



PROMOTIONAL ASSOCIATION GUIDE

**A NEW NATION IN CISV:
HOW TO GET STARTED?**

WHAT IS CISV?

-
- **Educational Purpose**
- **Organization**
- **History**
- **Educational Philosophy**
- **Educational Principles**
- **Educational Programmes**

CISV educates and inspires action for a more just and peaceful world.

EDUCATIONAL PURPOSE

CISV's purpose is to prepare individuals to become active and contributing members of a peaceful society. CISV endeavours to stimulate the lifelong development of amicable relationships, effective communication skills, cooperative abilities, and appropriate leadership towards a just and fair world...

ORGANIZATION

CISV is a global network of volunteers in over 60 countries. They form a National Association (NA) in each country, and all the National Associations are affiliated to CISV International, a Charity Organization registered in United Kingdom. When CISV starts in a new country, it is first registered as a Promotional Association (PA) and International Committees and International Office will support its development.

HISTORY

CISV was founded in 1950 by Dr. Doris Allen, psychologist at University of Cincinnati (USA). She was convinced that young people from different nations could learn to live together in friendship and would later use that experience in working to create a peaceful world. She also believed that starting with children would make the difference. CISV has since been committed to:

- Providing an opportunity for individuals to learn by experience how to live in friendship with others individuals from different origins.
- Contributing through research and experience to a science of international relations and non-violent conflict resolution.
- Cooperating with and complementing "like-minded" organisations.

EDUCATIONAL PHILOSOPHY

CISV educates through action, stressing cooperation rather than competition in its activities. Its programs are interactive, sensitive to cultural variation, multi-lingual and fun. By letting participants learn from direct experience rather than from books and teachers, CISV provides unrivalled opportunities for experiential education. Examples of experiential activities include role-play exercises, games, and music and drama. These are then followed up by discussions based on the learning experience, and formative evaluation.

EDUCATIONAL PRINCIPLES

Peace Education encourages us to look at a wide range of issues and helps us gain a better understanding of these areas, namely our own identity within the local and global community, basic human rights as well as forms of exploitation and injustice, conflicts and how they can be caused, prevented and resolved, and finally sustainable solutions for environmental and development issues.

EDUCATIONAL PROGRAMMES

CISV offers seven international Programmes with different formats and suited to different age groups.

- Village: four-week international camp for 11 year olds
- Interchange: two to four week bilateral group exchange program for 12 to 15 year olds between two international chapters
- Summer Camp: three-week camp for 14 or 15 years olds
- Seminar Camp: three-week camp for 17 to 18 years olds
- Youth Meeting: eight or fifteen-day regional theme camp for 12-13, 14-15, 16-18 olds, or 19 and older
- International People's Project (IPP): Programme for 19 years old and older that actively contribute to the community
- Mosaic: continuous educational process within the community

For more information, see Programme guides at resources.cisv.org/guides/

HOW TO GET STARTED?

An approach by steps

1. Purpose
2. Anybody else in my country?
3. Contact and contact info
4. Recruit
5. Help



In CISV, a National Association (NA) is the CISV structure at the national level, and a Chapter is the structure at the local level. New CISV organisations in nations where CISV has not been represented or is not represented anymore are called “Promotional Associations” (PA) until they have reached a significant and defined level of participation at the international level, thereby achieving full member status.

It is not too difficult to start a CISV Promotional Association, or a new Chapter within an existing NA or Promotional Association. Nevertheless, it takes some planning and volunteer work at the start to initiate the building of a local/national organisation that could have official relations with CISV, and that will be sustainable and endure beyond the initial stages. If so, it will become an on-going part of your community. Here are some suggestions on how to get started:

1. Familiarise yourself with CISV, in particular its purpose, Programmes and principles. The web-page www.cisv.org is a good place to start. Much information can also be found in the publications and documents available at resources.cisv.org, although you may ask for guidance to use this site.
2. Check what the status of CISV in your country in Info File [C-15 List of CISV International Member Associations](#) (available at resources.cisv.org under 'Info File'). If your country already exists as an NA or PA, contact your national contact person(s) at “[yourowncountryname](#)”@cisv.org (generic address format e.g. spain@cisv.org) expressing your interest, and requesting information on the conditions and guidance to start a CISV Chapter in your own community. If your country is not listed with CISV as an NA or PA, please proceed with the following steps.
3. Contact the CISV International Office (IO) at international@cisv.org, expressing your interest in starting CISV in your country, and including information on the contact details (name, address, email, phone) for yourself and the people sharing your CISV interest in your community, as well as your initial assessment of your situation and plans (see Appendix 1). You will then get a contact person from the Organisational Development Department (ODD) who will help with advice and information. This person is your Promoter. You will also receive some information from the IO. Be sure to give from the onset the full contact details of all involved.
4. Make sure you do not engage in this endeavour alone. Recruit a group of interested people. You can start with as few as two or three really enthusiastic, organised and charismatic people that can provide leadership to the process. But you will soon need more people to build a solid foundation, both in terms of running an NA/Chapter and organising CISV activities. Situations differ in countries but a recommended average to start would be about 10 families, as well as 5-10 juniors and young adults. Good possibilities for recruitment are:
 - Parents of 8 - 11 year-old children, as well as parents of 11 - 25 year-old children and youth;
 - Teenagers and young adults involved or volunteering in community and youth activities;
 - Former members of CISV who have moved to your country;
 - Educators (teachers, principals, counsellors) and members of NGOs in Youth, Education or Peace, etc.;
 - Other people interested in youth activities such as Scouting, YMCA, youth athletics;
 - Individuals having local Community/Government responsibilities, such as youth policies or fundraising;
 - Members of like-minded organizations;
5. Always ask your CISV Organizational Development Department contact for help where needed. We can supply information, communication material, brochures, films and visits, and advice to answer any question about CISV.

An approach by steps: (cont.):

- 6. Financial Basis**
- 7. Assessment**
- 8. Official recognition from CISV**
- 9. Official status in your country**
- 10. Consolidation**

11. Very early in the process, develop a financial plan and a fundraising strategy that would allow the sustainable development of your Promotional Association and the organisation of CISV activities and Programmes (see also page 7).

12. At an early stage (for example after the first six months or the first year), make a conscientious and collective assessment of the ability of the group you have built, to function over the next few years as a CISV Promotional Association.

- Do you have, or can you recruit, people with sufficient enthusiasm, complementary skills and leadership ability to start a sustainable and ongoing CISV organisation? Do you have people willing to work on the basics, such as chairing, networking and communicating with families and members, running a Junior group, secretariat, accounting and budget, legal, administrative and policy issues of a non profit organisation, risk management, training, organising CISV Programmes and activities? Do you also have people willing to work on important add-ons, such as fundraising, newsletters, publicity, leadership, contacts to media, networking with partner organisations, etc.?
- Does your group have an interest in the purpose and educational content of CISV (deeper interest than just getting one's own child into the Programme)?
- Does the geographical community you represent have a broad basis for membership and the human and financial capability to support your activities?

13. If you conclude that your group has the capability of starting and maintaining a CISV Promotional Association and the CISV Organizational Development Department (ODD) agrees, your Promotional Association will be officially recognised by CISV International on the basis of a recommendation from the ODD. You will only then be offered initial invitation(s) to one or a few of the international Programmes of CISV.

Be aware that for policy purposes and quality standards of international Programmes of CISV International, as well as for intellectual property rights, you are not allowed to use the brand name CISV in your country or for your organisation, before you have been granted consent from CISV International to do so.

14. You will then be required to acquire an official status locally and nationally, and make a formal constitution that complies with the requirements of CISV International, and register your organisation in your country.

15. In the future, to become a full, participating and hosting member Association (NA), you will need the acceptance of the international Governance body of CISV, called the "CISV International Board". You will get this only when you have succeeded in building a reasonably stable organisation, participating on a regular basis, and having shown an ability to host Programmes (including on educational content, training and risk management). The requirements are:

- Working organisation with democratic statutes and practices;
- Constitution and bylaws approved by CISV International/ODD;
- Registration as an NGO (Non - governmental organisation) in your country;
- A membership base and competence sufficient to host and participate in Programmes;
- A history of continuous relationships with CISV International, and successful participation in Programmes



The secret of success is largely the art of keeping people involved. People remain members only as long as they feel they are acknowledged for their contribution, are benefiting from it, having a good time, or are needed for a good cause. For example, in CISV there can be membership loss every year when the kids of those who joined in order to have a chance for their child to go to a Village pass the age of 11. Here are some ideas on how to build a sustained membership.

1. Do your utmost to ensure that everyone, children, youth, and adults, feels included and comfortable in being part of CISV, and acknowledged for their input in your organisation and CISV in general.
2. Don't say CISV = Village Programme. Emphasise the broader ideal of helping as many people as possible to experience the education content of CISV, cross cultural friendship opportunities and CISV living experiences. Be sure people are aware of all other CISV Programmes too, like Mosaic, International People's Project, Interchange, Summer Camp, Seminar Camp, and Youth Meeting. Don't forget to encourage membership from families that do not have 11-year old children. You should try to recruit people on the basis of local activities and contacts.
3. Get an active Junior Branch going. This is up to 25 years old youth, but, and this is critical, ensure from the onset the widest age range you can get. If not, once the oldest juniors will enter professional and family constraints, you will have a gap until young participants will have reached the age of having leadership for the Junior Branch. Help them plan interesting activities that will make it fun and interesting to belong to CISV. Encourage the children's friends to join CISV too. Your promoter will put you in touch with International Junior Branch (IJB).
4. Mosaic offers our Chapters a model for community-based Peace Education. Each project responds to local needs and interests in meaningful ways. Most of the projects are planned and delivered in cooperation with partner organizations and come in many shapes and sizes. Mosaic projects create an authentic learning experience for local participants of all ages and deliver a benefit to the wider community.
5. Keep an activity calendar for your organisation fun activities, including youth and adult group parties, social networking, picnics, field trips, fun events, participants' week ends, etc. Do not meet only to work.
6. Keep the entire member group informed and in touch through newsletters, IT contacts and calendar of events. Maintain contact with people who drop out or retire. Establish a membership list of names and telephone numbers/email addresses of your officers and members so the Chapter knows whom they are and how to get in touch with them.
7. Establish a PR team to ensure that the CISV message gets to schools, parent groups, civil organisation, service clubs, etc. Show pictures and souvenirs of CISV experiences. This not only spreads the word about CISV but also keeps the experienced members interested, active and involved as promoters of the organisation. A PR Guide is available on resources.cisv.org.
8. Do whatever you can to get good local or national media coverage of your activities. Often prospective members can become interested through news reports and former members can become interested again. A Communications Guide is available on Resources.
9. The biggest side-benefit of work is the friendship generated among your members. A number of Chapters have found that enthusiasm is never as high as when members are working hard together, even on a fundraising activity!
10. Try to ensure to delegate and spread the workload among members, so that no one feels excluded or burned out. Be also transparent in decision making.

The keys to an involved membership are activity, transparency, inclusion, and a feeling of friendship based on CISV ideals and experience. We call that feeling "CISV Spirit". Once you've got it you know you are part of CISV.

GETTING ORGANISED

KEEPING IN TOUCH

These are your most important tools:

- Yourself – meet people and spread leadership and enthusiasm as often as you can;
- Your group – use and value the contributions of all;
- Lists of addresses (Telephone, postal & e-mail)
- Communication, communication, communication!
- Telephone, email, and other communication tools – Keep in touch;
- E-mail (e-groups) and Social Network – Information, work organisation, formal and informal messages;
- Post, Web sites, Blogs– Disseminate information and allow everyone to keep in touch;
- CISV International websites – www.cisv.org, <http://resources.cisv.org>.

The most efficient way to keep people informed and committed is to use a combination of spoken and written information. Information is best understood when it's repeated. Information is also most effective when it is not killed by too much information and by clear and explicit content/purposes. Always make sure that in all your communications, you specify that it relates to CISV and make the subject of the information exchange explicit. Always use one email per subject to deal with.

Example of good communication:

If you want people to come to a meeting, the best way to make sure that they come is a three steps model:

1. Call them on the phone and talk to them. Get a “yes I will come” out of them before you hang up.
2. Remind them by sending out a written invitation, reminding them in a nice way that they have said yes to coming.
3. A day or two before the meeting, send an e-mail “last reminder”.

Why is a telephone call so important?

The telephone call (or a face-to-face conversation if possible) is a two-way communication tool, input and feedback comes directly. It is in that respect similar to a meeting. That way you force the person to react to your input, as opposed to just passively ignoring it. Experience shows that it's easier to get a positive answer this way.

Why the follow-up?

Even though it's easier to get a “yes!” in a conversation (or a reaction at all), conversations are often easily forgotten, or people tend to be over enthusiastic outside of the reality constraints. This is why a written reminder is important.

Other channels of information:

To supplement the direct approach, newsletters, chats, blogs, and even ads in newspapers can be useful. Junior branches have had particular success with blogs or groups on Social Network (e.g. Facebook) where information and invitations are passed on via an address group of interested members. SMS-message-groups via mobile phone are also becoming popular. None of these channels can, however, replace the direct approach and more formal means of communication.

Think strategic:

Project your organisation in terms of dealing with issues like risk management, which CISV Programme to start with for participants or for hosting, how to be involved locally, nationally or internationally in CISV.

WHAT IS THE FINANCIAL COMMITMENT

Fee Structure for PAs is found in the Infofile C-10 A in the resources.cisv.org/infofile.

1. All PAs pay international fees but do benefit from a discount per participant.
2. PA participants are also charged full participation fee for Village, Summer Camp, Seminar Camp and Youth Meeting. However, discounted PA fees are set for Interchange, IPP, Annual International Meeting (AIM) and International Junior Branch Conference (IJBC) and there is no international participation fee for and Mosaic.
3. Your first year's financial commitments and budget should include the cost of appropriate medical/travel insurance (consult your promoter for further information with regards to your organisation/country's specific situation) and sending participant(s) or delegation. Not all children/youths selected may have the ability to pay their CISV international fee and travel fare to an overseas international Programme, and local fundraising may be needed to supplement their contributions.
4. Associations are responsible for their own debts. CISV International Limited is not liable for debts incurred by Promotional or National Associations. The ODD is available to try to give you appropriate contacts or help you explore ways in order to meet your financial needs and commitments.

HOW CAN YOU RAISE MONEY

Fundraising in the first year is usually not much of a problem, as you do not have many obligations to support the Programmes. If you can recruit 10 to 25 paying member families/members (junior or adult) in your first year you will have enough to pay your organising expenses. As your organisation undertakes more activities, however, the need for funds grows, in particular when you consider organising local activities or even hosting CISV Programmes.

Very early in the process, you should develop a business plan and a fundraising strategy that would allow the sustainable development of your PA and the organisation of CISV activities and Programmes in mid and long term. Several complementary options may be explored, such as self fundraising with PA, identification of local VIP and corporate contacts that may be interested to support the development of your PA, application to local, national or international fellowships and Programme funds, systematic search and fundraising with corporations, private charities, non profit organisations, and commercial or public potential partners.

Here are some ideas of self fundraising that have been tried in the past:

- CISV T-shirts and other CISV craft and "goodies" sales;
- Garage sales or members' "old stuff" auctions, food (bake, cheese, chocolate, salmon,...) sales;
- Juniors' parties or events (dancing event, music, art, crafts...);
- Local activities (Conferences, art or music performances...),
- CISV parties (general assembly, annual gathering and dinner);
- Books, movies, fashion shows, festivals, theatre benefits;
- Speaking appearances by adults or by children returning from CISV Programmes;
- Private contributions, business contributions, organisation contributions, grants;
- Social gathering, eg. dances, dinners, card, lottery, bingo parties.

The question you should consider is whether you have, or can find, the leadership and members who can handle fundraising events like these. Be honest with yourselves. It is important to your success. Fundraising Guide is available on Resources.

IMPORTANT CONTACT INFO

CISV wants you to succeed in establishing a new CISV Promotional Association!

We recognise that our ideal of working towards our educational goals, world peace and cross-cultural friendship, through communication and experiential learning among youth and children, could only be fully realised if our Programmes will be inclusive enough to be available to every youth or family, in every community, and in every country in the world. Therefore it is in our best interest to help you in every way we can. Please call on us.

The Organisation Development Department (ODD) and the International Office (IO) in CISV will be available upon your request, and respond to all your letters, phone calls, emails and see that a CISV representative visits you as soon as possible when you have assembled a group of interested people.

The volunteers, officers and members of CISV are committed to developing new Promotional Associations, in particular in regions of the world where CISV is less present, and the ODD has a special responsibility to see that your needs are served.

The Organisation Development Department has been designated to be of direct assistance in helping you get started.

Here you can find information and help:

Your Focal Point: The CISV International Office

MEA House
Ellison Place
Newcastle Upon Tyne
NE1 8XS
ENGLAND

Tel: +44 191 23 24 998
Fax: +44 191 26 14 710

e-mail: international@cisv.org
Website: <http://www.cisv.org>
Resources: <http://resources.cisv.org>

- Type of questions that can be addressed: administration

WHERE CAN YOU FIND HELP & INFO

Your Help Desk:

ORGANISATIONAL DEVELOPMENT Department (ODD)

e-mail: organizational.development.department@cisv.org

web: <http://resources.cisv.org/odc/>

- Type of questions that can be addressed: all

YOUR BUDDY / PROMOTER

A Buddy is an existing National Association that will support you in building your PA, and a Promoter is an individual CISVer that will coordinate your endeavour to build a PA, and serve as your contact point with ODD. Both will be assigned to you through ODD. It can be an NA, a person or a group of persons from an NA.

- Type of questions that can be addressed: Buddy or Promoter will assist you in establishing the PA, answering questions, and addressing problems, rules, projects etc.

REGIONAL CO-ORDINATORS

Americas	gps.americas@cisv.org
Europe North	gps.europenorth@cisv.org
Europe Central	gps.europecentral@cisv.org
Europe South	gps.europesouth@cisv.org
Asia-Pacific	gps.asiapacific@cisv.org

- Type of questions that can be addressed: ReCos will help you find your appropriate contacts in your region or find the right person to help you if they are not able to answer directly to your request

Downloadable Resources: <http://resources.cisv.org/>

INFO-FILE

Info-File is a web folder containing documents publicly available with all the necessary information, guidance, rules and regulations, and additional useful information. You may need help and guidance to find the appropriate resource that will fill your needs in the library.

GUIDES

Guides for Programmes as well as organizational development including fundraising, communication, PR, etc are available.

DICTIONARY & ACRONYMS

CISV has developed its own terminology, acronyms and slang.

A document is available in the web-based library of CISV at <http://resources.cisv.org>, which defines CISV acronyms, under “C-20 Slang Dictionary”.

In order to help you understand our CISV terminology, here are basic explanations to some of the most frequently used words and abbreviations:

- **ODD:** Organizational Development Department. In the Department, Growth, Promotion, Sustainability (GPS) Committee is mandated to develop the strategic development of CISV and to help new CISV-nations as well as to provide support to struggling NAs and PAs.
- **Junior Branch:** The formal organisation of youth members below 25 years of age.
- **IO:** International Office, CISV’s administrative support office in Newcastle, UK.
- **Fee:** Financial charge put on all national and promotional associations and international Programmes etc. to finance the day-to-day running of the organisation. It is paid by all NAs/PAs except promotional associations that are not receiving invitations for CISV international Programmes (so-called category F or below).
 - **AIM:** Annual International Meeting, the annual gathering of the international members, structures and of the highest Governance and international authority in CISV, the so-called “International Board”. Voting members are National Associations.
- **IJBC: International Junior Branch Conference. a conference designed to build the attitudes, skills and knowledge of Junior Branch leaders from around the world to help them develop their own local JB.**
- **NA:** National Association, an association from a nation with full member status
- **PA:** Promotional Associations – member nations until they reach National Association status
- **VL:** Village (age 11) see more information on the Programme on www.cisv.org
- **IC:** Interchange (age 12-15), see more information on the Programme on www.cisv.org
- **SU:** Summer Camp (age 14 or 15), see more information on the Programme on www.cisv.org
- **SC:** Seminar Camp (age 17-18), see more information on the Programme on www.cisv.org
- **YM:** Youth Meeting (age 12-19 and over), see more information on the Programme on www.cisv.org
- **IPP:** International People’s Project (age over 19), see more information on the Programme on www.cisv.org
- **Mosaic:** (all ages), see more information on the Programme on www.cisv.org
- **Interntional Board:** An individual CISV delegate, entrusted by her/his national CISV association to be the official representative and ambassador of her/his national/promotional association at the international board.

Your PA/NA membership status will be reviewed every year by the International Board, upon a recommendation from ODD, at the Annual International Meeting (AIM).

Appendix 1

Initial Contact: What information to provide

Please send this form to the CISV International Office (IO) at international@cisv.org

Contact details:

Your name:

Your address:

Your email:

Your telephone number:

Name of the all other members of your initiative:

Addresses of all the other members of your initiative:

Emails of all the other members of your initiative:

Phone numbers of all the other members of your initiative:

Statement of interest in starting CISV in your country:

Initial assessment of your situation in your country:

Initial plans to develop CISV in your country: