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# Trierischer Volksfreund



meine hilfe zählt.  
VOLKSFREUND-LESER SPENDEN

Das Spendenvoting auf  
[facebook.com/Volksfreund](https://facebook.com/Volksfreund)

# The Idea

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Mobilise existing networks to do good works.

How to go about it?

Very simple!

Organise a vote on how the proceeds from the ticket sales for a fund-raising show for the charity platform of the Trierischer Volksfreund, “Meine Hilfe zählt”, should be distributed among aid projects based in the Trier region.

# What is „Meine Hilfe zählt“?

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## The Philosophy:

Everywhere in the Trier region there are people who work for others:  
For the Sick or handicapped, children or old-age folks,  
For local neighbourhood projects or the needy in Africa,  
For integration, social purposes, health-promotion.

In summary: for the common good.

The Trierischer Volksfreund set up the “Meine Hilfe zählt” donations campaign to support voluntary aid projects in the areas of Mosel and Saar, Eifel, Hochwald and Hunsrück by linking those who need help with those willing to give it.

# What is „Meine Hilfe zählt“?

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On [www.volksfreund.de/meinehilfe](http://www.volksfreund.de/meinehilfe), voluntary help organisations and associations can present their projects, state their needs and appeal for donations.

The contents of the online platform are published regularly in the print product “Trierischer Volksfreund” so that also readers who do not go online have the possibility to support the campaigns presented on the platform with their donations.

The Idea behind the project:

We want to offer all voluntary projects in our region the possibility to avail of the reach of our online and print products to collect donations. Readers get an overview of aid projects deserving of support that are currently seeking support in their region – naturally, always with the option to simply make a donation for a good cause.

At the same time, the high degree of transparency of “Meine Hilfe zählt” enables the readers to track the good done by the donations on the ground. Of course, the donations site is free of charge and the donations are passed on 100 percent to the organisations.

# What is „Meine Hilfe zählt“?

The focus is on the regional aspect from the start:

Listed on “Meine Hilfe zählt” are exclusively regional aid projects, all of which must also have a non-profit status.

The donations platform went live on 6 November 2010.



# What is „Meine Hilfe zählt“?

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The key promise to our readers:

Trierischer Volksfreund forwards all donations 100 percent to the local projects and guarantees that the aid provided by the readers is used precisely where it is needed.

# What is „Meine Hilfe zählt“?

## Die Print-Spiegelung:

Damit onlineferne Leser ebenfalls die Chance haben, die auf der Volksfreund-Spendenplattform gelisteten Projekte zu unterstützen, gibt es im Trierischen Volksfreund regelmäßige Berichterstattung zur Aktion. Dabei werden neu gelistete Projekte porträtiert, besondere Aktionen vorgestellt sowie die konkrete Umsetzung bereits voll finanzierter Projekte begleitet – toller Lesestoff, der oftmals berührt, aufrüttelt und über erzielte Erfolge informiert.

**Freude im Tierheim und das Exhaus dreht am Teller**  
Meine Hilfe zählt: Jugendzentrum und Tierheim haben beide in recht kurzer Zeit ihre Projektziele erreicht

**Aktuell ausschüttbare Projekte - Alle Infos online unter [www.volksfreund.de/meinehilfe](http://www.volksfreund.de/meinehilfe)**

Projekte	1. Tranche	2. Tranche	3. Tranche	4. Tranche
<b>Exhaus</b>	1.000 Euro	1.000 Euro	1.000 Euro	1.000 Euro
<b>Jugendzentrum</b>	1.000 Euro	1.000 Euro	1.000 Euro	1.000 Euro
<b>Exhaus</b>	1.000 Euro	1.000 Euro	1.000 Euro	1.000 Euro
<b>Jugendzentrum</b>	1.000 Euro	1.000 Euro	1.000 Euro	1.000 Euro

**Meine Hilfe zählt:** 399.864 €

**EXTRA DAS PROJEKT DER WOCHE**

**Im Frauenhaus in Trier finden** Opfer von Gewalt nicht nur Unterstützung, sondern auch langfristige Hilfe, um ein neues Leben anzufangen. Dabei können Pferde etwas ausmachen. Die Therapie mit dem Reiten hat sich schon oft als ideale Therapie erwiesen – er kann helfen, Lebensmut zurückzugewinnen, den Körper zu stärken und die eigenen Grenzen zu erweitern. Für den Trainer zum Trimmjahr 2014 und die dort gestarteten Gruppenstunden benötigt das Frauenhaus

**EXTRA 50 SPENDE ICH**

Per Banküberweisung an „Meine Hilfe zählt“, Konto 250012 bei der Sparkasse Trier (BLZ 35050000) oder Konto 191919 bei der Volksbank Trier (BLZ 25120000). Im Verwendungszweck: Projektname. Die Spende dem Geldinstitut mitteilen. Die Spende wird zu 100 Prozent an die Projektorganisationen weitergeleitet. Der Trierische Volksfreund trägt die kompletten Transaktionskosten.

**Vielen Dank!**

Durch die großartige Unterstützung unserer Leser können nun viele Kinder im Familienzentrum Fidibus in Trier mit selbst gebauten Instrumenten munter musizieren.

Weitere Infos unter: [www.volksfreund.de/meinehilfe](http://www.volksfreund.de/meinehilfe)



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**Trierischer Volksfreund**  
Er gehört zum Leben  
[www.volksfreund.de](http://www.volksfreund.de)

# Current balance sheet of the donations platform

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Since 2010, a total of 81 non-profit projects have been financed in full.

Volksfreund readers donated about € 450,000 to date. As of now, some 55 more non-profit projects from a wide range of different areas are awaiting support: organisations for children, handicapped or old-age persons, but also development aid organisations or even animal shelters.



# The fund-raising concert

On 22 October 2011 the Trierischer Volksfreund organised a highly successful fund-raising concert in the Trier Arena.

15 bands with 50 musicians from the Trier region, including local hero Guildo Horn, performed to help us finance the projects. Nearly 4000 people attended a six-hour programme of entertainment, during which more than 30 non-profit organisations presented their projects on information stands and appealed for support. Several especially positive examples were highlighted in brief film clips and interviews on the stage.

In addition, tickets for a draw were sold on all project stands at EUR 2 each. The organisations were permitted to invest the revenues from the ticket sales as well as the proceeds from the concert tickets they sold themselves directly in their projects.

Concert tickets netted a total of EUR 36,324, with an additional EUR 13,408 generated by ticket sold for the draw!



**Trierischer Volksfreund**  
Haus der Region

# Facebook voting on donations

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Besides the organisations registered with a project in “Meine Hilfe zählt”, the Trierischer Volksfreund also sold tickets for the fund-raising concert. A vote was then held on distributing the resulting income totalling **€ 15,830** among the projects!

For this, in the period from 1 November to 22 November 2011 an online vote took place on the Facebook page of the Trierischer Volksfreund. Facebook users were able to vote which projects should receive funds from the money raised through ticket sales.

Those responsible for the projects activated their networks via Facebook, called on friends and colleagues to vote for their projects and encouraged their networks to do likewise.

Postings on the volksfreund.de notice board also appealed to all fans of the media company.

# Advantages of voting on the distribution of donations on Facebook

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- All Facebook users were eligible to vote (safest way to prevent automatic voting tools → 1 vote per person)
- Using Facebook directly addressed the young target audience and increased their willingness to donate.
- The users were motivated to look into the projects. Via the link to the “Meine Hilfe zählt” portal they were able to obtain all information concerning every individual project.
- It was not the Volksfreund that decided where the collected funds went, instead the public had a say.
- Persons who were enthusiastic about a project but unable to contribute financially could still cast their vote and were not excluded.
- The “Meine Hilfe zählt” campaign as a whole became even better known due to the fact that at the Trierischer Volksfreund, in addition to the daily newspaper and the region’s most-read online news platform, also availed of the reach of Facebook, the largest social network.

# Das Facebook-Spendenvoting

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Why were “non-donators” allowed decide which projects should receive donated funds?

Everyone, including the financially less well-off, should have the possibility to do good. It was not the Trierischer Volksfreund that decided about the allocation of the € 15,830, but the readers and Facebook users.

# Das Facebook-Spendenvoting

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The rules were as follows:

Each project that received at least 25 votes benefited!

Every Facebook user had a vote that he could give to his favoured project.

The winnings were distributed among the projects as follows:

1st place: up to EUR 2500 -

2nd place: up to EUR 1500 -

3rd place: up to EUR 750 -

4th – 10th place: up to EUR 500 -

The remaining € 9750 was distributed among all other projects that received at least 25 votes.

- “Up to” projects whose need of financial funding was lower than the voted money were financed 100 percent and the remaining amount distributed among the projects from 11th place on.
- During the voting period, if a project already covered all of its financial requirements as stated on the “Meine Hilfe zählt” platform, it was removed from the voting process.
- If during voting a new project was announced on the “Meine Hilfe zählt” platform, it took part automatically in the voting process.

# Das Facebook-Spendenvoting

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## Results

- A total of 31 projects received at least 25 votes and received between EUR 2500 and EUR 384.20.
- Nearly 4000 Facebook users clicked the “Like” button of volksfreund.de in period from 1 to 22 November.
- And a total of 4545 Facebook users participated in the voting.

# Kontakt

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