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BLYZNYUK Tetyana

Simon Kuznets Kharkiv National University of Economics
<https://orcid.org/0000-0002-8291-4150>

MAISTRENKO Olga

Simon Kuznets Kharkiv National University of Economics
<https://orcid.org/0000-0002-8007-3191>

KINAS Iryna

Simon Kuznets Kharkiv National University of Economics
<https://orcid.org/0000-0002-1790-3746>

THE FORMATION OF SOCIAL AND VOLUNTEER PROJECTS WITH THE INVOLVEMENT OF PR EVENTS IN MODERN CONDITIONS

In today's environment, we face numerous social problems, such as poverty, unemployment, environmental disasters, discrimination, health and education problems. These problems need immediate solutions because they affect the quality of life of millions of people around the world. Social volunteer projects are becoming key initiatives aimed at overcoming these challenges, as they involve citizens in active participation in solving problems that directly affect them. Volunteering is the basis of civil society, as it contributes to the development of social cohesion, mutual support and solidarity. Volunteers play an important role in providing assistance to those who need it, in creating joint projects and initiatives aimed at improving living conditions in communities. Volunteer initiatives also contribute to the development of civic consciousness and activism, which is extremely important for building a democratic and just society. PR events are an integral part of the successful implementation of social and volunteer projects. They make it possible to draw attention to the problems that are solved within the framework of the project, to attract new volunteers and partners, to increase the level of public awareness of the project and its purpose, as well as to ensure support from the public and the media.

PR events help draw attention to social volunteer projects and the problems they solve. PR events and event management in general are an effective means of attracting new volunteers and partners to social and volunteer projects. Through events such as information campaigns, open days, trainings and seminars, project organizers can present their activities, attract new participants and secure support from businesses, public organizations and other partners.

Digital technologies open up new opportunities for PR events and audience involvement in social and volunteer projects. Social networks, mobile applications, online platforms allow you to quickly and effectively spread information, attract new participants, coordinate the activities of volunteers and increase the effectiveness of projects. However, it also requires organizers to acquire new skills and knowledge in the field of digital communications.

The modern world is constantly changing, and social volunteer projects must be flexible and adapted to new conditions. This includes taking into account changes in social needs, technological innovations, socio-economic conditions and other factors. It is important to be ready for a quick response to new challenges and opportunities that appear in the process of project implementation.

Social volunteer projects involving PR events have great potential for creating positive changes in society and improving the living conditions of the community. The effective use of PR tools allows you to raise the level of awareness of problems, attract more participants and resources, as well as ensure the successful implementation of such projects in modern conditions.

Key words: project, social project, volunteering, PR events, events, event management, grants.

БЛИЗНЮК Тетяна, МАЙСТРЕНКО Ольга, КІНАС Ірина

Харківський національний економічний університет імені Семена Кузнеця

ФОРМУВАННЯ СОЦІАЛЬНО-ВОЛОНТЕРСЬКИХ ПРОЄКТІВ З ЗАЛУЧЕННЯМ PR-ІВЕНТІВ В СУЧАСНИХ УМОВАХ

У сучасних умовах ми стикаємося з численними соціальними проблемами, такими як бідність, безробіття, екологічні катастрофи, дискримінація, проблеми зі здоров'ям та освітою. Ці проблеми потребують негайного вирішення, оскільки вони впливають на якість життя мільйонів людей по всьому світу. Соціально-волонтерські проєкти стають ключовими ініціативами, спрямованими на подолання цих викликів, оскільки вони залучають громадян до активної участі у вирішенні проблем, які їх безпосередньо стосуються. Волонтерство є основою громадянського суспільства, оскільки воно сприяє розвитку соціальної згуртованості, взаємопідтримки та солідарності. Волонтери відіграють важливу роль у наданні допомоги тим, хто її потребує, у створенні спільних проєктів та ініціатив, спрямованих на покращення умов життя в громадах. Волонтерські ініціативи також сприяють розвитку громадянської свідомості та активності, що є надзвичайно важливим для побудови демократичного та справедливого суспільства. PR-івеннти є невід'ємною частиною успішної реалізації соціально-волонтерських проєктів. Вони дозволяють привернути увагу до проблем, які вирішуються в рамках проєкту, залучити нових волонтерів та партнерів, підвищити рівень обізнаності суспільства про проєкт та його мету, а також забезпечити підтримку з боку громадськості та медіа та отримання грантів.

PR-івеннти допомагають привернути увагу до соціально-волонтерських проєктів та проблем, які вони вирішують. PR-івеннти та взагалі івент-менеджмент цілому є ефективним засобом для залучення нових волонтерів та партнерів до соціально-волонтерських проєктів. Завдяки таким заходам, як інформаційні кампанії, дні відкритих дверей, тренінги та семінари, організатори проєктів можуть представити свою діяльність, залучити нових учасників та забезпечити підтримку з боку бізнесу, громадських організацій та інших партнерів.

Цифрові технології відкривають нові можливості для проведення PR-івеннтів та залучення аудиторії до соціально-волонтерських проєктів. Соціальні мережі, мобільні додатки, онлайн-платформи дозволяють швидко та ефективно

поширювати інформацію, залучати нових учасників, координувати діяльність волонтерів та підвищувати ефективність проектів. Однак, це також вимагає від організаторів володіння новими навичками та знаннями у сфері цифрових комунікацій.

Сучасний світ постійно змінюється, і соціально-волонтерські проекти повинні бути гнучкими та адаптованими до нових умов. Це включає врахування змін у суспільних потребах, технологічних новаціях, соціально-економічних умовах та інших чинниках. Важливо бути готовими до швидкої реакції на нові виклики та можливості, що з'являються у процесі реалізації проектів.

Соціально-волонтерські проекти із залученням PR-івентів мають великий потенціал для створення позитивних змін у суспільстві та покращення умов життя громади. Ефективне використання PR-інструментів дозволяє підвищити рівень обізнаності про проблеми, залучити більше учасників та ресурсів, а також забезпечити успішну реалізацію таких проектів у сучасних умовах.

Ключові слова: проект, соціальний проект, волонтерство, PR-івенти, івенти, івент-менеджмент, гранти.

INTRODUCTION

In the modern world, where the speed of changes and innovations determines the pace of society's life, social and volunteer projects are gaining more and more importance. They become important tools for solving numerous social problems, involving citizens in active participation in community life and creating positive changes in society. However, the successful formation and implementation of such projects require not only the enthusiasm of volunteers, but also effective communication strategies, where PR events play a special role.

In modern conditions characterized by the rapid development of technologies and changing social realities, the formation of social-volunteer projects involving PR events faces numerous challenges and opportunities.

Social volunteer projects have become the subject of many studies and works of modern authors. Here are some directions and approaches that are considered in the literature. Thus, authors such as Robert Putnam in his work "Bowling Alone" [1], investigate how volunteer projects contribute to building social capital, increasing the level of trust in society and strengthening social ties. They emphasize that volunteer initiatives can help overcome social isolation and contribute to the development of civil society. Modern authors, such as Kelly J. Patrick and Mark A. Snyder [2], study the motivational factors that stimulate people to participate in volunteer activities. Their work analyzes intrinsic and extrinsic motivations such as altruism, the desire to gain experience, social interaction, and recognition from society.

Authors such as Elizabeth Klock [3] investigate how participation in volunteer projects affects the personal development of volunteers. Her research shows that volunteering helps develop leadership skills, communication skills, emotional intelligence, and self-awareness. John F. Kennedy [4] and other researchers study the effectiveness of social and volunteer projects. Their work focuses on how to measure the success of such initiatives, what monitoring and evaluation methods are used, and what factors influence the achievement of the set goals.

Modern authors, such as Jane Craig [5], investigate the impact of digital technologies on the organization and implementation of volunteer initiatives. They analyze how social networks, mobile applications and online platforms help to attract volunteers, coordinate their activities and increase the effectiveness of social projects.

FORMULATION OF THE GOALS OF THE ARTICLE

The purpose of the article is to investigate effective strategies for the formation of social volunteer projects involving PR events in modern conditions, to determine the key stages of organizing such projects, to analyze the impact of PR activities on the success of volunteer initiatives and to provide recommendations for improving their implementation. Taking into account the set goal, the following main tasks can be formed:

- ✓ analyze modern approaches to the formation of social and volunteer projects;
- ✓ determine the role and significance of PR events in the promotion of social and volunteer initiatives;
- ✓ describe the key stages of planning and implementation of social-volunteer projects involving PR events;
- ✓ consider examples of successful social volunteer projects and determine the factors of their success;
- ✓ to provide practical recommendations for organizers of social volunteer projects regarding the effective use of PR tools.

The article aims to improve the understanding of how to properly plan and implement social volunteer projects involving PR events, as well as to increase the effectiveness of such initiatives in solving social problems and involving the public in active participation in public life.

PRESENTATION OF THE MAIN MATERIAL

PR events help draw attention to social volunteer projects and the problems they solve. For example, holding press conferences, charity events, concerts, exhibitions or flash mobs allows you to spread information about the project among a wide audience, attract new participants and partners, and also raise the level of public awareness of the problem. PR events and event management in general are an effective means of attracting new volunteers and partners to social and volunteer projects. Through events such as information campaigns, open days,

trainings and seminars, project organizers can present their activities, attract new participants and secure support from businesses, public organizations and other partners.

The Russian-Ukrainian war quite rallied the nation in the fight against a common enemy and gave a new impetus to the volunteer movement. Today, many countries of the world talk about him with admiration, calling this phenomenon unique.

Thousands of people in Ukraine have partially or completely changed their peaceful professions since the beginning of the war. From marketers, PR managers, architects, lawyers, teachers, restaurateurs, businessmen, they became volunteers and are doing what is needed right now - they are looking for and sorting humanitarian workers, helping military personnel, forced migrants and all people who are left without food, medicine and housing, deal with logistics, functioning of the information front and providing psychological support.

The formation of social volunteer projects with the involvement of PR events in modern conditions is an important aspect of public activity and social development. It helps to attract resources, raise awareness of social issues and motivate people to actively participate in public life. In Table. 1 depicts the key aspects and steps for effectively creating such projects.

Table. 1

The main aspects and steps of effective project creation social volunteer projects

Aspects	Steps of effective project creation	Characteristics of the stage
Determination of the purpose and goals of the project	The first stage includes a clear definition of the purpose and goals of the project. They should be specific, measurable, achievable, realistic and time-bound (SMART).	It is important to start with a clear definition of the goal and objectives, which should be specific, measurable, achievable, realistic and time-bound. This ensures clarity and focus of all participants on achieving the desired results.
Study of needs and analysis of the situation	Conducting research to understand the needs of a community or target group. This may include surveys, focus groups, statistical analysis and expert consultations.	Carrying out a detailed analysis and studying the needs of the target audience helps to understand exactly what problems need to be solved and how best to organize the project. This includes the use of various methods of information gathering and consultation with experts.
Development of the project concept	Creation of a detailed project plan, including a description of activities, action plan, budget, time frame and expected results. It is also important to identify key participants and partners.	Creating a detailed plan with a description of the activities, budget and time frame is critical for the successful implementation of the project. Identifying key actors and partners ensures coordination and support from all stakeholders.
Involvement of volunteers and partners	It is important to establish cooperation with organizations that can provide support (public organizations, business, mass media). Volunteers should also be actively involved through various communication channels.	Active involvement of volunteers and establishment of cooperation with various organizations creates necessary resources and support for the project. Volunteers and partners can provide valuable skills, resources and communication channels.
Development of a PR strategy	Creation of a communication strategy for project promotion. This includes determining the target audience, key messages, choosing communication channels (social networks, mass media, public events, etc.).	An effective PR strategy helps draw attention to the project and ensure its support from the public and the media. Determining the target audience and key messages, as well as choosing the appropriate communication channels, are critical.
Conducting PR events	Organization of various events to draw attention to the project. These can be press conferences, charity events, marathons, concerts, exhibitions, flash mobs. It is important to ensure coverage of these events in the mass media and social networks.	Organizing various events to promote the project ensures public attention and support. It is important to ensure coverage of these events in the mass media and social networks.
Performance evaluation	After the project is completed, its results and effectiveness should be evaluated. This may include analyzing the achievement of objectives, assessing the impact on the target audience and the community, and identifying lessons for future projects.	After the project is completed, it is important to evaluate its effectiveness and impact. Analyzing the achievement of goals and the impact on the target audience helps to understand how successful the project was and what lessons can be learned for future initiatives.

Source: created by the author

Thus, after considering Table 1, we can conclude that the successful creation of social volunteer projects depends on a systematic approach and careful planning. Adherence to certain stages and taking into account key aspects ensures the achievement of goals and maximum efficiency of projects. The main aspects and stages of creating an effective project are summarized below. To create an effective social volunteer project, it is important to follow a systematic approach and take into account key aspects at each stage.

Thus, compliance with these stages and aspects ensures the successful creation and implementation of social volunteer projects, which contributes to the achievement of goals and a positive impact on the community.

Next, with the help of Fig. 1, we will conduct a more detailed study of the main directions of social and volunteer projects. Fig. 1 illustrates the main areas of volunteering and the number of volunteers in each of them.

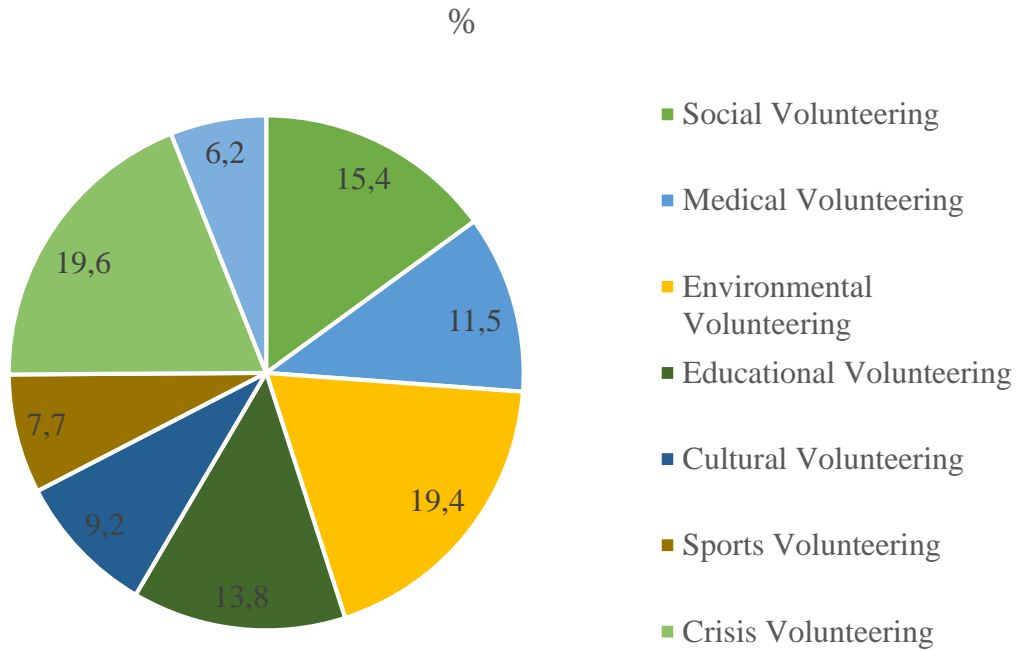


Fig.1. Main areas of volunteering

This diagram helps to visualize which areas of volunteering are the most popular and which of them may need additional support [6, 7]. So, social volunteering is aimed at helping vulnerable groups of the population, such as the elderly, homeless, orphans;

medical volunteering includes providing medical assistance, supporting hospitals, participating in medical missions;

environmental volunteering is aimed at protecting the environment, includes cleaning territories, planting trees, educational programs on ecology;

educational volunteering is aimed at supporting educational initiatives, conducting lessons, trainings, helping schools and universities;

cultural volunteering includes the organization of cultural events, support of museums, libraries, art projects;

sports volunteering involves volunteers in organizing sports events, supporting sports clubs and teams;

crisis volunteering is aimed at providing assistance in crisis situations, such as natural disasters, wars, epidemics;

technical volunteering includes assistance in technical projects, software development, technical support of organizations.

In 2023-2024, the involvement of Ukrainian citizens in volunteer activities has significantly increased, driven by the ongoing war and the pressing needs it creates. The response from various organizations and the populace highlights a strong commitment to supporting affected communities and rebuilding the country. Key areas of volunteer involvement [8] shown in fig. 2.

These efforts collectively demonstrate the significant role of volunteerism in Ukraine's current context, emphasizing the importance of collective action in addressing both immediate humanitarian needs and long-term recovery and resilience. The commitment of Ukrainian citizens and the support from international organizations highlight a robust volunteer culture that is vital for the country's ongoing and future challenges.

CONCLUSIONS

The relevance of the formation of social and volunteer projects with the involvement of PR events in modern conditions is extremely high. These projects contribute to the solution of numerous social problems, the development of civil society, and the involvement of the public in active participation in community life. PR events play an important role in the successful implementation of these projects, as they allow attracting attention, attracting new volunteers and partners, increasing trust and support from the public.

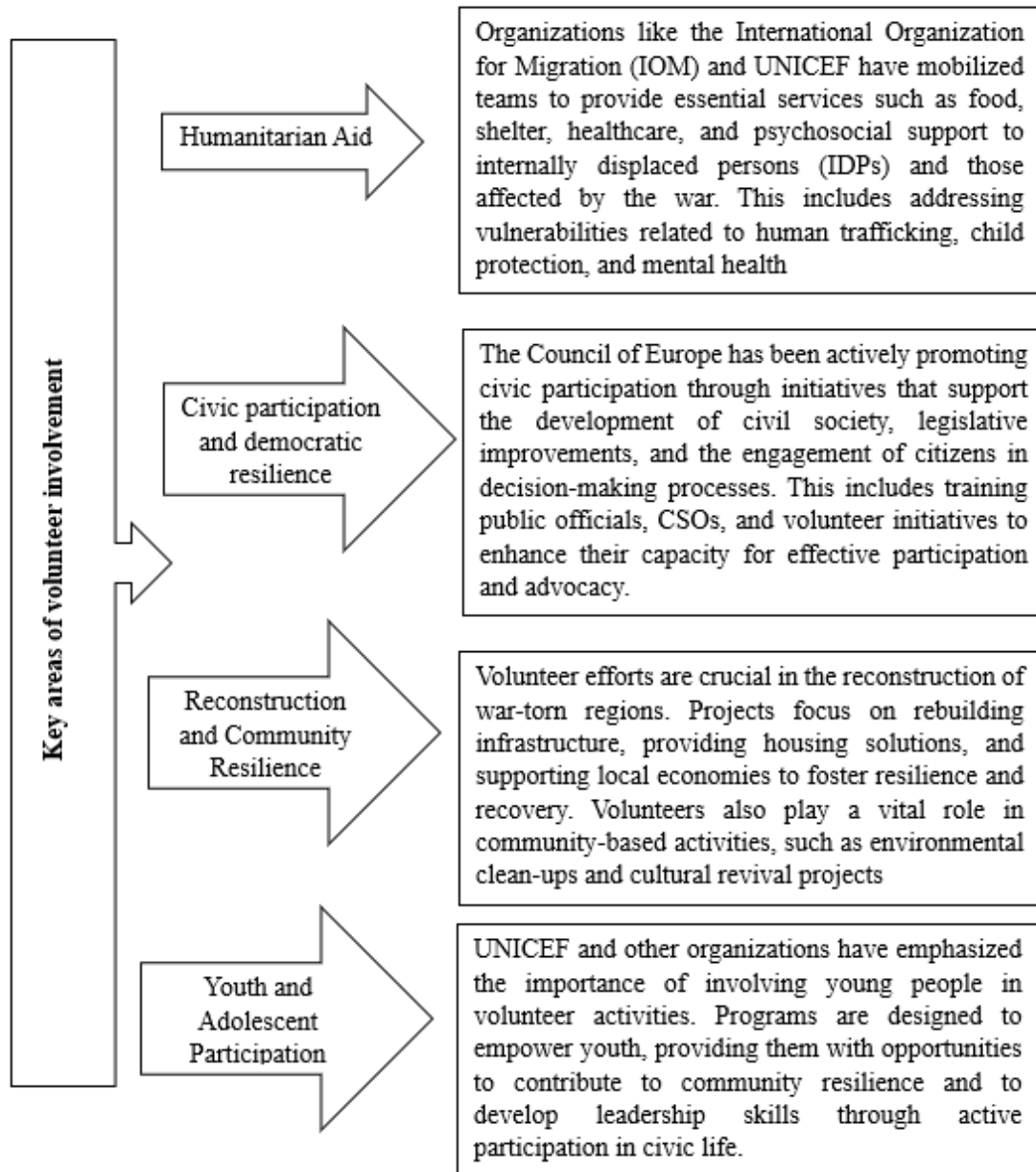


Fig. 2. Key areas of volunteer involvement

Therefore, to ensure the success of social and volunteer projects involving PR events to attract the attention of investors and receive grants, it is recommended:

1. Develop a clear communication strategy, which includes defining the target audience, key messages, choosing communication channels and planning PR events.
2. Use digital technologies to increase the effectiveness of communications, attract new participants and coordinate volunteer activities.
3. To ensure transparency and openness of activities, to regularly inform the public about the results of work and achievements of the project.
4. Collaborate with media, business, community organizations and other partners to provide support and resources.
5. To be flexible and adaptable to changes and new conditions, to quickly respond to new challenges and opportunities.

Social volunteer projects involving PR events have great potential for creating positive changes in society and improving the living conditions of the community. Effective use of PR tools allows you to raise the level of awareness of problems, attract more participants and resources, as well as ensure the successful implementation of such projects in modern

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