



# National Calendar of Engagement Dec. 4, 2021

Olenka Krupa

VP - PR

Branch President Orientation Dec. 4, 2021

# Outline of talk

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1. Calendar of Engagement
2. Resources
3. Your choices of engagement
4. Follow up
5. Summary

# 1. Calendar of Engagement

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What is it?

Why do we need it?



# 1. Calendar of engagement

<b>UNWLA NATIONAL CALENDAR OF ENGAGEMENT 2022</b>			
<b>MONTH</b>	<b>NATIONAL FUNDRAISING CAUSES</b>	<b>2022 GOALS</b>	<b>NATIONAL AWARENESS INITIATIVES</b>
<b>JANUARY</b>	<b>Pediatric Burn Victims</b>	\$10k Deadline: 01.31.22	<b>Christmas Kolyada (December/January)</b>
<b>FEBRUARY</b>			<b>Lesia Ukrainka Birthday (Feb 25)</b>
<b>MARCH</b>	<b>Spiritual Rebirth of Ukraine</b>	\$10k Deadline: 03.31.22	
<b>APRIL</b>			<b>National Library Week 2022 (April 3-9) is "Connect with your Library."  Easter Baskets for Ukrainian elderly, especially those without family  Pysanky Workshops  Chornobyl Awareness (April 26)</b>
<b>MAY</b>	<b>Ukrainian Orphan's Fund</b>	\$6k Deadline 05.31.22	<b>Vyshyvanka Day (May 19)</b>

<b>JUNE</b>			National Archive Day (June 9)
<b>JULY</b>	<b>UCU Women's Studies Program</b>	\$10k  Deadline 07.31.22	Operation Vistula (ended 29 July)
<b>AUGUST</b>			Ukrainian Independence Day (August 22)
<b>SEPTEMBER</b>	<b>Babusi Fund</b>	\$10k  Deadline 09.30.22	
<b>OCTOBER</b>			Scholarship Program  National Defenders Day (October 14)
<b>NOVEMBER</b>	<b>Concurrent Membership Drive &amp; Press Fund</b> <i>(Our Life, other publications)</i>	\$20k  Deadline 11.30.22	Holodomor Awareness
<b>DECEMBER</b>			Invite an American to Ukrainian Christmas dinner  Deliver a Rizdvo meal to elderly Ukrainians without family  Kolyada

## 2.0 Resources National Can Provide each Branch

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### 1. **Content** which can be used for events:

- Recorded presentations
- Live Zoom talks
- Plays
- Cultural workshops

### 2. **Templates** for Flyers, posters

### 3. **Advertisements** in news media

### 4. **Social Media Postings**

# 3. What we are asking from each Branch

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## Contact your branch members:

1. Discuss which Engagement your branch wishes to support
2. Decide on at least one cause (can be more)
3. Advise [okrupa189@gmail.com](mailto:okrupa189@gmail.com) by December 26<sup>th</sup>
  - Please include:
    - which cause your branch is supporting
    - the type of event you are planning, as well as contact person for the event.

## 4. Follow-up

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- ❖ Please **assign someone to take pictures** of the event.
- ❖ Have **someone write a summary** of the event for publication and posting on your Facebook page and for *Our Life* magazine
- ❖ **Send pictures and articles to**  
[okrupa189@gmail.com](mailto:okrupa189@gmail.com)



## 5. Summary

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- National Calendar of Engagement 2022
- Resources available to all Branches
- Branch Responsibilities

**Questions?**