



Background

AIESEC was established in 1948 after World War II, where seven youth across seven countries had a dream of building cross-cultural understanding across nations. Today, AIESEC operates in more than 126 countries.

AIESEC is a global youth-led organization striving to achieve peace and fulfillment of humankind's potential by activating leadership qualities in youth through learning from practical experiences in challenging environments.

Together with partner organizations, AIESEC facilitates a network of cross-cultural exchanges in the form of volunteering experiences and professional internships.

AIESEC in the Czech Republic is managed by the Member committee and operates 11 local committees (branches at universities) in 9 cities - Prague (VŠE), CUNI (UK), CZU in Prague, then Brno, Olomouc, Ostrava, Zlín, Plzeň, Liberec, Hradec Králové and České Budějovice.

Challenge

It is more and more difficult to recruit new AIESEC members with right attitude and make them passionate about volunteering for the organization. Students have lots of other opportunities – part-time jobs, study programs, start-ups. We are in a situation where employers fight for students., so even less talented and experienced students have no problem to find a job. Number of AIESEC members is decreasing hand in hand with shortening duration of an active membership. In order to stay relevant and make social impact, AIESEC needs significantly increase number of newly recruited members.

Campaign Objective

Create a campaign that will help AIESEC recruit 300 new members.

There is a selection procedure consisting of submitting an application and individual interview. Usual application to member ratio is 3:1. With this campaign, the ratio needs to be improved to 2:1.

Long-term success is recognized by the retention rate of the members. If all of them will leave in the first month because of wrong expectation, then the campaign is not successful.

We want students to understand the importance of doing something extra during the studies already. Show the need of personal and professional development and also help to others, being volunteer, contributing to the local and global impact by working on meaningful projects, explaining the Sustainable development goals (SDGs) and the contribution of AIESEC.

We want to influence their decision-making process and change their approach.

Key message

Join AIESEC

Become an AIESEC member, learn-by-doing, and explore and develop your leadership potential by working on meaningful projects that make global social impact.

Tone of Voice

AIESEC's tone of voice is conversational and friendly.

Youth

AIESEC's tone of voice represents a youthful organization that is fun, fresh, and dynamic. We are a highly purposeful organization that takes responsibility for the positive impact we contribute to the development of local and international communities. Messages should be hip, humble, and simple.

Enablers

AIESEC's tone of voice represents our youthful energy while still maintaining business norms of communication, respectively. Showcasing our passion for leadership and purposeful contribution, messages should be informative, relevant, and simple.

Target audience

18-24 years old university students predominantly from the 1st grade

Primarily from Economic faculties or Faculties of Humanities or Social studies

Locations: 9 university cities (Prague, Brno, České Budějovice, Hradec Králové, Liberec, Olomouc, Ostrava, Plzeň, Zlín)

Universities: Masarykova univerzita, Mendelova univerzita, Vysoké učení technické v Brně, Jihočeská univerzita, Univerzita Hradec Králové, Technická univerzita, Univerzita Palackého, Vysoká škola baňská - Technická univerzita, Západočeská univerzita, Univerzita Karlova, Vysoká škola ekonomická, Česká zemědělská univerzita, Univerzita Tomáše Bati

Note: Even though there is main target group of university students of humanity and economy studies, the campaign should not discriminate or eliminate anyone. Member in AIESEC can become also a person who is studying any field of studies. (We had/have medical, IT, agriculture, law students).

What is a character or personality type we would like to focus on?

- Interested in world events, global issues, global problems (World Citizen)
- Want to focus on meaningful or purposeful things in society, achieve bigger things, develop others
- Living diversity, don't discriminate, explore new things, know other culture
- Have personal values, personal strengths, want to learn new things, gain practical knowledge
- Meet new people and also from abroad, new friends, be different from others, have a competitive advantage
- Self-driven person

What would these people be interested in? Hobbies, lifestyles etc.

- Reading books, blogs, newspapers (gaining new information)
- Travelling with a purpose
- Event management, Marketing, Sales, HR
- English language
- Meeting with new friends, people

Insight

What are main reasons for being an AIESEC member?

Personal and Professional Growth

Through volunteering and working in teams, you will gain both hard and soft skills while developing practical leadership qualities. These qualities are provided by our unique leadership development model, that has been guiding experiences since our inception in 1948.

Global Network

By joining AIESEC you become part of 40,000+ members across 120+ countries and territories. Depending on your ambition and advancing in the organization, you will have a chance to build connections and life-long friends via conferences, development opportunities and more.

Contribute to the Society

By being an AIESEC member, all your actions have a direct impact on the people around you. From impacting your own teammates, to driving change initiatives in your communities, the opportunities to shape the world are endless and are entirely up to you.

Leadership Development

We believe that leadership is not limited to a formal position, but rather it is a set of qualities and values that any individual can develop. AIESEC allows you to craft an intense learning experience that enables you to increase your self-awareness and solution orientation, develop communication skills in diverse environments and gain a global mindset.

Past activities

The recruitment of new members is always twice a year, Fall and Spring, in the beginning of university semester. Focus of this brief is the Fall recruitment.

There is an online promotion being run from the national level on social media, websites, PPC campaign, for everyone. And then is every Local committee is supporting the online campaign and running the offline activities on local level.

Past results

| | Nr. Of Applications | | | Nr. Of Members | | |
|-----------|---------------------|---------|-------|----------------|---------|-------|
| | Plan | Reality | Index | Plan | Reality | Index |
| Fall 2017 | 399 | 447 | 112% | 166 | 154 | 93% |
| Fall 2016 | 602 | 424 | 70% | 204 | 188 | 92% |

To better understand the channels where the applications are coming from, here are the results:

| WHERE DO THE APPS COME FROM? | | | | | | |
|------------------------------|-------------|-------|------------|-------|------------|-------|
| | FALL 15 | % | FALL 16 | % | FALL 17 | % |
| Promotion at university | 185 | 16.6% | 45 | 19.4% | 163 | 31.7% |
| Facebook/Instagram | 93 | 8.4% | 65 | 28.0% | 72 | 14.0% |
| Friends | 238 | 21.4% | 85 | 36.6% | 160 | 31.1% |
| University/faculty website | 63 | 5.7% | 6 | 2.6% | 77 | 15.0% |
| AIESEC web | 121 | 10.9% | 3 | 1.3% | 11 | 2.1% |
| Facebook groups | 118 | 10.6% | 9 | 3.9% | | 0.0% |
| Orientation Days | 64 | 5.8% | 3 | 1.3% | 9 | 1.8% |
| Leaflet/Poster | 135 | 12.1% | 7 | 3.0% | 5 | 1.0% |
| Internship with AIESEC | 29 | 2.6% | 0 | 0.0% | 5 | 1.0% |
| EDISON/SPEAK | 23 | 2.1% | 3 | 1.3% | 12 | 2.3% |
| Email | 44 | 4.0% | 6 | 2.6% | | 0.0% |
| Google | | | | | 14 | 2.7% |
| Overall | 1113 | | 232 | | 514 | |

AIESEC Social Media channels

Facebook (<https://www.facebook.com/aieseccr/>): 27 807 followers

Instagram (aiesec_czech): 981 followers

Budget & Timing

30 000 Kč total budget

The campaign should run from the beginning of September till the 1st week of October.

The campaign usually contains 5-6 weeks of online promotion, part of it is usually 1 or 2 weeks of the offline promotion at each university (based on university timeline).

Do you have any good will ambassadors that could be used in campaigns for free?

Yes, we have our current AIESEC members. Then we are cooperating with Universities, NGOs, young people who went with AIESEC on an internship abroad or previous AIESEC members who are now working in many companies or startups and because of AIESEC gain a good job position.

KPI

300 new AIESEC members recruited.

Other useful info

AIESEC Brand book:

<https://drive.google.com/file/d/0B-RElurmVAxoTmZMU3hMR3RYZTg/view?usp=sharing>

main partner for Digital

WM
WAVEMAKER

organizer



in cooperation with



media partner

MÉDIÁŘ