

## 10 ELEMENTS OF SUCCESSFUL ORGANIZATIONS

- Lots of **MONEY**
- Large **MEMBERSHIP**
- Support from **CIVIC INSTITUTIONS**
- Support from **IMPORTANT PEOPLE**
- Focus on **IMPORTANT NEEDS**
- Access to **PUBLICITY**
- Solid **CREDIBILITY**
- Good **REPUTATION**
- Well-structured **ORGANIZATION**
- Strong **LEADERSHIP**

## EDUCATION

- Collect published resources from members (myths, folklore, rituals, pagan philosophy, history, songs, etc.) that can be shared
- Arrange for translations of materials
- Offer presentations at important conferences, forums, etc.
- Publish informational pamphlets about Indigenous European traditions
- Develop “talking points” that can be shared among the various traditions
- Engage in outreach to “secular” Europeans, teach them about the ways of their ancestors and what happened to them

## STRONGER ORGANIZATION

- Develop active, reliable Board
- More responsive & engaged membership
- Greater communication among members between Congresses
- Organize more member-coordinated projects
- Compile database of member resources

## ALLIES

- Indigenous groups (N. America, S. America, Australia, India)
- Arrange European ECER visit by N. American Indigenous leaders
- Human rights & social justice organizations (United Nations, European Convention on Human Rights, NGOs)
- Interfaith organizations (Parliament of the World’s Religions, United Religious Initiative)
- Participate in United Nations Permanent Forum on Indigenous Issues
- Identify lawyers and legal rights organizations willing to help us

## PUBLICITY

- Increase the ECER's presence in social media (revise & expand website, Facebook and Wikipedia pages, etc.)
- Identify and engage sympathetic media people (writers, reporters, filmmakers, etc.)
- Organize events and press conferences that will attract positive attention
- Arrange to have ECER speakers on television, radio and online programs
- Identify and recruit supportive famous people (arts, sports, politics, etc.) willing to speak publicly in our favor

## DEVELOP FINANCIAL RESOURCES

- Finalize Lithuanian banking situation
- Organize membership fees process so they are paid on a regular basis
- Create PayPal link on website for payment of memberships, Congress registrations, etc.
- Explore possibility of getting grants in different countries for cultural, educational & folkloric events sponsored by ECER