

Побари Жизнь

БЛАГОТВОРИТЕЛЬНЫЙ ФОНД

5 уроков работы НКО и digital агентств

21 ноября 2017





София Зырянова

Образование

2008, 2012 - Высшая школа экономики (политолог, медиаменеджер)

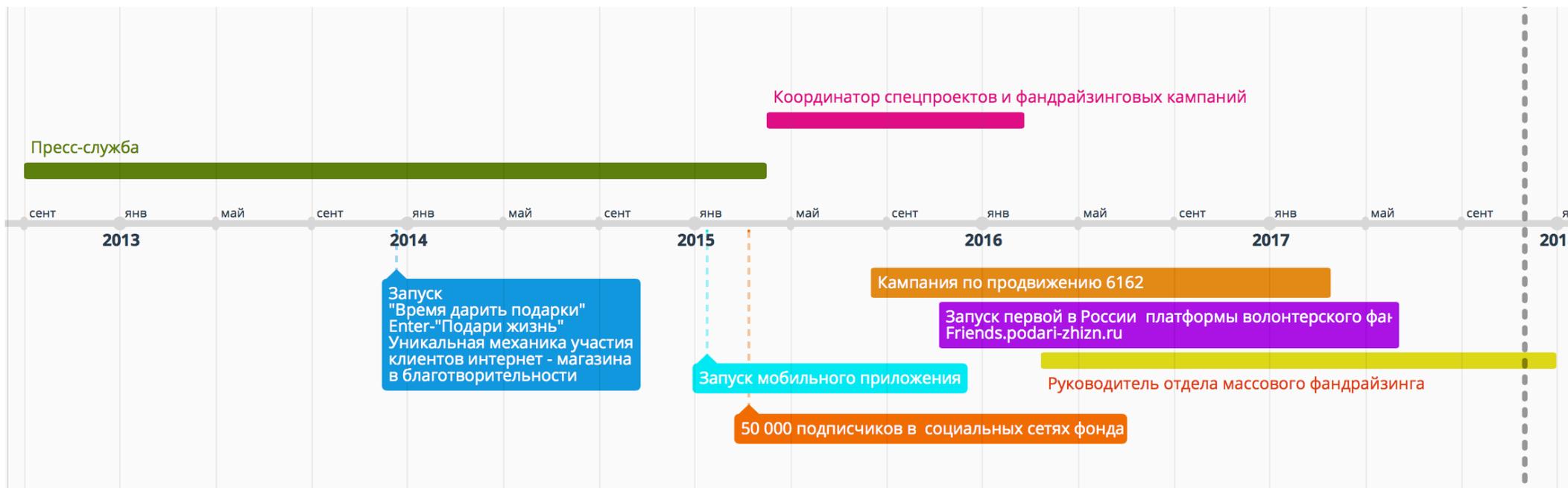
2016 – Marketing for non-profit organization (Boston)

2017 – Middle-level donors, IFC (Netherlands)

Опыт работы

2006 – 2012 Обозреватель в федеральных СМИ (Business Week, The New Times, РБК и др.)

>5 лет в БФ «Подари жизнь»





Урок 1. Этика



ENOUGH IS ENOUGH

Relentless bombing in Gaza is killing a child every three hours.

How many more must die before this stops?

Thursday, 8 January, 2009, Gaza. Mohammed, three, is comforted by his mother after a bomb strike.

For families in Gaza, every minute is now a fight for survival. Devastating attacks on both sides of this conflict mean thousands of people are caught in an impossible search for safety.

Strike after strike, those children who escape death face horrors that will stay with them forever. Gaza is fast becoming a place where help just isn't there.

Against the odds, Save the Children has reached 7,000 people already with food parcels, water and fuel. But supplies are running dangerously low – aid simply can't get to those who need it most.

Ambulances can't reach the injured. Those few who reach hospitals find power cuts rendering doctors helpless. With every hour that passes, more irreversible damage is done to children's lives.

We have to act now.

Join our call for a lasting ceasefire, observed by all. Only this can help us reach hungry, exhausted, terrified children. World leaders, including Gordon Brown, must do much more.

Every person can make a difference. We need as many people as possible to demand an end to the bombing. Together, we'll build pressure on decision-makers to do everything in their power to end this violence.

Take action. Add your voice to our plea.

Text CEASEFIRE to 81819.

We'll make sure your message is heard.

We Save the Children Will you?

Find out more at www.savethechildren.org.uk

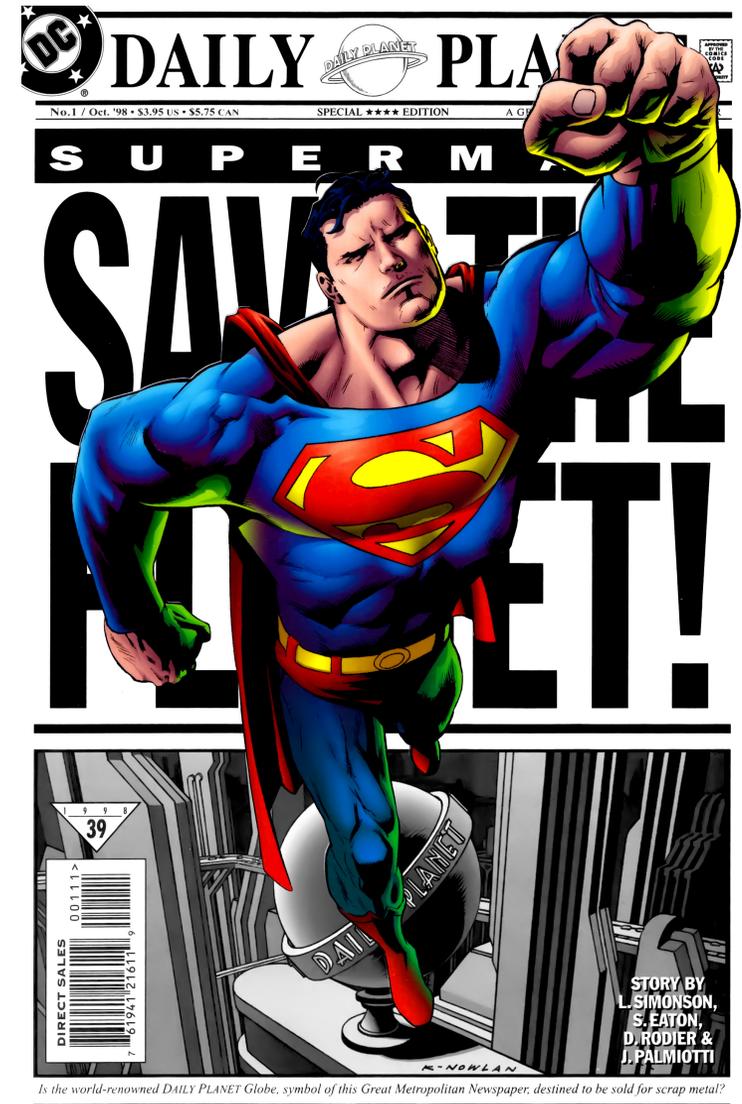
We may keep you updated by phone and will always give you the chance to opt out of further communications. However, if you would rather not receive such information, please email us at support@savechildren.org.uk or phone 020 7002 4400 or text 57 0P to 889. SMS charged at your standard text message rate.

Save the Children® Registered charity England and Wales (234970) Scotland (SC03355)





Урок 2. Масштаб задачи





Урок 3. Вовлеченность команды в проблему





Урок 4. Технические ресурсы





Урок 5. Последовательность (consistency).





СПАСИБО

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