

E-VOLUNTEERING HANDBOOK

**A PRACTICAL GUIDE FOR INDIVIDUALS,
INSTITUTIONS AND ORGANIZATIONS WHO
WANT TO USE NEW TECHNOLOGIES AND
TAP INTO VIRTUAL COMMUNITIES TO
MAKE A DIFFERENCE.**



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INTRODUCTION

TAP INTO THE POWER OF INTERNET COMMUNITIES

According to a 2014 Digital Agenda Scoreboard report regular Internet users, defined as people who connect to the Internet once a week or more, constitute 72% of the European population¹. They are not just a passive audience: thanks to Web 2.0 they can also partake in creating the Internet. Day in and day out individuals and communities online offer free advice on Internet message boards, build knowledge commons (like Wikipedia), share their skills and undertake many different activities that together amount to **e-volontariatem**.

**Want to take a peek into the exciting world of e-volunteering?
You've come to the right place!**

This is a practical handbook created to familiarize you with the ins and outs of online volunteering and effective cooperation with online volunteers, as well as present the how-tos of making an e-volunteering idea see the daylight.

The handbook comes in 5 parts:

**PART I:
E-VOLUNTEERS IN YOUR ORGANIZATION** (introductory level)

What can e-volunteers assist you? How do you inspire them? What software and resources will help in communicating with them? This part focuses on working with an online volunteer in your everyday tasks.

**PART II:
YOUR E-VOLUNTEERING PROJECT** (advanced level)

This is the part to read if you're looking to manage an Internet-based social action or civic project using the help of e-volunteers. Practical tips for nourishing projects of various type and objective.

**PART III:
EMPLOYEE E-VOLUNTEERING**

Some potential volunteers, mostly employed, find it hard to squeeze out time for volunteering. Employee volunteering is a way of leveraging their potential: it can be done from anywhere at any time. E-volunteering tasks rarely take more than several minutes to complete, making it a good fit for even the busiest schedules.

**PART IV:
ONLINE SECURITY**

Keeping security rules in using the Internet is of paramount importance. This part will tell you what to focus on and how to transfer this knowledge to online volunteers.

**PART V:
USEFUL RESOURCES**

An index of software and tools you and your e-volunteers might find useful. Pick and choose freely the ones that fit you!

¹ http://ec.europa.eu/information_society/newsroom/cf/dae/document.cfm?doc_id=5809.

WHAT IS E-VOLUNTEERING?

DEFINITION

E-volunteering is Internet-mediated volunteering, also referred to as virtual volunteering, online volunteering, cyber volunteering or digital volunteering. The term is coined to signify the type of volunteering in which the Internet (the use of an Internet-connected device) plays a crucial role in recruiting volunteers and delegating and completing voluntary work².

A wide array of activities can be undertaken and executed over the Internet:

free counselling, translating documents, researching subjects, proofreading and writing press releases and articles, establishing professional and self-help groups, preparing newsletters, moderating message board discussions, coordinating online campaigns, developing web pages, leading online courses, designing graphics, making videos or podcasts, monitoring the Internet, tagging pictures and files and many, many more.

MORE E-VOLUNTEERING PROPOSITIONS ON PAGE 10

E-VOLUNTEERING AND ONSITE VOLUNTEERING

E-volunteering, as the name suggests, has a lot in common with traditional forms of volunteering. Even though definitions of voluntary work may differ across Europe, in general it is agreed that volunteering is a formal or informal activity undertaken freely and without expecting remuneration helping to benefit the common good, typically performed on the behalf of non-governmental organizations or grassroots communities³.

² <http://virtualvolunteering.wikispaces.com/definition>.

³ <http://ict4empl.wikispaces.com/Definitions+of+Internet-mediated+Volunteering>.

Similarly, e-volunteering is a non-paid activity undertaken freely and purposely to the benefit of other people, with one additional condition: the actions must be performed (wholly or partially) remotely using the Internet. An online volunteer must be as motivated as a traditional volunteer to become engaged in social initiatives. Online volunteering, like onsite volunteering, relies on human compassion, the desire to lend a hand or help make a difference, and on the willingness to share one's time and skills. But e-volunteering is also revolutionary, taking the traditional volunteering to the new level of the Web. Using the Internet as an everyday volunteer tool opens up a world of possibilities. Diminishing time and space constraints, it provides the voluntary work with new opportunities and forms and makes it global.

E-volunteering is not meant to replace onsite volunteering. On the contrary, e-volunteering supports traditional volunteering by increasing its elbow room. Emerging technologies can significantly impact projects' scope and reach. It also may attract those who have no prior experience in voluntary work (but instead are digital natives, fluent in the Web's structures and possibilities). For many people, e-volunteering may become their favorite way of engaging into service, while for others it will remain simply an add-on to onsite volunteering.

The Web can be a perfect tool for non-profit organizations, companies and other active individuals who want to make a difference. Harnessing new technologies to carry out volunteering goals can give them not only effective resources but also a way to get in touch with committed people who support their cause.

FORMS OF E-VOLUNTEERING

To understand the idea behind e-volunteering better, you could classify it:

1. By organizer:

- formal e-volunteering: led by non-governmental organizations, institutions and other entities that can cooperate with voluntary workers under the law.
- informal e-volunteering: led by informal groups, typically in the form of a grassroots initiative mobilized to solve a community problem.

2. By the relationship between organizers and e-volunteers and cooperation type:

- direct e-volunteering: the relationship between the organization and volunteer closely resembles traditional volunteering. E-volunteers are typically recruited, sign a voluntary work agreement, have their tasks delegated and overseen.
- mass e-volunteering: crowdsourcing-based projects that engage a large number of people. Often anyone can join without recruitment, while the voluntary work agreement is replaced with the terms of service of an application or web page used for performing voluntary tasks.

3. By project goal:

- Crowdfunding and e-charity: collecting financial and non-financial resources for a specified goal.
- Crowdsourcing: shared troubleshooting and/or looking for new ideas.
- Citizen journalism: journalism performed by non-professionals for the benefit of communities.
- E-learning: tutoring and learning using the Internet.
- Knowledge gathering: creating shared knowledge resources.
- Mapping: distributed map making to illustrate a problem, phenomenon or objects.
- Support and self-help: providing help for people in need.

[MORE ABOUT E-VOLUNTEERING PROJECTS IN PART II](#)

4. By time-intensiveness:

- Microvolunteering: tasks that take from several minutes to several hours to complete.
- Long-term e-volunteering: updating a web page, running a social media profile.

5. By e-volunteering character:

- Permanent: cooperation lasts longer and consists of completing continuing well-defined tasks (recurring or forming a logical sequence).
- Cyclical: repeating at specific time-intervals dependent on the success of individual project stages.
- Project-based: characterized by short-term 'actions' that aim to simultaneously engage as many people as possible.

HAVING READ THIS PART YOU ALREADY KNOW:

- › What e-volunteering is
- › The difference between e-volunteering and onsite volunteering
- › The types of e-volunteering

PART I

E-VOLUNTEERS IN YOUR ORGANIZATION

Almost all social projects undertaken by organizations or enthusiasts can find a way to accommodate e-volunteers. E-volunteers can lend a hand in supporting the actions you plan or manage in local communities (for example give publicity to events or design graphics). You can also tap into the talents of e-volunteers from across the country and across the globe.

This part of the handbook looks closely at the individual stages in cooperating with e-volunteers, starting from making your organization ready to welcome on-line volunteers through performing tasks online and motivating to ending your partnership on a friendly note.



PREPARING THE ORGANIZATION

E-volunteers can assist you both in managing everyday tasks like updating a web page and in helping carry out a specific project. Regardless of the action needed, you should prepare your organization adequately to welcome volunteers.

Step 1. Diagnosis

It's best to start off with a diagnosis: an in-depth analysis of the needs, expectations and capabilities of your organization. The diagnosis will help you identify areas where help is most wanted.

Example of a diagnostic process:

1. Write down all projects you are currently working on.
2. For each project, write down tasks and their corresponding deadlines and leaders.
3. Think about which of the tasks can be delegated to volunteers.
4. Think about which of these volunteer task can be performed (wholly or partially) using the Internet. These tasks can be undertaken by e-volunteers.

You might already begin to worry. The first doubt: Is your small organization able to pinpoint an everyday operation that could be attractive for digital natives? Do e-volunteers even have a place in organizations that aren't big? Shouldn't you be well-versed in new technologies to be able to recruit e-volunteers?

We have good news: each and every organization can fit e-volunteer tasks in, provided their work even minimally uses the Internet for sending emails, research, managing a website or social media profile. In addition, you don't need to be expert programmers to work with e-volunteers: the collaboration can take place using the simplest communication tools (emails, message boards, instant messengers) you are already using. Often, it is the e-volunteer who can help you 'level up' in new technologies and help you brush up on your skills.

What tasks can e-volunteers perform?

Administrative tasks

- moderating a website/social media profile
- moderating message board discussions

Fundraising tasks

- updating a database of potential benefactors
- preparing a newsletter for benefactors

Creative tasks

- designing and editing graphics/videos (e.g., logotypes, flyers, posters, promotional ads)

Promotional tasks

- writing press releases
- contacting media sponsors

Expert tasks

- free counselling, advice on a topic
- preparing and leading e-learning courses

Step 2. E-volunteer coordinator

Appointing the right person to contact e-volunteers will determine the quality of your collaboration. A coordinator is e-volunteers' first contact and is responsible for:

- formal aspects of e-volunteering (e.g., drafting cooperation agreements),
- communicating with e-volunteers,
- delegating tasks,
- monitoring how tasks are performed,
- evaluating.

If your organization already has a coordinator for onsite volunteers, it's a good idea to make this person responsible also for handling offsite volunteers.

Step 3. Collaboration plan

An e-volunteering collaboration plan is a document containing practical guidelines that should ensure your volunteer partnership runs smoothly and give you—the organizer—the certainty that no key element has been overlooked.

The plan should include:

- a to-do list with scheduling and deadlines.
- a selection of task managing tools. A sample resource list: Part V
- if required, a description of the process of preparing e-volunteers to undertake tasks. More about the preparation process: page 13
- a description of your motivational program. More about motivating: page 14
- rules for writing recommendation letters at the collaboration's ending.

Once you have identified the tasks to be executed, the leader to coordinate their performance and take care of the e-volunteers, and have written up an activity plan, you are safe to begin to search for appropriate candidates for e-volunteering.

RECRUITING E-VOLUNTEERS

Step 1. Drafting your ad

Drafting a good ad to attract volunteers is one of the keys to success. To make it appeal to potential applicants, it must not only feature the bare basics of your project (Who? What? When?), but also strongly communicate the non-financial benefits you can offer your volunteers. Remember that an opportunity to work with you could be a once-in-a-lifetime chance to pursue one's dreams, meet new committed people or gain valuable experience. What's more, volunteering using the Internet is available also to underprivileged groups, for instance disabled persons. They also may read your ad, which means it's crucial to draft it carefully.

Make sure to avoid ambiguous language so that no misunderstanding occurs in the future. In a paragraph or two, specify the volunteer's tasks, required qualifications and the when and how of undertaking the tasks. The less your ad is open to interpretation, the better. Letting go of generalities will help you find your e-volunteer and make the collaboration easier for both of you. An e-volunteer looking for an exciting opportunity will want to know above all else:

- Who the organizer is
- How they can be helped and how much time it would take
- How to contact the organizer

When ready, release the ad. Should you release it locally or globally? This depends on the nature of the asked tasks and the profile of your ideal candidate. Promote the ad on country- or region-wide websites, social media sites, message boards, in local institutions, peer organizations and in the physical space near you: put up a poster on a college's notice board or in the city center. Spend some time visualizing the communication channels your potential volunteers prefer and where they go. If your target are senior citizens, consider the Universities of the Third Age, senior citizens clubs and organizations as well as outpatient clinics. Brainstorm your ideas for channels with your team: the more you can think of, the better your chances of finding a candidate are.

You can also use the support of an e-volunteer community based at the www.e-volunteering.eu platform. This large European community of volunteers can assist you in completing a task on the platform. How do you contact them? It's easy—simply register, sign in at www.e-volunteering.eu and add a task.

How to add appeal to your ad:

1. Focus on telling the applicants what they will get out of it:

- Build knowledge and boost experience (improving on your resume),
- Develop skills (both hard, like subject matter expertise, and soft, for example teamwork and time management skills),
- Be mentored by subject matter experts,
- Get an internship,
- Move up the organization's hierarchy, possibility of employment,
- Self-improvement (e.g., additional seminars),
- Have impact on the organization's actions,
- Meet new people (privately or for networking).

2. Provide a comprehensive description of your project:

- You can create a short video showing the main theme of the project,
- Focus on the relevancy of the project (say why what you're doing is important and why an e-volunteer can greatly assist you) and how prestigious it is.

3. Discuss the volunteering program:

- Friendly environment,
- Voluntary work agreement,
- Introductory training (e.g., ending with a certificat

Uwaga! Ofertę radzimy publikować dopiero wtedy, kiedy cały plan współpracy z e-wolontariuszami będzie dopięty na ostatni guzik. Nie możecie dopuścić do sytuacji, w której kandydat zgłasza się do was, a wy nie macie dla niego gotowych zadań oraz wyznaczonego koordynatora.

Step 2. Recruiting

The recruitment process can be either simple and direct or take multiple stages depending on your project's requirements. Here's a sample multi-stage recruitment model:

- Stage I: Applying online through a form, sending a resume and/or motivational letter. The online application form can also test applicants' skills related to the project tasks (e.g., how well they know spreadsheets).
- Stage II: Troubleshooting a problem related to the project or a case study (e.g., replying to a fictional letter from a person requesting help in a social help program).
- Stage III: Online interview.

Take your time discussing the applicants' expectations and needs—their motivations are as important as their skills. Adapt the e-volunteering tasks and motivational program to each volunteer personally to make the most of it.

Step 3. Thank-you letters

Make an effort to reply and thank all the e-volunteers who applied. By deciding to write, they had also decided to give you their free time. Also, keep the applications at hand—some of them might contribute to your projects in the future.

Step 4. Meetings and formalities

Your recruitment is a success? Congratulations! You can now introduce your rookie volunteers to the team.

Now it's time to zoom in on the terms of your cooperation. Based on our experience, a best practice is meeting the volunteer face-to-face, either in person or using a phone or videoconferencing. The conversation is an occasion to provide more detail about the planned tasks (e.g., *Why are these actions so important to us? How do they fit into the greater scheme of things in the project? What is this project all about? What are its goals and how will the e-volunteers help achieve them? Who are the target groups? What do we want to achieve?* Make sure the e-volunteers fully understand the meaning of their work) and agree on how often and how you will keep in touch, for instance:

- How will the tasks be sent? (e.g., emails, project management software, cloud storage),
- How can volunteers contact the coordinator? (e.g., emails, phone, instant messenger),
- How can volunteers contact each other? (e.g., mailing lists, message board threads, social media site groups),
- Will there be meetings or videoconferences for the entire team? If so, how will it be done and how often?

Write down all the verbal arrangements for future reference. Some European countries enforce written voluntary work agreements, a form of contract between the beneficiary (an NGO or institution) and the volunteer that specifies all mutual rights and obligations. Even if your country doesn't require it, an agreement is always an advantage, making the collaboration more transparent for both parties.

[AMPLE AGREEMENT: PART V](#)

Written agreements could be hard to arrange in mass crowdsourcing projects. For these projects, it's recommended to draft a list of rules and practices or prepare a code of honor that has to be read and accepted to begin work as an e-volunteer.

At the start of an volunteering program, the e-volunteer must also be informed of any potential health and safety hazards connected to the undertaken tasks and how to protect against them (for example, how to use computers and the Internet safely).

MORE ON SAFETY IN PART IV

ONLINE COOPERATION

Step 1. Preparing to start the work

All e-volunteers have been selected, and all formalities have been completed. Now you are only one step from launching the collaboration in full: preparing the e-volunteers to start the work.

Depending on the nature of your projects and the tasks to execute, make sure to provide your volunteers with comprehensive seminars, e.g.:

1. seminars on the topics related to the project. The seminar can end with an aptitude test.
2. technical seminars on how to use applications for delegating and sending completed tasks.

The seminars can of course be continued in the future. As part of your motivational program, you can offer e-volunteers to partake in specialist courses, including soft skills and communication training and project management courses.

Training can be conducted onsite or online in the form of a webinar, videoconference or e-learning course. They may naturally be cyclical and ongoing.

E-volunteers can also benefit from more advanced courses related or not related to the project's theme that can boost their competence, for instance seminars on conflict resolution, project management, duty delegation and more.

USEFUL SOFTWARE FOR ONLINE COURSES: PART V

E-volunteering initiatives are often based around teamwork. Because of this, it's essential to ensure the e-volunteers working together are a close-knit team. You can help them gel with each other through meeting offline or videoconferencing so they can meet and get to know each other better (you can plan for simple team-building exercises during a videoconference). It's also good to provide e-volunteers with a space for chatting outside the volunteer tasks (for example set up a Facebook group).

Step 2. Performing tasks

An e-volunteer performs his or her tasks remotely (offsite). You can make use of a project management application to delegate tasks and monitor their progress, or decide on a different model, for example sending tasks in emails.

PROJECT MANAGEMENT TOOLS: PART V

When you distribute tasks out, make sure both you and the e-volunteer understands them:

- What effect do you want to achieve? How will you know the task has been performed in the right way?
- What is the task deadline?
- How will the finished work be sent?

The first task you share should be a test task. Don't make it too difficult. The goal of test tasks is to probe the integrity and competence of the volunteer and to check the effectiveness of the chosen communication ways. If no problems appear in the process, you can gradually increase the relevance of the assigned tasks. Consider providing e-volunteers with a chance to work on many different tasks: this gives them opportunities to grow their skills and interests in many fields.

Also, be open to the propositions of the volunteers: they surely will have lots of ideas for engaging and nourishing their hobbies within the project framework.

Step 3. Evaluation

Evaluation is a crucial component in e-volunteering. Ongoing evaluation lets you monitor the progress and quality of performed tasks and track volunteers' motivation levels. Below are sample forms of evaluation:

- anonymous feedback forms (descriptions of difficulties, proposals for changes),
- team meetings with discussions of successes and problems occurring while executing the project,
- one-on-one talks between an e-volunteer and coordinator,
- online task progress forms,
- feedback forms for the beneficiaries of e-volunteers' work.

USEFUL EVALUATION TOOLS: PART V

Step 4. Motivating

E-volunteers deeply appreciate feedback and being recognized for the work they do. Don't let your online volunteers feel left alone, be generous in lavishing praise for all achievements and try to discuss the mistakes they make. If your cooperation is long-term, think about mechanisms that can help them gain new skills and integrate with other team members on a regular basis.

Motivate your e-volunteers:

- Put up their bios on the organization site (to let them know they're part of the team),
- Credit e-volunteers (first and last name or pseudonym) for all published content they created,
- Set up an organization domain email address for the volunteers,
- Provide continuous support (e.g., a coordinator who they can contact about anything they like and/or supervision),
- Provide feedback after completing each task, be grateful, thank them,
- Champion e-volunteers' achievements,
- Run E-volunteer of the Month/Year contests,
- Acknowledge the volunteers' suggestions and needs (evaluation/feedback),
- Develop a reward scheme (e.g., possibility of gaining more privileges, awards for achievement, virtual badges),
- Provide volunteers with opportunities to grow (e.g., taking part in additional courses, meeting subject-matter professionals, assigning more challenging tasks, using new tools, increasing access to the organization's knowledge base),
- Think about the financial side: being promoted in the organization's hierarchy, paid assignments,
- Make the team meet on a regular basis (onsite or offsite),
- Invite e-volunteers to events, trips, team-building meetings,
- Create an e-volunteer community (e.g., social media site groups, online chatting, mailing lists),
- Ensure that non-violent communication is used.

ENDING E-VOLUNTEERING PROGRAM

We all wish we never had to part ways with friends. Unfortunately, a time will come when you will need to say goodbye to your e-volunteers.

Some e-volunteers will only work with you for a short time: they'll complete a task or two and bow out for whatever reason. There's nothing wrong with that. If you manage to make a good impression, they may come back or become your organization's natural brand ambassador, advocating for you in many different ways.

If you're ending collaboration with an onsite volunteer, you can still keep in touch over emails, which potentially gives you an opportunity to gain a new e-volunteer. Give recommendation letters to your volunteers: you can issue a diploma or certificate and give them organization gadgets. The same can be done for an e-volunteer! A virtual certificate is just as effective, and you can always ask the e-volunteer for his or her home address to send them the documents and thank-you notes by mail.

Don't forget about your e-volunteers. It's good to keep an up-to-date contact database and send out periodical newsletters to show them they still matter to you. Even if you never meet your e-volunteers face-to-face, they are still real people who should be appreciated for their contributions. By letting them know about your actions, you can turn them into 'ambassadors' of your organization both online and offline.

HAVING READ THIS PART YOU ALREADY KNOW:

- › How to diagnose your organization
- › How to prepare to welcome e-volunteers
- › How to plan and manage e-volunteer cooperation
- › How to monitor e-volunteer actions
- › How to inspire e-volunteers
- › How to end the collaboration on a friendly note

PART II

YOUR E-VOLUNTEERING PROJECT

An e-volunteering project engages the talents of online volunteers. They are ultimately the key to the project's success, undertaking critical roles and assuming responsibility for most tasks. Without them, the project would not come off. We have mentioned in the introduction that online voluntary work can take many forms: your only limit is your team's creativity and responsiveness to social needs.

We have prepared a set of seven scenarios, presenting practical advice for each of the defined types of e-volunteering: crowdfunding and e-charity, crowdsourcing, citizen journalism, e-learning, knowledge gathering, mapping and support and self-help. If you have an idea for an e-volunteering project and look for ways to implement it, or if you're currently in the middle of running an e-volunteering project and want to refine it, this is the place to start!



CROWDFUNDING AND E-CHARITY

Crowdfunding is a model of financing projects and initiatives through raising money from a community: typically a large and dispersed 'crowd' that make small contributions to fund a specific goal. The contributors often receive unique project-related rewards and gadgets for their support.

E-charity on the other hand refers to charity fundraising projects run online, e.g. collecting non-cash donations, or projects that use the click-and-donate mechanism in which a user only has to click a button to generate a donation for the fundraiser.

LudzieSerca.pl

An online volunteer community of people who provide comprehensive help services to families of children with chronic or serious illnesses, for instance by raising cash and non-cash charitable gifts (food parcels, school kits, clothing), contacting clinics in the country or abroad on behalf of the children's parents, translating medical documents, writing financial appeal letters, creating posters and flyers, contacting the media or publicizing information about ways to help.

What is the role of e-volunteers in these projects?

They write and post messages about fundraisers, get the word out online (send information to the media, post comments on social media sites), find potential benefactors.

Who are the e-volunteers?

Typically adults who are personally engaged in the cause.

LET'S DO A CROWDFUNDING PROJECT!

It's optimal to fundraise in places where the benefactor community is already present: on crowdfunding platforms. Why are they worth the trouble?

1. Above all: you're not losing anything. Your project can only generate a profit. Most crowdfunding platforms have no fee for starting a campaign, only charging several percent of the fundraiser's total if successful.
2. You gain country-wide (or bigger) exposure for your project. Besides funding your goal, you can also attract additional benefactors who love your project and will support it in the future.
3. You can build interest among committed individuals who will support the project not only financially. You can appeal to potential supporters by communicating over social media tools to keep backers up to date about the project's progress: an example is a blog on a project's page on the crowdfunding platform. If you can stay in touch with your contributors, it will boost trust, help you reach a wider circle of potential backers and attract new 'fans' or ambassadors. Your contributors will feel co-responsible for the project's ultimate success, follow your content and share it with friends.
4. By reaching out to potential benefactors directly, you get feedback not only on the idea itself, but also on the way you executed the project and the project's shortcomings. This could help you correct some mistakes before the fundraising ends, which can be the make or break of the campaign⁴.

⁴ Good reference materials: <https://wspieram.to/4filary.html>.

Crowdfunding platforms:

Global:

<https://www.indiegogo.com/>
<https://www.kickstarter.com/>

Polish:

<http://polakpotrafi.pl/>
<https://wspieram.to/>

HOW TO PREPARE YOUR CROWDFUNDING CAMPAIGN

1. IDEA

It needs to be inspiring! Even the most unusual project can find funding if it inspires your target groups.

2. PROJECT

DESCRIPTION

Feature detailed information about the project, its objectives and the authors (Why are you? Why are you doing it? Why should others back your campaign?). If your fundraising goal is large, provide a detailed budget and the rationale for it: for example, if you wish to organize a music festival, break down the expenses related to rental of premises, artist fees, catering and so on. This will show the budget is well thought-out and justified. You can also say how you plan to spend surplus money, if any: for example, if you manage to raise 150% of the goal, you will additionally organize workshops and record them on video.

VIDEO

Many crowdfunding campaigns feature a short video that encourages potential backers to join in the fundraiser. The video has to tell a story: show the people behind the project and convey their passion for it. The maximum length is 3 to 4 minutes.

REWARDS

The idea alone may not be enough to inspire some visitors to commit their money. Rewards is the mechanism that can re-motivate them. Some crowdfunding platforms require campaigners to give backers small awards in return for donations. The rewards should depend on the amount of money donated and have to be related to the project. If your goal is funding a music festival, here are some ideas for gifts: donate 5 dollars to get a festival lapel pin, 15 dollars to get a festival canvas bag, 30 dollars to get a signed CD, 500 dollars to get a backstage pass.

FUNDING TARGET

Keep in mind the total sum of your goal needs to reflect your real needs. Don't make it too low or too high. Also, allow for the crowdfunding platform fees and taxes.

3. PROMOTION

You won't find your backers if they don't know about the project. How do you get the word out? Use your e-volunteers! Committed volunteers will help promote the project anywhere they can. You can use the following channels:

- Private profiles on Facebook, fanpages (both yours and belonging to peer organizations),
- Websites (small, thematic or general),
- Local media,
- Discussion boards,

- Blogs,
- Other organizations/institutions,
- Your circle of friends.

4. UPDATES

Build a relationship with your backers, interact, reply to messages, increase trust and grow close! Project updates can include:

- Adding new rewards,
- Adding new pictures, videos or descriptions,
- Updates on the project's progress,
- Updates on any changes or revisions in the project,
- Information about spending surplus money,
- Thank-you notes for contributing and supporting the project for backers and partners.

WHAT TO KEEP IN MIND

Before you get on the crowdfunding bandwagon, acquaint yourself with the current law regarding online fundraising and carefully read the terms of service (including fees and commissions) of individual crowdfunding platforms.

LET'S DO AN E-CHARITY PROJECT!

E-charity can take many forms. Here are the most popular:

- Click-and-donate: a user clicks a button to generate a profit for the fundraiser.
- *Pay with a Post/Pay with a Tweet*: donors 'pay' for a service or product by publishing information about it on their social media profiles. This system is often used to promote research reports, publications and so on.
- Selling donation certificates or other items: the profit goes to charity.
E-volunteers working for **Institution Elerin, foundation for life** designed email cards they next sold to Slovenian companies. The profit went to organizing a festival in Abeokuta, Nigeria.
More info: <http://www.e-kartica.blogspot.com/>.
- Collecting/swapping non-cash gifts.
„**Dzielę się książkami**” [Sharing Books] is a Polish social campaign that aims to collect books and transfer them to care facilities and institutions in need. More info: <http://www.dzielesieksiazkami.pl/>.

HOW TO ENGAGE E-VOLUNTEERS

E-volunteers can be invaluable for promoting a charity event. Think about preparing a promotional pack with banners, flyers, posters or press releases ready to be copied and pasted directly on a blog page or social media profile. You can send the materials to the e-volunteers' accounts or publish them on the campaign's web page for download.

WHAT TO KEEP IN MIND

Make sure you know what types of e-charity campaigns are legal in your country and how much tax you need to pay. Transparency is another key concern: make sure to provide an in-depth explanation of the fundraising system you choose, say where the donations go, how they will be distributed to beneficiaries and how the donors can check whether you executed the campaign as declared.



CROWDSOURCING

Crowdsourcing is unlocking the 'wisdom of the crowd', or an exchange of knowledge and experience and the joint efforts of a dispersed group to solve a problem or explore new ideas. In a nutshell, it's 'brainstorming 2.0'. The biggest benefit of crowdsourcing lies in picking the brains of a wide group of individuals possessing different expertise, skills and points of view, which makes it easier to come up with a best fit or an optimal solution.

Crowdsourcing takes many forms that are often defined by the manner of collaboration in the 'crowd'. The alternative terms include *Mass Collaboration*, *Open Innovation*, *Community Production*, *Mass Solutions*, *Constituent Driven Innovation*, *Connected Intelligence*, *Collective Wisdom*, *Intelligent networks* and *Human Networks*⁵. Other forms of crowdsourcing are *pooling collective knowledge*, *microtasking*, *crowd creation*, *crowd voting*, *crowdfunding*⁶. Often leveraged for business, crowdsourcing can be used to benefit social campaigns as well.

⁵ <http://www.crowdsourcing.org/faq>.

⁶ <http://www.socialbrite.org/2012/08/29/how-crowdsourcing-can-help-your-nonprofit/>.

RadioActive@Home

The goal of this non-profit science project is to raise awareness of the fact radioactivity is ubiquitous and yet not always something to be afraid of. How does it work? E-volunteers attach a radioactivity sensor to their computers and install software that sends data collected from the sensors to a central server. The server and the project's website are both open-source and also managed by online volunteers who process and publish collected data. You can access the findings through a user-friendly map with measuring points at www.radioactivehome.org/map/.

The project's website: <http://radioactiveathome.org/pl/>.

What is the role of e-volunteers in these projects?

They share their knowledge, answer questions, comment and verify other's replies, solve problems and compare their solutions against other people's solutions, undertake small tasks that are parts of a larger whole (microtasking), provide specialist support.

Who are the e-volunteers?

People interested in the subjects related to the projects and willing to share their expertise.

LET'S DO A CROWDSOURCING PROJECT!

WHAT TOOLS SHOULD YOU USE?

Here's a short list of tools that can come in handy depending on project type:

- Questions and answers (Q&A) software, e.g. WordPress plugins or Joomla components. The Q&A system allows users to ask questions, add answers, vote best answers, archive questions and award the most active users.
- More advanced commenting systems: some WordPress or Joomla add-ons allow users to rate each other's comments (thumb-based or star-based rating styles), reply directly to a comment (which helps to keep the discussion orderly), etc.
- Message board software.
- Social mapping software: [MORE ON PAGE 28](#).
- You can also use crowdsourcing platforms that provide a place for online collaborations.

WHAT TO KEEP IN MIND

PLANNING

Good planning underpins the entire crowdsourcing process. Think about what you want your project to achieve, what sorts of information you look for and who your volunteering 'crowd' should be.

CROWD

Find the 'crowd'. The difference between crowdsourcing and outsourcing is that the former is usually open and available to people from across the globe. To be able to join, however, they need to find out about it.

Try to specify places your crowd may attend (social media sites, specialist websites) and send out your invitations there. Encourage new people to join also after the project has been set in motion. Make sure your 'crowd' is as diverse as possible: invite people from different social groups and institutions (e.g., municipal, NGO or cultural institution representatives whose work is relevant to the project).

TASKS

The crowdsourced tasks should not be complex. All e-volunteers need a clear tutorial: tell them what the goal is, what they should do, how answers are sent, how they can make sure their idea is good.

ENGAGEMENT

Try to retain high e-volunteer engagement. As with other initiatives, persons actively working to benefit a project should receive constant motivation, for example get feedback or rewards like virtual medals or points.

RESULTS

Show the results as they come: notify your volunteers what you have already managed to do and how successful the project is.

CONSULTATIONS

Be open to suggestions from the 'crowd'—maybe they can think of something to make the project better while it still is being executed?

ENTHUSIASM AND COOPERATION!

Never lose your enthusiasm and take part in the mutual creative process: above all else crowdsourcing means cooperation.



CITIZEN JOURNALISM

Citizen journalism is non-paid journalist activity undertaken by non-professionals for the public benefit. The concept of democratic journalism is based on citizen journalists voluntarily creating media (not just online media). They break news and disseminate information region- or country-wide and propel the development of civil society.

Online citizen journalism can include:

- Local/regional/national news websites
- Online television
- Online radio

[Wiadomości24.pl](http://wiadomosci24.pl)

[Wiadomosci24.pl](http://wiadomosci24.pl) is Poland's biggest participatory news media site based upon citizen journalism. Set up in 2006, it has since become one of the go-to places for inquisitive minds. The site is created mostly by the community itself. Readers send in articles from practically every field. Everyone willing to share their knowledge can be published and become an e-volunteer.

What is the role of e-volunteers in these projects?

They break news, write articles, create graphics, upload photos and videos. Also, they collect and share information, copyedit and moderate content and conduct interviews. Another way they can participate are the technical aspects: site administration or open-source web page development.

Who are the e-volunteers?

People with amateur interest in journalism or simply people curious about the world. They want to have a hand in making a difference, discuss issues around them and give others a voice. What they have in common is a desire to work for the community.

LET'S DO A CITIZEN JOURNALISM PROJECT!

WHAT TOOLS SHOULD YOU USE?

Citizen journalism can utilize a wide array of tools depending on the chosen project type (news site, online television, etc.).

- [Wordpress](#), [blogger](#): useful if you want to launch a news site,
- [YouTube](#) and [Vimeo](#): share videos,
- [Flickr](#), [Slideshare](#): share photos and documents.

HOW TO BUILD AN EDITORIAL TEAM

1. RECRUITING E-VOLUNTEERS

Building a strong editorial team of volunteers to produce content for the participatory news site is crucial to success. Online volunteer candidates can be picked from the following two groups (and elsewhere):

- the local community, through onsite meet-ups for local residents, students, school pupils, community center members, activists or local government representatives,
- the Internet, through an online recruitment process.

At first the news site will only need several persons, each focusing on a different subject area. As the site develops, you may need to recruit additional staff.

2. PREPARING E-VOLUNTEERS

Even though your team is comprised of people not trained in professional journalism, you still need to offer good quality content. What it does mean however is that you have to train your e-volunteers to perform their tasks adequately. A good solution is organizing workshops, either onsite or offsite. What should the workshops be about?

- best practices for writing news items, features, press releases,
- technical know-how (so that the e-volunteers can use the website on their own),
- your policies: what the site is for, the language you've chosen (so the style is consistent across the board).

OPEN/COMMUNITY-DRIVEN PROJECT

An editorial board peopled by hand-picked volunteers does not have to be the only driving force of your news site. As the site grows, think about ways in which you can engage a wider circle of readers: allow them to send in their own articles and information that can be later edited by the e-volunteers. This opens the door for the possibility of assigning other, more responsible functions to the editorial team members.

OPEN LICENCE

You have the copyright to all materials published on your news site. Similarly, content published on third-party sites is also copyrighted: when using photos from other sites, you need to first check if the author agrees to it.

The best solution is using Creative Commons licenses that lay down the rules for sharing and can be freely adjusted to your preferences. You can also use most third-party content distributed online under CC licenses. More about the licenses: www.creativecommons.pl.





E-LEARNING

E-learning is an educational system that leverages the possibilities of computer networks and the Web. As e-learning becomes more prevalent, education ceases to be enclosed in school buildings and can reach a wide audience through easy-to-follow and exciting learning resources. The most popular examples are e-learning courses, professional tutoring or non-professionals mutually sharing their expertise.

Uniwersytet Dzieci

The users of this service include parents, children, volunteers, teachers and Uniwersytet Dzieci [Children University] staff. They can not only check scheduled educational events and seek out information about lectures and workshops, but also have fun creating crosswords, labyrinth games, jigsaw puzzles, photo albums and articles. Registered users can also create and join online interest circles.

What is the role of e-volunteers in these projects?

They can tutor others online: share knowledge in different fields and help children study, for example through instant messengers, message boards or webinars. They develop e-learning courses: create content (text, graphics, audio/video materials), program and promote.

Who are the e-volunteers?

Teenagers, college students, teachers, subject matter enthusiasts and specialists.

LET'S DO AN E-LEARNING PROJECT!

WHAT TOOLS SHOULD YOU USE?

[Moodle](#) is the most popular e-learning platform out there. Other good tools include [Articulate](#), [Glogster](#) and [Learning Apps](#). If you want to start a tutoring project, the recommended software is popular instant messengers like [Skype](#) and free webinar platforms ([Appear.in](#), [AnyMeeting](#)). Audience preferences are also important: make sure to discuss the tools you want to use with your target groups.

INSPIRING EDUCATIONAL RESOURCES

Whether you decide on an e-learning course or want to try out face-to-face tutoring in the online world, you have to constantly think about your audience and their needs. You could use other people's content (e-learning sites, [Coursera](#)) or produce your own content. The courses and tutoring programs you develop should be as interactive as possible to engage an audience and help them revise and retain knowledge. Your e-volunteers can help you produce some content (for example design graphics).

VERIFYING CONTENT

Verifying the accuracy of e-learning course or virtual encyclopedia contents is an important step. Here are several effective systems you could use:

- community-based verification: other users check user-generated content (see Wikipedia),
- assigning 'supervisors' for entries to oversee all updates,
- double-blind tests: all content is verified by three users before it is considered correct,
- course moderators.

WAYS TO ENGAGE AN AUDIENCE

- encourage users and content creators to learn from one another,
- instant feedback,
- gamification, rewards, achievements,
- video tutorials.

BLENDED LEARNING

E-learning does not have to be restricted only to the virtual classroom. Equally important is motivating learners to keep learning and exploring new content in the 'real' world. The concept of blended learning, an integrated approach mixing both online and onsite learning, is the most effective learning method.



KNOWLEDGE GATHERING

Knowledge gathering is a project in which e-volunteers get together to create an open information resource: encyclopedias, data repositories, specialist portals and blogs and other resources.

Wikipedia.org

Wikipedia is a multi-lingual online encyclopedia project based upon the open source model. It employs wiki software, an engine that allows all users to edit a web page and update its content on the spot. Everyone who accepts Wikipedia terms of service can contribute to the project.

The project's website: <http://www.wikipedia.org/>.

ENCYCLOPEDIA

Oncology news

New diagnostic tests and cancer treatments are shrouded in many misconceptions in Poland. Often, patients have no access to up to the minute scientific research and analyses. The Oncology News blog has been created as an answer to this growing need. The blog shares translations of specialist oncology research texts prepared by e-volunteers. The texts include the latest world news on cancer treatment, new therapies, diagnostics and preventive healthcare.

The project's website: <http://www.alivia.org.pl/category/nawosci-onkologiczne/>.

SPECIALIST KNOWLEDGE

Paradoks – a knowledge and imagination portal

“Paradoks” is an interactive online space encouraging fantasy fans to share their knowledge and enthusiasm and create an information source for the fantasy genre. The result is a multi-level discussion board, where professional reviews meet amateur opinions. The e-volunteering editors create articles related to literature, movies, comic books, culture promotion and cultural events, art, music, board games, battle games, RPGs and video games.

They update the portal with news, reviews, short stories, poems, event coverage articles, galleries, interviews and more.

The project's website: <http://paradoks.net.pl/>.

HOBBY-RELATED PORTALS

Free mandatory reading books and free schoolbooks

Wolne lektury is an online library of literary texts that are required reading in schools. The portal doesn't offer just scanned text pages: the medium's interactive model allowed the foundation to embed book text with additional tools useful for work and learning. Wolne Podręczniki is a movement of teachers/volunteers who use the Internet to create new free schoolbooks for Polish students. The project's website: <http://wolnelektury.pl/>.

E-BOOK LIBRARY

What is the role of e-volunteers in these projects?

They collect knowledge and information, create and edit texts, search for, verify, edit and update information from a variety of sources, moderate user-generated contents and translate.

Who are the e-volunteers?

Anyone willing to share their knowledge and improve open-source content on the Internet. By adding specialist articles and running expert portals they boost others' competences, and allow all of us to find reliable information on the subjects we want to explore. The e-volunteers include both subject matter experts and amateurs.

LET'S DO A KNOWLEDGE GATHERING PROJECT!

WHAT TOOLS SHOULD YOU USE?

Information sharing projects often make use of [MediaWiki](#) and content management systems (CMS) like [Wordpress](#), [Joomla](#) and [Drupal](#).

WHAT TO KEEP IN MIND

Knowledge gathering projects range from small to large scale and can focus on many different fields. While developing your project, answer these several questions about it:

- What is the goal of the project? What will change as a result of its completion? How will you know the goal has been reached?
- What type of content will you collect and share? How detailed will it be? Will it be less or more specialist?
- Who is the audience for the project?
- What is the scope of the project?

Then, think about the organizational model that best fits your project:

- Who can add content? Everyone or a small restricted group?

If the resource is open (everyone can add content), you may have bigger chances of creating a comprehensive, varied and interesting knowledge repository from diverse sources. Still, there's also a risk the information may be unreliable or sloppily edited.

- How will the content be verified to see if it is both reliable and conforms to license agreements?

Safeguarding the accuracy of shared information is the main ingredient in a successful project. Content quality control models include:

- community control: the quality of added content is controlled by an open community. Users can add revisions by simply clicking the Edit button in an article. The advantage of this solution is its simplicity: users can update content quickly and easily. The shortcoming is that some content may remain incomplete and flawed for a long time.
- central control: all content is uploaded by trained individuals. This solution is best for projects that absolutely must be mistake-free (e.g., teacher projects or student projects). You will need to train one or more persons and engage them to work on the project on a permanent basis.
- mixed system: an editorial team oversees all content, filtering the content sent in or added by external e-volunteers.

PREPARING E-VOLUNTEERS

Often e-volunteers will worry they don't know how to use a software component used in a project. Because of this, before you go on to start the collaboration, make sure to provide volunteers with a tutorial on using the chosen software and/or content management system. Another good idea is picking a person or team to provide volunteers with on-call tech support.

COPYRIGHTS

Another concern related to content-creation projects is that someone can steal or misattribute volunteers' work. You can address this problem by using suitable licenses. For example, an author must agree to publishing content by selecting a license under which it will be made available before it can be added to your website. If a user publishes third-party content, the source of the information must be provided (first and last name of the author and other data that must be given under an appropriate license). Make sure to read more about online licensing, for example about [Creative Commons](#).

SYSTEM PROTECTION

To avoid losing your content, make an effort to secure the data storage system appropriately. Software that uses cloud storage is not recommended and should be replaced with an alternative. It doesn't have to be proprietary and made from scratch (a costly and laborious process). You could use for instance [MediaWiki](#), open-source software made for Wikipedia, now successfully implemented in many social projects.





MAPPING

Community mapping is a collaborative effort to create a map that illustrates a problem, phenomenon or objects. Mapping can either be done by small groups of people passionate about a topic or crowdsourced. Depending on the type of data to map, they address the reported needs of local communities or local governments (e.g., map urban space problems like potholes or broken street lights), tourists (map historic landmarks, tourist routes), the disabled (map wheelchair accessible places or facilities) or assist rescue teams in disaster relief by locating places that need aid. Mapping is based on crowdsourcing/digital volunteering, and belongs to the new social engagement model that splits a large task into many smaller components. As a crowd of non-experts undertake to solve each part, together you are building a common solution.

www.otwartzabytki.pl

As there's not one exhaustive and authoritative source on places of historic interest in Poland and conservators' maps are often incomplete and outdated, Centrum Cyfrowe Projekt:Polska decided to start a project anyone can join to build a citizen directory of historic and cultural landmarks. You can join in several ways: add information on <http://www.otwartzabytki.pl/> for example when commuting, take photos just as you go around and upload them to the database using a smartphone app or join during organized urban game events.

What is the role of e-volunteers in these projects?

They create and edit thematic maps (for example visualize facilities both barrier-free and wheelchair inaccessible): add information, tag points on the map, program and promote.

Who are the e-volunteers?

Usually young digital natives who enjoy new tech, for example using smartphone apps to tag points on a map.

LET'S DO A MAPPING PROJECT!

Start off with fixing a clear goal. The goal, and how it is formulated, will attract (or not) both the audience for the map and the e-volunteers to help you make it happen. First of all, figure out these questions:

- Who are your users? Where should you find them?
- Who do you want to engage?

Focus on recruiting enthusiasts and loyal supporters of the cause in the real world. This core base will get others to enroll. Remember Pareto's Law: 20 percent of users will add 80 percent of all input. You will have few super-committed contributors, with most of your users simply dropping in occasionally.

WHAT TOOLS SHOULD YOU USE?

- [OpenStreetMap](#): free CC-licensed software for community mapping, can be used to run social mapping projects. Shares lots of data.
- [Google maps](#): the well-known and popular commercial project.
- [Mapmaker](#): Google's new product.
- Custom-made smartphone apps or Facebook apps (e.g., the [Fundacji ITAKA](#) app).

A GOOD MAP IS AN ACCURATE MAP

Your map should be neat, exact and up-to-date. Take time to think about the tools and ways in which you can attract volunteers but also make sure the content they contribute is dependable.

The first method is autoverification, or making the verification community-driven, with other users overseeing the added content.

Another choice is moderating contributions: if accepted, they are added by a moderator/administrator or other users who have been given the rights to do it.

SECURITY VS. SPEED

If you decide to develop a custom mapping tool rather than use existing software, there are several matters to consider. Make sure that you know what user data should be requested (so that it's enough but doesn't scare off users).

- Will sign-ins be required to use the app?
- Will you ask users to share their locations?
- Will you link the app with social media sites? Will the users want others to see their app activity?
- How much information do you really need?

Example:

Fundacja Itaka developed a missing persons app that requires a lot of user information to control where the data is sent: for example, they need a user's town of residence to send them information about persons missing in their area.

Whether you choose a custom or readily available application, consider its design in detail. It should be easy to follow for all users. The most important elements:

- a good map key
- tutorial

The more user-friendly the software is, the more people will join the effort!

Otwarte Zabytki need only some information, for instance the name or pseudonym of the author of a photo uploaded to the page/app. This is due to copyright restrictions: the organization wishes to avoid having users upload third-party photos.



SUPPORT AND SELF-HELP

This category is comprised of projects that bring help to others using the Internet: online counselling, sharing experience, time and attention. Support and self-help projects can include:

- discussion boards/platforms for self-help communities,
- helplines,
- anonymous chat/instant messenger/email crisis support,
- free expert counselling (from doctors or psychologists).

Support initiatives can be both grassroots movements set up to focus on a shared specific problem or organized top-down by institutions specializing in professional help services.

SUPPORT IN ILLNESS

[Amazonki.net](http://amazonki.net)

A self-help platform and discussion board for women battling breast cancer. The website presents easy to understand materials on breast cancer, while the message board is a self-help community where members share their experience related to diagnosis, treatment, rehabilitation, education and getting back to the normal family, social and work life. Users support each other when cancer returns, often bridging the gap between patient and doctor with advice and knowledge. The project's website: <http://amazonki.net/>

PSYCHOLOGICAL SUPPORT

[Helpline.org.pl](http://helpline.org.pl) and www.116111.pl

Young people often search for advice, support or information online. To make sure children and teens receive accurate and dependable information about safety and avoiding hazards as well as professional help, Fundacja Dzieci Niczyje (Nobody's Children Foundation) has launched two separate projects: Helpline.org.pl and Telefon Zaufania 116 111(a crisis hotline). Helpline.org.pl was introduced in 2007 as the first Polish support project focusing on online bullying and online threats. www.116111.pl is a companion website of the 116 111 hotline, allowing young people to send messages to the 116 111 team anonymously. The project's website: <http://helpline.org.pl/> and <http://www.116111.pl/>.

MISSING PEOPLE SEARCH

[SzukamyWas.pl](http://szukamywas.pl)

The service brings together people who want to lend a hand in searching for missing persons, for instance create posters and short animated videos about missing people, send information to the media or scan social media sites. The e-volunteers work hand in hand with the families of missing persons and include lawyers, doctors, psychologists, physical therapists and everyone caring about the missing people. The project's website: <http://szukamywas.pl/>.

HELPING ANIMALS

[Psiegrane Marzenia](http://www.psiegranemarzenia.pl)

A group of volunteers in Fundacja Psiegrane marzenia have embarked on a mission to help homeless animals, especially senior dogs that are unlikely to be adopted. The e-volunteers strive to improve the quality of life in animal shelters and show the public why it's great to adopt an older pet. The project's website: <http://www.psiegranemarzenia.pl/>.

What is the role of e-volunteers in these projects?

They provide support and professional help (including psychological and medical support), help people get in touch with onsite help institutions, share their wisdom and experience, organize financial assistance, help adopt animals.

Who are the e-volunteers?

Both professionals (psychologists, medical experts, lawyers) and non-professionals, for example students on a lookout for gaining valuable job experience, people with expertise or background in an area (for example people fighting illnesses and their families, who support each other as they share the same issues) and animal lovers: anyone who wants to help others can be an online volunteer.

LET'S DO A SUPPORT PROJECT!

WHAT TOOLS SHOULD YOU USE?

Depending on the character of the project, here's some tools you can consider using:

- for projects with put emphasis on educating and include for example comprehensive subject overviews as well as a list of brick-and-mortar assistance facilities and institutions: content management systems (CMS) such as [Wordpress](#), [Joomla](#), [Drupal](#), [MediaWiki](#) software and more.
- for projects that use discussion boards to provide assistance: message board software, plugins to the CMS systems listed above.
- for one-on-one support projects: instant messaging software.

Keep in mind that the most secure support project systems are custom-made and adjusted to the goals and nature of a specific project.

WHAT TO KEEP IN MIND

RECRUITING E-VOLUNTEERS

1. If your project requires volunteers to come into direct contact with beneficiaries and provide assistance, it is absolutely vital to recruit people with adequate skills and traits. Consider preparing a multi-level recruitment process that goes beyond simply sending a resume, motivational letter and/or recommendation letters. Think about letting applicants solve a task related to the volunteering they will do (for example reply to a sample letter requesting help) and conduct an interview (over the phone or using videoconferencing).

2. How to enroll specialists?

Engaging specialists can significantly increase the quality of help provided. Use informal networking and ask your friends in the medical field whether they can help. Having a doctor join your effort helps promote your actions.

Medical or psychological specialists themselves put emphasis on building up trust of patients and how important it is that patients place faith in their ability (treatment and drug effects improve when people are motivated and believe they can regain health: this faith and inspiration can appear when patients can consult online the medical specialists who treat them in the 'real' world).

PREPARING E-VOLUNTEERS

High-level volunteer training program is enormously important in help projects. Make sure to prepare an adequate training scheme, for example:

- thematic courses related to the project's character. The course could end with an aptitude test,
- courses on work ethic and offering a confidential and safe space to people using their help. Your e-volunteers have to be conscious that confidentiality is not limited to not revealing the identity of persons receiving help, but also prohibits them from divulging any information that could constitute an abuse of trust and/or bring harm or risk of public exposure to the beneficiaries. Think about drafting a code of conduct that e-volunteers have to accept to begin work,
- soft skills and communication training,
- technical seminar on using the advisory system,
- cyclical courses that boost volunteers' competence.

HOW TO KEEP E-VOLUNTEERS MOTIVATED?

Above all, make sure to understand why a specific person would want to become an e-volunteer. What is the motivation for this?

- they feel needed,
- they experience understanding, mutuality, relate to others,
- see a meaning in what they do,
- receive thanks and gratitude (from beneficiaries and e-volunteering project leaders),
- have an opportunity to build relationships and community,
- other.

Don't forget to recognize the most active and competent online volunteers. Award them by for example by offering to coach them or invite them to the 'inner circle' in a message board: move them up to the moderator status as a start. Pass feedback from beneficiaries to the volunteers (if they have no access to it): it's a great motivation booster.

Thanking someone on the Internet is rare, so it's all the more important to notice positive comments and show them to the volunteers. Consider also setting up a new thread/subpage for thank-you's (submitted by users or leaders): this could be a way to encourage people to thank and appreciate the volunteers and also bring some positive buzz to the project, inspiring others to seek your help.

PROVIDING HIGH-QUALITY HELP:

1. Don't bite off more than you can chew' is a helpful signpost. Your ability to address beneficiaries' needs adequately is another concern in planning a safe support project. If your team are two volunteering experts, don't advertise the project all across the country as you are unlikely to help all interested individuals in a reasonable time. As a consequence, you'll start to lower the quality of your assistance, lose the trust of the beneficiaries and hurt volunteers' motivation. A feeling of safety is of paramount importance for the supported group, and it is equally vital for the volunteers. This is why you should strive to draw up a schedule that enables volunteers to provide swift and accurate assistance.
2. To be in control of the assistance efforts, make sure to define consistent work standards and policies. Think of a system that allows you to check the advice your volunteers pass on. A possible option is setting up a trial period for volunteers. During this time, all advice given by a volunteer is checked by a coordinator before it can be passed to a beneficiary. This helps ensure the counselling is safe and clear both for the helper and the person receiving help. The Internet is a notoriously difficult place for reading emotions. The help you give online requires a lot of commitment and diligence. Try to stay away from giving hackneyed advice and cure-all solutions.

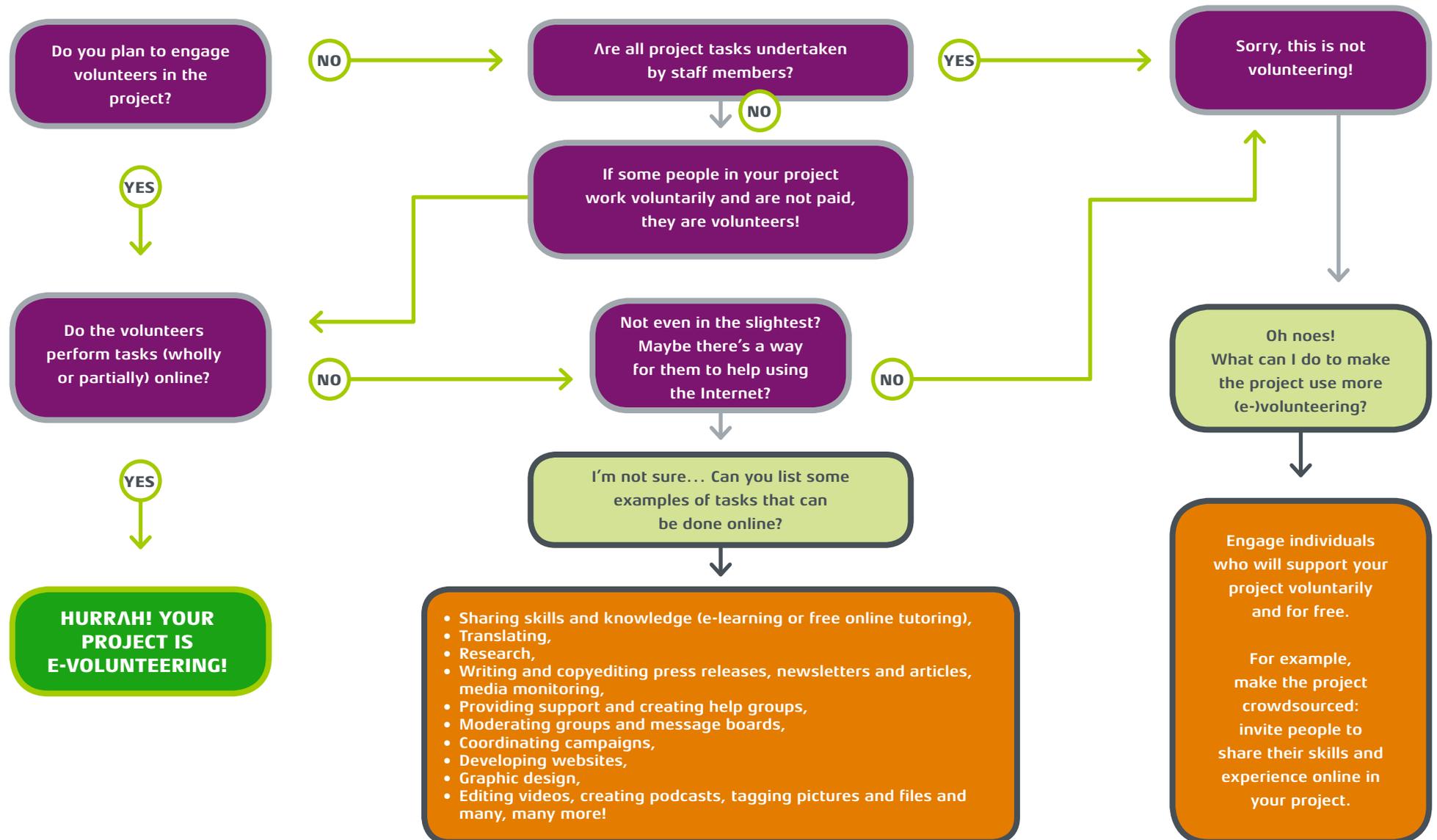
3. Secure regular supervision for your e-volunteers.
4. Provide ongoing evaluation (feedback forms, group and individual meetings with a coordinator and so on).
5. Keep in mind that without professional onsite medical or therapeutic assistance, online help is an emotional crutch that offers only short-lived relief. It does not solve problems and cannot replace direct medical or therapeutic help! It is vital your e-volunteers can correctly identify the needs of persons seeking online support and motivate them to look for help onsite when necessary.

**PROVIDING A SAFE ENVIRONMENT
AND PRIVACY TO BENEFICIARIES:**

1. Data storage and encryption are primary concerns if you must collect sensitive data to carry out project goals or if the counselling is recorded.
2. Beneficiaries of support should be able to use counselling under a chosen handle, an anonymous screen name not linked to the person's email address and their full profile. Some countries require you to protect personal information also in other special ways.
3. Support message boards can attract a type of abuse called *trolling*. Moderating discussions is one of the ways to deal with trolls. Make sure however the moderation is discreet and measured and the moderator doesn't lose the trust of the group. Also, monitor users on a regular basis: some people who participate in discussions want to make money by promoting and selling drugs or cosmetics they claim will solve the users' problem.



QUIZ: IS MY PROJECT (E-)VOLUNTEERING?



PART III

EMPLOYEE EVOLUNTEERING

The group strongly recommended to take up online volunteering are employees and entrepreneurs, both having past experience in onsite volunteering and people who have not yet had a chance or time to volunteer. E-volunteering takes many forms *ISEE PAGE 81*: anyone willing to participate will surely find lots of tailor-made opportunities. People with busy schedules can undertake microvolunteering tasks, while experts can get involved in e-learning projects and help out e-charity. The employed or self-employed can also commit to a longer cooperation, aiding an organization its day-to-day errands. Turn to look for e-volunteers in corporations and companies and see how valuable they are!

Employee e-volunteering or expert volunteering is a term for undertakings that are voluntary and non-paid and carried out by employed or self-employed volunteers using the Internet. Employee e-volunteering most often takes the form of skill-based initiatives that allow volunteers to give back to their communities by sharing their knowledge and expertise.

WHAT DO EMPLOYEE E-VOLUNTEERS DO?

PREPARE ONLINE COURSES AND SEMINARS

- for diverse target groups (e.g., college students, pupils) and focused on a specific field (mathematics, finance, ecology, health)

TRANSLATE

- help translate materials into foreign languages
- break down jargon into more accessible language

RUN DAY-TO-DAY OPERATIONS

- marketing
- promotion

SOLVE PROBLEMS

- free online counselling
- comment on discussion boards and websites dedicated to specific problems

SUPPORT CHARITY AND CROWDFUNDING ACTIONS

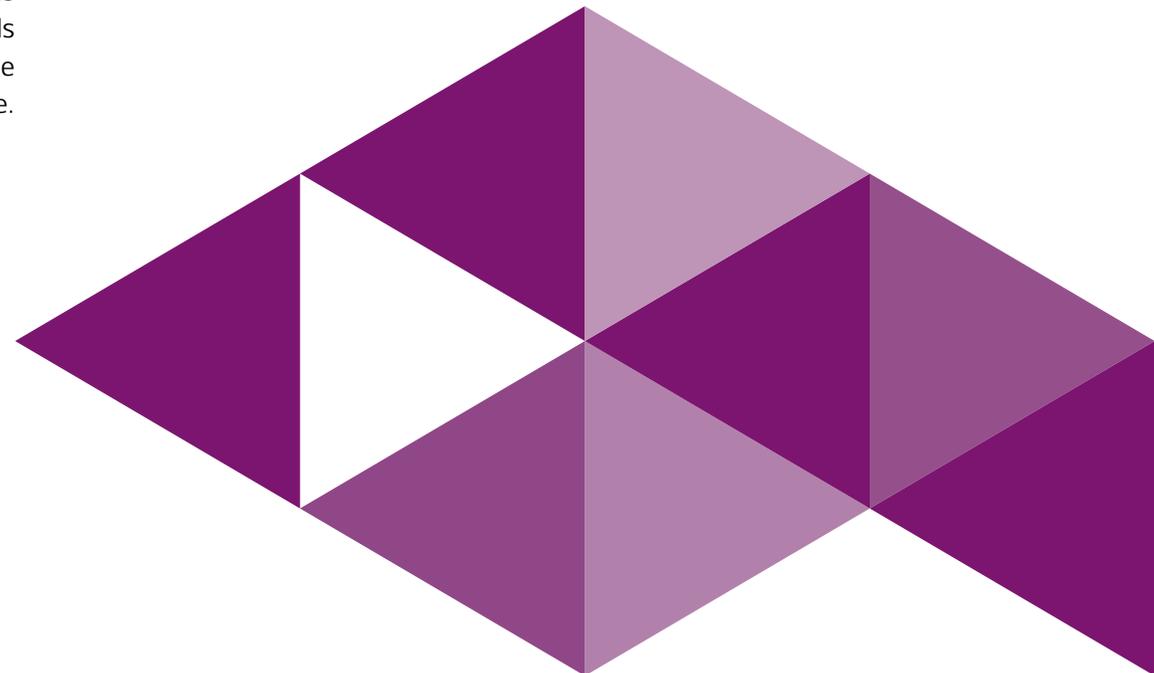
- get the word out, become campaign ambassadors

WHY IS IT WORTH IT?

1. Expert volunteers (professionals in any field you name) have specialist skills and expertise that can be hired not only at commercial rates but also shared for free to further the impact of a volunteer action. New technology allows expert volunteers to contribute more easily, for example organize a course, workshop or do a speaker job from their own office.
2. Thanks to the wide scope of volunteering activities, even those most time-pressed can get involved. Online volunteering includes also jobs that are quick to execute (such as community mapping) as you commute to your workplace or have lunch.
3. Employees may undertake many functions not necessarily related to new technologies in their companies. By committing their time to e-volunteering, they have an opportunity to bolster their digital skills and get to know new tools.
4. E-volunteering increases the reach of expert e-volunteers. The Internet is a meeting place for thousands of engaged citizens and provides many tools that streamline operations. Owing to this, an expert-led webinar is likely to be watched not by a dozen, but several dozen people from all across the globe.

HAVING READ THIS PART YOU ALREADY KNOW:

- › What employee e-volunteering is
- › The tasks expert e-volunteers can do
- › The benefits of expert e-volunteering



PART IV

ONLINE SECURITY

The previous chapters have showcased the great potential inherent in using the Internet. Provided it is used in a proper manner, the Web can be a wonderful tool that helps you make a difference. That said, there's also the other side of the coin, and the unrestricted flow of data and communications is connected to threats as well. In order to avoid them, remember about several security rules and stay watchful.

As your e-volunteers will continue to perform their tasks using the Internet, it is your (the project leader's) responsibility to prepare them to behave safely in this virtual workplace. Below is a list of guidelines that can help you get ready and begin your online partnership safely.

1. SOFTWARE

Always buy legal software from a reliable reseller. Otherwise, you will not be sure whether the product you have chosen is malware-free and exactly as described by the vendor. A legal source is not only a big software corporation like Microsoft or Adobe: if you look around, you'll find plenty of perfectly legal, free or inexpensive products of equivalent quality. Go to <http://www.osalt.com/> to see a database of open-source alternatives to commercial software.

Note that the default settings of many programs and applications leave lots of traces that can personally identify a user. For example, documents and image files contain metadata: technical information attached to a file that can include authorial information, host name and more. In some applications, you may be able to block this feature in *Privacy Options* or *Privacy Settings*.

Having decided to use a particular application, make sure the e-volunteers also have access to the software. If not, you need to provide it.

ANTIVIRUS SOFTWARE

All Internet-connected devices (PCs, laptops, tablets and smartphones) need protection from malicious programs. Install an antivirus (such as the free [Avast](#)) to tighten up security.

2. WEB BROWSER

Plugins (add-ons) can be installed in most web browsers to enrich their functionalities. For example, a pop-up blocker (AdBlock) can be added to Mozilla Firefox. You can also find plugins that report sites that track your data (such as Disconnect).

REMEMBERING PASSWORDS

Take a pass on in-browser password remembering features for online accounts. When using password management, anyone with access to the physical computer is able to access these accounts. Consequences could be dire, ranging from identity theft (pretending to be another person online) to deleting organization website (from a social media site).

3. CONTENT

The content you create is only as safe as you make it. If you plan on developing a website, carefully select the server to run it and schedule frequent backups to prevent data loss (the backups can be automated). When using a CMS system like the popular [Wordpress](#) or [Joomla](#), you can rely on a community to provide you with tutorials and help on an as-needed basis.

If you plan to use third-party services like social media sites, make sure it's not the only place where you store your content. If a social media site is your only communication channel, there's a risk the content is deleted without a chance of recovery or your account is permanently deleted. Besides running a profile on a social media site, you could for example set up an RSS feed for site updates (this feature is available in most CMS systems) or create a newsletter.

Also, pay attention to the licenses under which you publish content. If you publish content on your own website, use for example [Creative Commons](#) licenses. Some websites allow users to select a license for the materials they share ([www.flickr.com](#) or [www.vimeo.com](#)), but often the service enforces a particular license (think YouTube): it's up to you to choose whether the conditions are acceptable.

4. SOFTWARE THAT FACILITATES E-VOLUNTEERING

Many non-commercial tools available online can facilitate e-volunteering. *SOME ARE LISTED IN PART V.* What you have to keep in mind is that each of the tools has its own terms of service you absolutely must acquaint yourself with. Once you have read the terms of service, you can decide if the character of your project allows you to use the application under these terms.

Terms of use and privacy policies are featured on application sites and other services. To use the service, you need to accept the terms of service. The ToS can include for example information about processing personal data, rules for archiving user-supplied content and licensing requirements for all published content. A service owner may reserve the right to use all of the pictures shared in the service for advertising without authorial permission (this means that copyright is transferred from author to service owner) or make users' personal data available to third-party companies for marketing purposes. This is why you need to carefully read through all key documents laying down the framework for using a service or website: both before and after you start using it as the documents may be amended in the future. If you decide on a commercial solution available in the cloud (online only), make sure you don't share sensitive data like personal information and back up your files often.

5. COMMUNICATION

WEBSITES

Information shared online or sent via email can become publicly available without an author's consent due to a system failure, malicious program or privacy policy change. This is why you should consider using an encryption scheme. The use of SSL (*Secure Socket Layer*), a protocol for transmitting private data that ensures confidentiality and authenticity of transmissions (verifies the sender), is a good place to start. Some services allow users to log in to their accounts using SSL as a security measure. The username, password and all operations will be then additionally protected. More information on SSL: http://pl.wikipedia.org/wiki/Transport_Layer_Security.

EMAIL

If your project involves transmitting confidential data, consider implementing an additional encryption scheme for incoming and outgoing emails: GnuPG (GNU Privacy Guard). The GnuPG encryption program is based upon public and private key cryptography that ensures a message can only be read by the person who possesses an appropriate key to open it. The program requires you to use an email client like Mozilla Thunderbird or Apple Mail. More about GnuPG: <https://www.gnupg.org/>.

Train your e-volunteers to recognize online threats: viruses attached to emails (executing as you click an untrustworthy link), phishing (attempts to acquire account credentials through deception) and spam (unsolicited messages, including ads). Caution volunteers against opening messages from unknown senders and recommend them to set antispam filters in email accounts.

SENDING FILES

Before you send critical files, consider protecting them with a password so that they cannot be read by unauthorized persons. The file's recipient should obtain the password over a different channel, for example in a text message. Focus also on current legislation related to processing personal data in your country: chances are that sending sensitive data in an unprotected file or putting such a file in the cloud is prohibited.

FURTHER TIPS FOR E-VOLUNTEERS

PERSONAL INFORMATION

When using a handle to publish content online, make sure also your email address doesn't reveal your identity (if you wish to keep private). Remember that even if this data is kept secret, we still leave lots of footprints online that make us easily identifiable (from IP addresses to cookie-stored information). Never submit your place of residence publicly: this information (like anything else) can be copied without your knowledge and may be available on websites you have no control over even if you remove it from the original site.

MORE THAN ONE EMAIL ADDRESS

Email addresses are required to use many websites and services. As they are handed out often, they also may fall into the wrong hands, for instance become acquired by marketing companies that send out spam messages. To minimize this risk, it's recommended to have more than one email address: a company address used for work/volunteering, a private address shared with friends and an additional address you submit to for example sign into an online app.

When configuring email clients, remember to enable SSL/TSL encryption for IMAP/POP incoming mail server transmissions and for SMTP outgoing mail server transmissions.

SECURE PASSWORDS

Another security measure is having a secure password list: a list of passwords that are hard to guess. But how do you come up with a secure and strong password?

- never use any personal data (such as first and last name, handle, date of birth, personal identification number or home address).
- use a combination of upper- and lowercase letters, digits and special characters like exclamation and question marks.
- change passwords on a regular basis.

USE PRUDENCE

Only share information that wouldn't harm you if leaked or made public later. If you're using a social media site, adjust the privacy settings (who can see your posts) properly and set a strong password. Send pictures over email. If you want to publish photos, use low-resolution images: in this way, you make sure they won't be used later for advertising the social site or in other ways.

VERIFY

Don't assume that everything you see and read on the Internet is true. Always think critically and try to verify a piece of information in several different sources.

USING WIFI IN PUBLIC

Online voluntary work can be done from any place and any time. What is crucial, however, is to always use a secure Internet connection: you should know who the Internet provider is and be sure that the connection is secure and no potential attacker can intercept transmissions. Unfortunately, with open WiFi connectivity (wireless Internet connection, for example using hotspots) available in public spaces (such as shopping malls), you can never be sure who's listening. This is why, if possible, you should try to:

- use password-protected networks (WPA2 if available).
- turn off the option to autoconnect with open wireless networks on your device.
- avoid using websites that require you to submit personal information or other sensitive data that could be dangerous to reveal publicly (e-banking sites, online stores, social media sites).
- check if the sites you're browsing use secure communication (SSL or TLS-protected pages have addresses that begin with 'https:'). You can also install the HTTPS Everywhere browser extension. The plugin forces pages to open in a secure connection whenever possible.

HAVING READ THIS PART YOU ALREADY KNOW:

- › The software to choose to surf the Web safely
- › What to keep in mind when using web browsers
- › How to protect the data shared online
- › What to consider with using software that facilitates e-volunteering
- › How to instruct e-volunteers to follow Internet security rules

PART V

USEFUL RESOURCES

IMPORTANT NOTES

When it comes to software or any other sphere of life, there's no such thing as a free lunch. Often, a tool's usability does not mean it is secure or privacy-minded.

Find your own appropriate balance on a case-by-case basis. Below is a short discussion of the most common problems and threats connected with particular forms of software as well as an annotated list of popular tools with symbols next to each item.



Closed source software: the source code of the software (the program's recipe) is not made available. This makes it impossible to ascertain if any backdoors have been added to the software (giving direct access to the data to either intelligence agencies or software companies themselves). Also, you cannot share, redistribute or modify the program.

Edward Snowden's leak of NSA documents⁷ proves that objections raised against proprietary software are justified. You shouldn't put too much trust in this type of software, especially with regard to sensitive, personal or potentially harmful data (for example information that could endanger the lives of political activists in authoritarian regimes).

⁷ <http://www.theguardian.com/world/2013/jul/11/microsoft-nsa-collaboration-user-data>



Centralized platform: a management platform that is fully controlled by a single entity. This means you cannot review its operation (see threats related to closed source software). In addition, you are unable to control your data: a platform's owner has the right to change its terms of service and delete or lock your account at will⁸.

Centralized platforms make your organization heavily dependent on other people and their business choices. They are also much more likely to be monitored and surveilled.



Open source software¹⁰: the polar opposite of closed source software. The source code is made available (allowing you to review a program's operation). No restrictions are placed on modifying, adjusting and sharing this type of tools¹¹. When possible, the use of open source software is encouraged.



Self-hosted: a platform you can run on your own server. This means that while you typically can use a version of the software hosted on a third party server (for example the vendor's), you can also run your own fully controllable instance on your own server. Although it requires more effort and expertise, this is an option to choose to gain better control over stored data and the software you use.

⁸ <http://thenewcivilrightsmovement.com/has-facebook-censorship-gone-too-far/politics/2011/11/07/29714>

⁹ <http://blog.ninapaley.com/2012/12/06/the-shocking-photos-that-violated-facebooks-policies/>

¹⁰ <http://www.gnu.org/philosophy/free-sw.pl.html>

¹¹ <http://www.gnu.org/philosophy/free-sw.pl.html>



Distributed systems: if software is distributed, it means users communicate directly or indirectly over many decentralized nodes. An example of a distributed software system is email, Jabber¹² or Diaspora¹³: whichever of their servers you have an account on, you can contact any user on any server you want.

Distributed tools are resistant to censorship and surveillance since they have no shared point controlled by a single entity able to monitor or filter traffic.

RECRUITING E-VOLUNTEERS

- CiviCRM <https://civicrm.org/>  
- MailChimp <http://mailchimp.com/>  
- Google Forms <https://www.google.com/drive/using-drive/>  

COMMUNICATION

Instant messengers:

- Jitsi <https://jitsi.org/>   
- Pidgin <https://www.pidgin.im/>   
- Ekiga <http://ekiga.org/>   
- Whatsapp <http://www.whatsapp.com/>  

¹² <http://en.wikipedia.org/wiki/XMPP>

¹³ <https://joindiaspora.com/>

- Skype <http://www.skype.com/>  
- Google Hangouts <https://www.google.pl/hangouts/>  
- ICQ <http://www.icq.com/en>  

videoconferencing:

- Palava.tv <http://palava.tv/>  
- BigBlueButton <http://bigbluebutton.org/>  
- OpenMeetings <http://openmeetings.apache.org/> 
- AppearIn <https://appear.in/>  
- Google Hangouts <https://www.google.pl/hangouts/>  
- Skype <http://www.skype.com/>  
- AnyMeeting <http://anymeeting.com/>  

TRAINING

E-learning:

- Moodle <https://moodle.org/>  
- Articulate <https://www.articulate.com/>  
- Glogster <http://edu.glogster.com/>  
- Learning Apps <http://learningapps.org/>  

Webinars:

- BigBlueButton <http://bigbluebutton.org/>  
- AnyMeeting <http://www.anymeeting.com/>  

PROJECT MANAGEMENT

- Redmine <http://www.redmine.org/>  
- Trac <http://trac.edgewall.org/>  
- Asana <http://asana.com/>  
- Trello <https://trello.com/>  
- BaseCamp <https://basecamp.com/>  
- Workflowy <https://workflowy.com/>  

EVALUATION

- Google Forms <https://www.google.com/drive/using-drive/>  

OTHER

- ownCloud <http://owncloud.org/>  
calendars and contacts, sharing files and pictures, collaborating on documents in real time
- Etherpad <http://etherpad.org/>  
collaborating on text documents
- Ethercalc <https://ethercalc.net/>  
collaborating on spreadsheets

*Cooperation: Michał "rysiek" Woźniak,
Free and Open Source Software Foundation*

SAMPLE E-VOLUNTEERING AGREEMENT

AGREEMENT ON PERFORMING VOLUNTARY SERVICES RELATED TO E-VOLUNTEERING

made this in by and between:
..... with headquarters in at
....., represented by, hereinafter
referred to as Beneficiary, and holding the identification
document number....., personal identification number
....., residing in, hereinafter referred to as E-volunteer.

INTRODUCTION

E-volunteering constitutes voluntary work as defined in the provisions of the Act of Law on Public Benefit and Volunteer Work performed wholly or partially using the Internet. E-volunteer is a volunteer as defined in the provisions of the Act of Law on Public Benefit and Volunteer Work performing e-volunteering services.

Beneficiary declares that it is an entity for whose benefit volunteer work can be performed under Art. 42, section 1 of the Act of Law on Public Benefit and Volunteer Work of 24th April 2003. E-volunteer, being the individual performing services entrusted to him or her wholly or partially using the Internet, declares that she or he possesses the skills necessary to perform entrusted services listed below.

Having regard to the objectives of volunteering based upon the voluntary and non-paid performance of services, and having regard to the charitable, supportive and supplementing character of services performed by volunteers, the Parties agree as follows:

§ 1

Beneficiary entrusts the performance of the following services to E-volunteer, and E-volunteer agrees to perform the following services:

§ 2

1. Parties agree that the services specified in § 1 are performed from to
2. The services are performed using the Internet from any place chosen by E-volunteer.

§ 3

Due to the character and objectives of e-volunteering:

1. E-volunteer agrees to perform services in person;
2. E-volunteer states that he or she has access to the Internet and an Internet-connected device allowing him or her to perform services;
3. E-volunteer agrees to receive no remuneration for the services.

§ 4

Beneficiary agrees to notify E-volunteer of any health and safety hazards that may arise out of the performance of the services and instruct E-volunteer about protection against any potential hazards (such as the safe usage of computers and the Internet).

§ 5

Beneficiary covers the cost of E-volunteer’s business trips and allowances under regulations specified elsewhere.

§ 6

E-volunteer agrees to maintain confidence with regard to information acquired in connection with performing services to the benefit of Beneficiary that constitutes Beneficiary’s secret.

§ 7

1. This Agreement can be terminated by any Party with 5 days’ notice;
2. This Agreement can be terminated by any Party without notice for substantial reasons.
3. Substantial reasons are recognized by the Parties specifically as:
 - a. E-volunteer’s health concerns;
 - b. negligent and irresponsible performance of services by E-volunteer;
 - c. failing to fulfill the provisions of this Agreement by any Party.

§ 8

The Parties are liable for any potential damage under the Civil Code.

§ 9

To all matters not settled in the Act of Law on Public Benefit and Volunteer Work and this Agreement the appropriate provisions of the Civil Code shall apply.

§ 10

Any amendments to this Agreement shall be null and void unless made in writing.

§ 11

All disputes arising out of application of this Agreement shall be settled by a common court in compliance with civil procedures.

§ 12

1. This Agreement has been made in two identical copies, one for each Party;
2. E-volunteer can at any time request Beneficiary to issue a written statement certifying the performance of services by E-volunteer. At the request of E-volunteer the statement may include information on the scope of performed services.

BENEFICIARY

E-VOLUNTEER

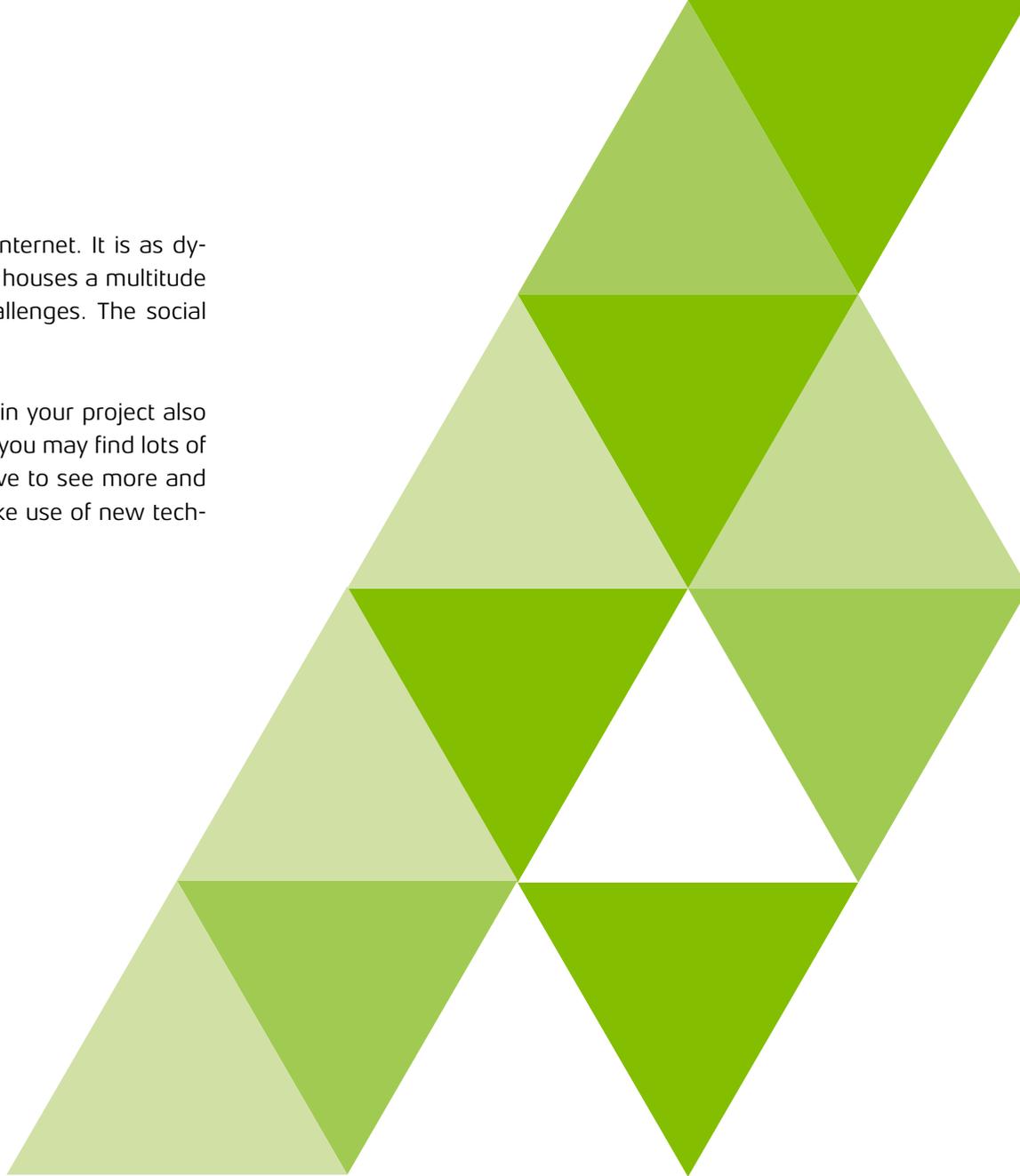
.....

.....

SUMMARY

E-volunteering illustrates the social power inherent in the Internet. It is as dynamic as the environment in which it takes place. The Web houses a multitude of new initiatives addressing vital social concerns and challenges. The social face of the Internet is not just social networking.

We hope the Handbook will encourage you to make room in your project also for e-volunteers. Whatever you do and wherever you work, you may find lots of supporters who will advocate for your cause. We would love to see more and more social initiatives thriving online: don't be afraid to make use of new technologies and step into your first digital volunteering project!



The Good Network Foundation would like to thank everyone who has helped make this publication happen, especially:

the project partners:

GURT Resource Centre, The NGO Institute of Creative Technologies and Mass Media

and contributing partners:

Ukraine Social Community , “Dobra Volya” Volunteering Center

For sharing specialist knowledge on types of e-volunteering and for their help in constructing guidelines, we would like to thank: Michał “rysiek” Woźniak, Kamil Śliwowski and the Fundacja Panoptikon, Magda Biernat, Lucyna Kicińska, Kasia Sawko, Kasia Werner, Justyna Dźbik, Maciek Monkiewicz, Marcin Galicki, Tomasz Wojciechowski.

For their help in exploring recipes for fruitful e-volunteering, we would like to thank all participants of the workshop organized for the Odkryj e-wolontariat contest finalists, representing the following informal groups and organizations: GuideSign, Bródnowskie Stowarzyszenie Przyjaciół i Rodzin Osób z Zaburzeniami Psychicznymi POMOST, Fundacja Centrum Edukacji Mobilnej, Fundacja “Da Się”, Fundacja im. Doktora Piotra Janaszka PODAJ DALEJ, Fundacja Mniej Więcej, Międzynarodowa Fundacja na Rzecz Rozwoju Nauki i Promocji Zdrowia, Projekt:Polska – HejtSTOP, Stowarzyszenie Lambda Warszawa, Stowarzyszenie Profilaktyki i Wsparcia w zakresie HIV/AIDS “Jeden Świat”, Towarzystwo Rozwoju Rodziny o/Warszawa.

We would like to thank Orange Foundation and Polish-American Freedom Foundation for their continued support in our explorations of e-volunteering.



ABOUT THE GOOD NETWORK FOUNDATION

We are confident that new technology is one of the keys to making a difference in today's world. Since 2009, we have been running two NGO websites: MojeStypendium.pl is the most comprehensive online listing of scholarships and grants dedicated to all age groups in Poland, while E-volunteering.eu is dedicated to Internet-mediated volunteering and various projects that utilize new technology to foster the growth of civil society and boost civic engagement. Our E-volunteering project also includes:

- Competitions that seek to find and reward the best digital volunteering-using initiatives: the Polish 'Odkryj e-wolontariat' project (launched in 2009) and the European 'Discover E-volunteering' project. Both have allowed us to identify more than 300 e-volunteering projects from 31 European countries, now showcased in our good practice listing,
- training projects and workshops for non-governmental organizations, institutions, companies and individuals,
- promoting e-volunteering and the creative use of new technologies for the common good,
- publishing content under Creative Commons licenses,
- research in Europe and Poland.

More information can be found at:

www.dobrasiec.org,

www.e-volunteering.eu,

www.mojestypendium.pl.

ABOUT THE TV UNION

TV Union (www.fundunion.org) – civic media channel, which organize on-line broadcasting through YouTube and Google+. TV Union was created by Ukrainian Foundation "Union"

Ukrainian Foundation "Union" was created in 2011 to improve relations in the community to establish a democratic civil society in Ukraine, for promotion of human rights and protection of the population from negative effects.

Foundation in its work is focusing on the use of new media technologies that leading experts in the US and Europe use to create a platform of socially active people who are willing to change themselves and positively change the space around them.

The structure of the Fund consists of lawyers, IT-specialists, linguists, journalists, teachers, librarians, artists and students.

We believe that self-development aimed at community development is the basis of positive changes in society.

The main activities of the Fund:

- Development and implementation of information and communication Internet technologies in activities of government and public organizations of Ukraine in order to increase their competitiveness and investment attractiveness of regions of Ukraine.
- Protection of Human Rights.

e-volunteering.eu



e-volunteering.eu

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