

# Promotion of the mission and vision of the organization



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## Purpose

The purpose of promotion is above all encouraging a different way of traveling, which is not based only on lazing on the beach or seeing famous attractions. We are promoting travel as part of the life-long learning and gaining key competences such as communication in foreign languages, social and citizen competences, self-initiative, expressing one's self and raising cultural awareness. One of the main aims of promotion is disseminating the goals and mission of Hostelling International (HI), which is in Slovenia represented by HI Slovenia.

*"To promote the education of all young people of all nations, but especially young people of limited means, by encouraging in them a greater knowledge, love and care of the countryside and an appreciation of the cultural values of towns and cities in all parts of the world, and as ancillary thereto to provide hostels or other accommodation in which there shall be no distinction of race, nationality, colour, religion, sex, class, or political opinions and thereby to develop a better understanding of their fellow men, both at home and abroad."*

## Tasks

The main task of the volunteer is helping out with promotion and visibility of the working of HI Slovenia. This includes primarily verbal promotion and promotion through personal social network among one's peers, spreading information about activities and projects that the organization is supporting. Despite the contemporary ways of online promotion, we also still believe that "the word of mouth" is the best way to promote one's self, so we prefer the verbal promotion. Volunteers will also have other ways and digital tools for faster, easier and possibly also more efficient promotion. We'd like to stress the social networks such as Facebook, Twitter, Google+, Blogs, ... that can reach a large audience fast that might be interested in what you're writing about. Thus the volunteers are involved (through their social profiles) to promote the content published through web site [www.youth-hostel.si](http://www.youth-hostel.si), Blog: Say HI to Slovenia <http://hislovenia.blogspot.com/>, online magazine Globetrotter [www.globetrotter.si](http://www.globetrotter.si), the international site of Hostelling International [www.hihostels.com](http://www.hihostels.com) and on web portals of other national hosteling organizations.

## Responsibilities

It's simple volunteer work that only takes up a few minutes daily. It can be part of the volunteer's life, where the volunteer decides freely how much time will be spent on promotion of the organization. The volunteer manages his own schedule and can work in the field or from home along with other daily duties he's performing. The volunteer is responsible for spreading information based on the true accounts, thus the volunteer must have in-depth knowledge of the organization and it's functioning.

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## Skills to do the job

Before starting the work the volunteer must get familiar with the organization and its goals and vision. Only after good understanding of organization it will be possible to communicate its vision through social media. It is also recommendable, that the volunteer knows the basis of workings of social media and online promotion (marketing) and communication, which will enable the volunteer to easily spread the information about HI Slovenia.

If able, we will also enable the volunteer to join seminars and workshops in the fields of youth mobility and youth tourism, either to attend free of charge or at least with reduced fee.



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## Reporting

A volunteer is responsible for keeping account of all hours spent on volunteer work. The report is handed in once a year at the beginning of the year for the previous year.

## Costs

Volunteer work is not paid for. In case of eventual expenses these can be reimbursed upon previous arrangement with the volunteer.