CAMPAIGN DESCRIPTION & INSTRUCTIONS

Why are we doing this?

TEH wants to support the Ukrainian members and cultural community. As a network we have an established structure of communication lines, outlets and trust relations to be benefitted for this cause. Art of Giving is a series of events part of a bigger package of actions that we are launching. The aim of this series of events is to create awareness and raise funds for the victims of the war in Ukraine. Because of the UA based contacts, TEH has a good understanding on the current and urgent needs and can distribute resources in a trustworthy way.

How we will do this

A series of independent events organised by members of TEH network. Under the umbrella: 'Art of Giving- for Ukraine' each centre can organise their event. Members are free to organise what they want and in ways they think attracts the most people. This can be a movie screening, club night or something else. Ukrainian (or other) artists from their community can be asked to perform.

Fundraising

- The centre can choose a fund from the trustworthy list and donate any ticket sale income or individual donations
- Donate to TEH Solidarity Fund

Content suggestions

- A live connection with the Ukrainian members can be set up at the event
- Access to Ukrainian movies rights free (https://takflix.com/en) Email to nadia@takflix.com.
- Ukrainian artist performances
- Open mic for sharing

By and for who?

Each TEH member can volunteer to organise a fundraise/solidarity event in their own centre. If you decide to do an event, please get in touch with TEH Coordination Office to get comms kit and a few simple guidelines.
Audience: local cultural actors and the local community

When?

From 12 of March until the 12 of April the 'Art of Giving-for Ukraine' will take place.

Communications

We would like to communicate all events in the similar style and to add all events to TEH website so we can have a general overview of our common impact as a network and also to reassure our peers and friends in Ukraine that we are all together.

Here are some comms steps:

1. Use 'Art of Giving for Ukraine' as a title for your event.

2. Use the artwork to create social media banners and any promo material you want for your event. Add to your banners TEH logo!

3. Create a Facebook event and make TEH a co-host so we can share it via our channels. Use the banner with the campaign artwork for this!

4. In the description mention that you co-orgnaising it with us and add a link to our Solidarity page.

5. Email to events@teh.net and let us know that you are organising an event.

6. Engage your local media as much as possible to gain enough visibility and publicity.

7. Post photos or any documentation of what you did in the Facebook event so we can also see it.

HASHTAGS: #ArtofGivingTEH #TransEuropeHalles #TEHinSolidarityWithUkraine #StandWithUkraine