, used as banners in documents or articles.



Logo banner with EU and partners

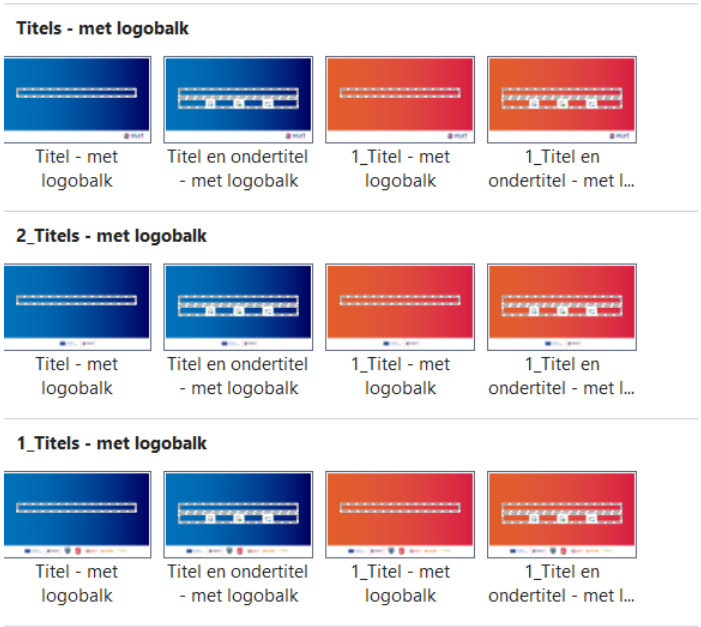
Used in documents.



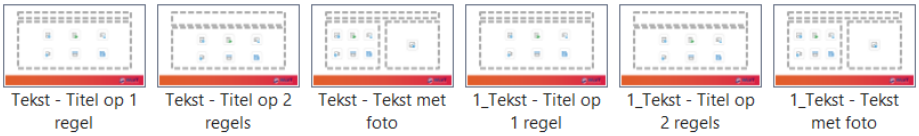
Word and PowerPoint template

A standardized Word template will be provided to partners and participants for official documentation and correspondence. A PowerPoint template will be available for creating presentations related to the project.





Tekst



Tekst - Titel op 1 regel | Tekst - Titel op 2 regels | Tekst - Tekst met foto | 1_Tekst - Titel op 1 regel | 1_Tekst - Titel op 2 regels | 1_Tekst - Tekst met foto

2_Tekst



Tekst - Titel op 1 regel | Tekst - Titel op 2 regels | Tekst - Tekst met foto | 1_Tekst - Titel op 1 regel | 1_Tekst - Titel op 2 regels | 1_Tekst - Tekst met foto

1_Tekst



Tekst - Titel op 1 regel | Tekst - Titel op 2 regels | Tekst - Tekst met foto | 1_Tekst - Titel op 1 regel | 1_Tekst - Titel op 2 regels | 1_Tekst - Tekst met foto

3_Tekst



Tekst - Titel op 1 | Tekst - Titel op 2 | Tekst - Tekst met | 1_Tekst - Titel op | 1_Tekst - Titel op | 1_Tekst - Tekst

Foto/ video



Foto - 1 grote | Foto - 2 kleine | Foto - 1 grote met titel | Foto - 2 kleine met titel | Video

2_Foto/ video



Foto - 1 grote | Foto - 2 kleine | Foto - 1 grote met titel | Foto - 2 kleine met titel | Video

Certificate

The young leaders that participated in the programme received a WLVT-certificated at the end.



Graphics

Some countries made their own graphics, matching their style and policy. Below some examples from the Netherlands.





3. Stories

Experience stories were used from young leaders, club mentors or board members that participated in the first round, for recruitment of the second round.
Articles are available on the website of each partner.
The articles cover topics on leadership such as:

- From the perspective of a young leader, a club mentor or board member
- What they learned
- How they experienced it

4. Video's

Several video's have been recorded by Advisory Board members, role models and general project video's. Below an brief overview. More can be found on www.instagram.com/youngleadersvolleyball

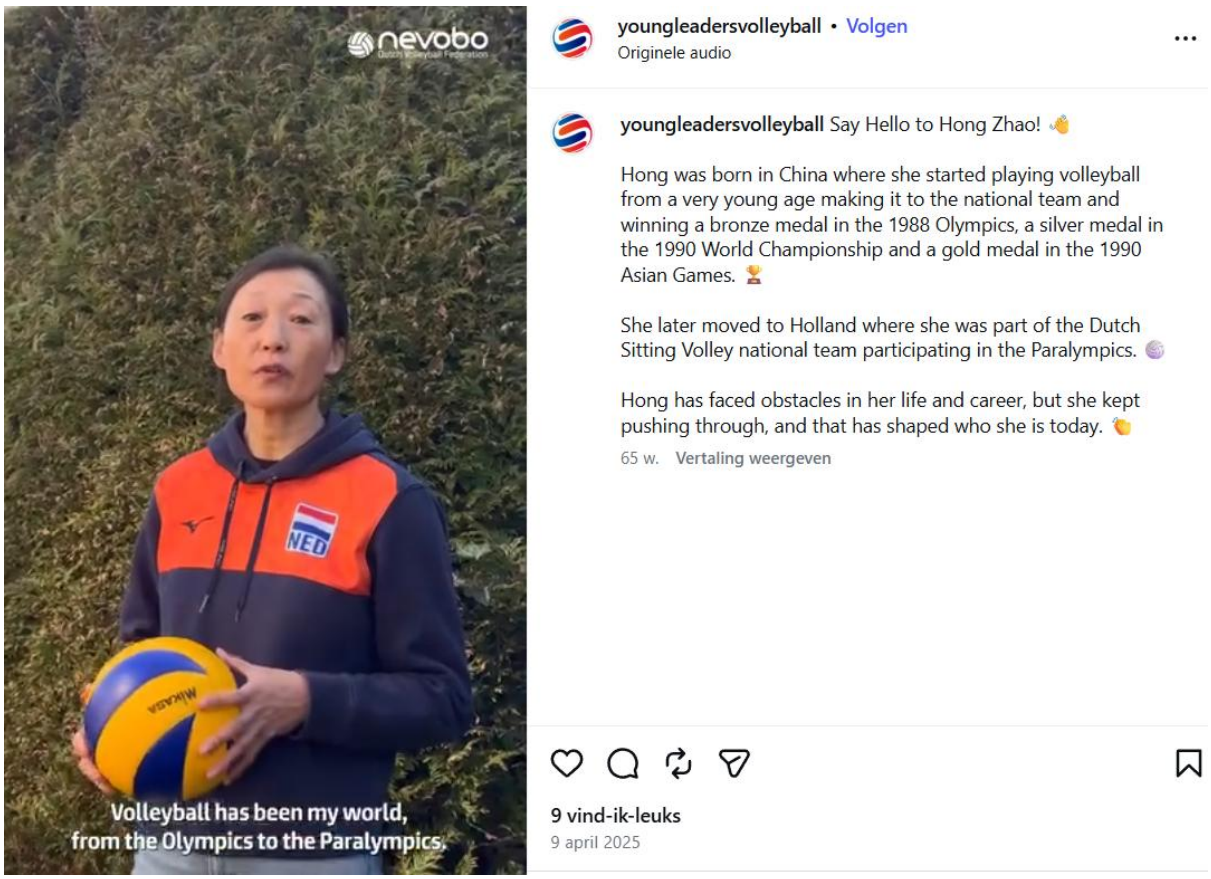
4.1 Advisory Board members

https://www.instagram.com/reel/DDhjx3sIvT3/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==



4.2 Role models

Hong, the Netherlands
https://www.instagram.com/reel/DIOV9vjozij/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

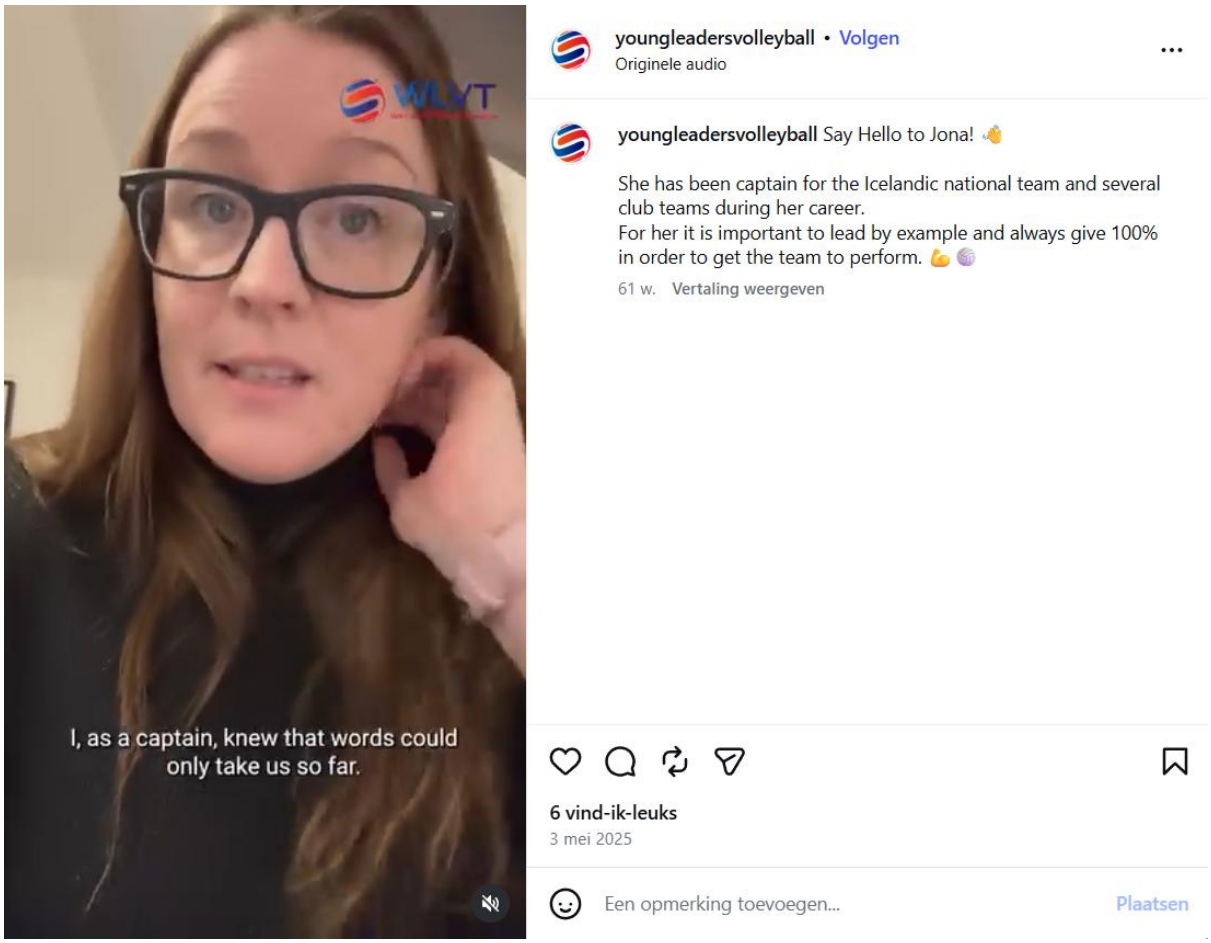


Maria, Norway
https://www.instagram.com/reel/DIvw_droBuE/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

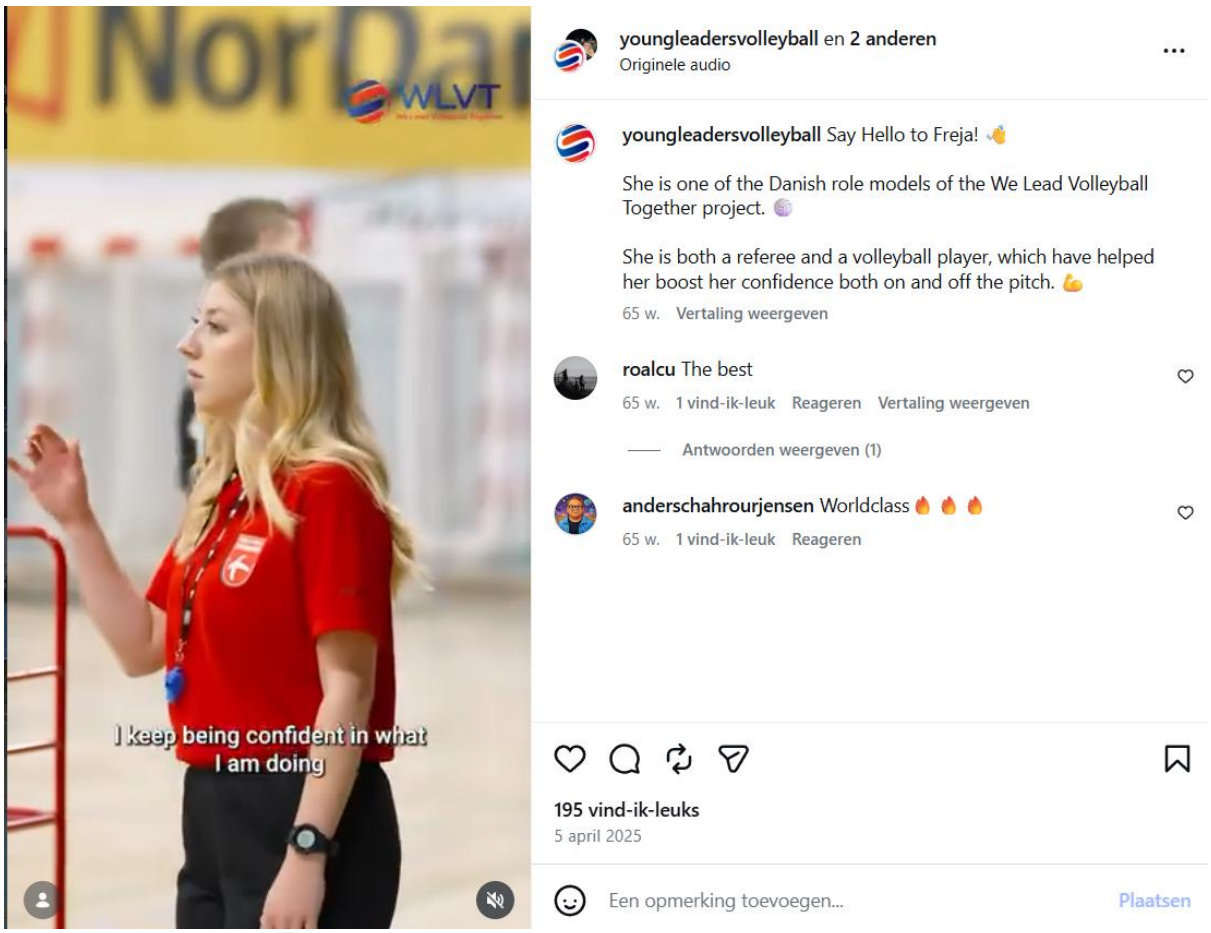


Jona, Iceland

https://www.instagram.com/reel/DJMVCIdIvB8/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==



Freja, Denmark
https://www.instagram.com/reel/DIEokF0IrH3/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==



4.3 How to create an engaging video

A manual was created for role models, advisory board members and other potential stakeholders how to create engaging video's. See the manual at the end of this document.

Creating a 1-minute video offers a powerful medium to connect with and positively impact the lives of those who look up to you. The manual is designed to help craft a message that resonates, encourages, and engages young viewers effectively.

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