

The logo for Volpris.EU features the word "Volpris" in a bold, sans-serif font. The "V" and "is" are in blue, while "olpri" is in white. The ".EU" is in a smaller blue font. The text is set against a background of overlapping purple and blue circles.

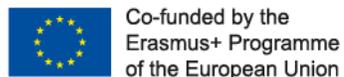
# Volpris.EU

## Collecting and sharing your stories

Improve communications on volunteering in criminal justice across audiences, in discussions, in social media and policy exchange

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# *Tips for your sector and adapting communications methods from the private sector*

# Collecting stories sensitively

*Good news case studies which respect all stakeholders, including the victims and the families of the prisoner*

You have a good news story of a prisoner who has turned his/ her life around, which you would like to share. What do you need to be careful of when you are:

Collecting the stories?

Telling the stories?

# Communications Method

*The PASTA method can be used to develop an operational plan to an issue you have identified.*

*There are 5 steps to follow:*

*Problem definition*

*Analysis*

*Strategy*

*Tactics*

*Action*

*(PASTA)*



# Problem Definition

*Using issues you have already identified as problematic, and current practice*

First, there must be a clear definition of the problem: What do you want to achieve? What issues are involved? What strategic objectives underlie the development of a plan?

There must be knowledge about the organization and service. But also knowledge about what you're really asking for.

# Problem Definition

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GROUP 1 Internal: communicating the value of volunteers to staff who are demotivated and don't have the time.

GROUP 2 Controlling media narrative

GROUP 3 Community (recruitment) | Community (re-inclusion/acceptance)

# Problem Definition Activity

**You have 5 minutes to:**

**WHERE YOU ARE:** Clearly define the communications 'pain point' in one sentence.

**WHERE YOU WANT TO BE:** Clearly define your end goal.

**WHAT'S IN YOUR WAY?:** Clearly identify the existing barriers to reaching your goal.

# Analysis

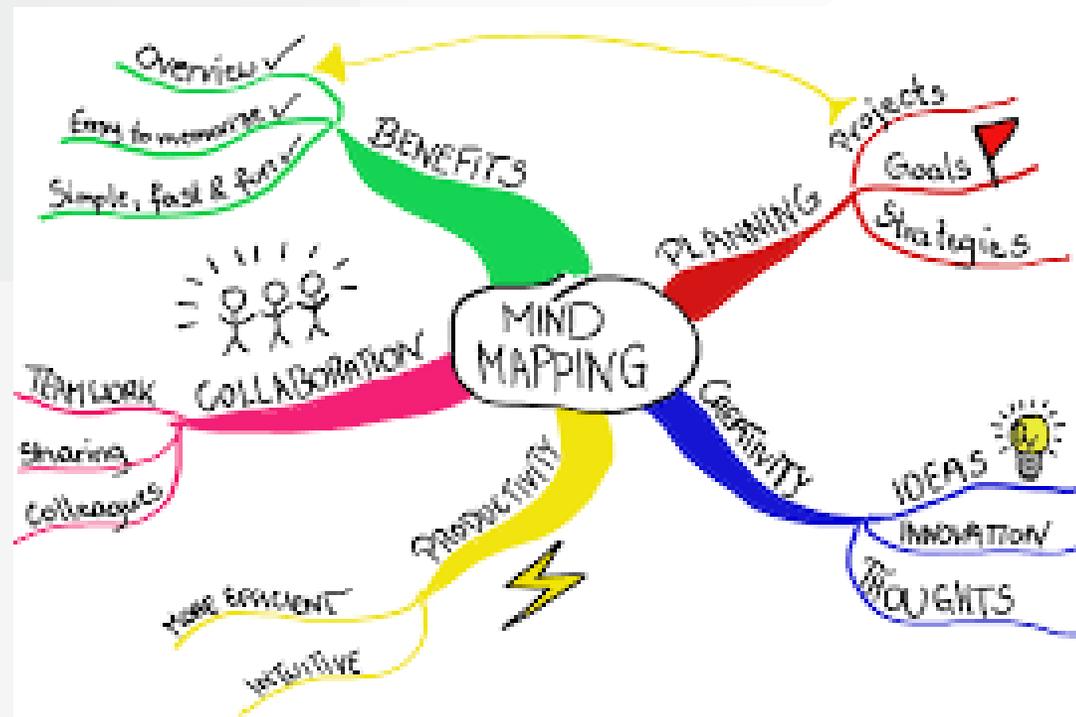
*Get a deeper understanding of the setting and context you are operating within*

The second step is to analyse the environment in which the organization exists.

To create an operational plan, there must first be an examination of

- the organization
- the audience (volunteers, staff and community), and
- the purpose of the volunteering activity: to support rehabilitation of the prisoners.

# Analysis Activity



**10 Minutes**

Now, in your groups, map:

- What stakeholders (people and organisations) are important
- Do the stakeholders interact?
- Are there protocols that need to be followed?
- What opportunities are there? What threats?

# STRATEGY & TACTICS & ACTIONS ACTIVITY

Now get support for what you want to do: get a clear plan and know how you want to (and can!) implement it

15 minutes

What are your tactics (methods of communication) and actions (what will be done) in the:

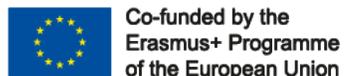
1<sup>st</sup> week

1<sup>st</sup> month

1<sup>st</sup> year

Must include resources / support you need / key stakeholders you'll engage

One sentence vision for the end of year 2



Die Senatorin für  
Justiz und Verfassung



Freie  
Hansestadt  
Bremen

Verein  
Bremische  
Straffälligenbetreuung  
1837



DGRSP  
DIREÇÃO-GERAL DE REINTEGRAÇÃO E SERVIÇOS PRISIONAIS



CEV  
European Volunteer Centre



# Evaluating what works

*What does success look like?*

You have successfully implemented your campaign – congratulations!

How do you measure your success?

How do you know what (not?) to do next time?

What concrete evidence can you take to show the other stakeholders that it worked (indicators)?

# Volpris.EU

*Prisons  
Managing  
Volunteers in EU*

*Thank you.*