STRONGER ROOTS

Stronger Roots – Mid-term Workshop Programme guide

21–23 September 2026 | Bratislava

The Stronger Roots programme is implemented by the OSF Czechia, the Open Society Foundation Bratislava, the NIOK Foundation, the Batory Foundation and Glopolis. It is funded by the European Union through the Citizens, Equality, Rights and Values (CERV) Programme.
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Programme – Day 1

Tuesday, 22 September 2026

09:00–10:30 | Opening plenary

- Welcome by the host, Peter Lenčo, OSF Bratislava, and on behalf of the Stronger Roots consortium, Marie Peřinová, OSF Prague
- Address by Peter Stano, Head of the European Commission Representation in Slovakia
- **Keynote: Building What Lasts: Stronger Organisations, Stronger Communities and Systemic Change**
  Pavel Hrica – Cesta von
- Group photo

10:30–11:00 | Coffee break

11:00–12:30 | Workshops – Session 1

Please choose one workshop.

- **Community Organising: What It Is and Where You Stand**
  Maroš Chmelík – Centre for Community Organising
- **The Perfect Pitch**
  Mathias Haas – SuperSocial & TEDxDonauinsel
- **When Organisations Grow: Navigating Internal Change and Resistance**
  Jana Bernaťáková – Change Institute
- **Depolarisation: How to Talk with "the Others"**
  Lukáš Zorád – PDCS
- **How to Make Email Your No. 1 Fundraising Tool**
  Dominik Harman – ACN Slovensko

12:30–13:45 | Lunch

13:45–15:15 | Workshops – Session 2

Please choose one workshop.

- **Online Storytelling for Offline Impact**
  Mathias Haas – SuperSocial & TEDxDonauinsel
- **Measuring Impact Means Building Community: A Practical Toolkit for Any NGO**
  Binka Ľubica Hamarová – Merit Institute
- **Polycrisis and Uncertainty – How to Prepare to Act Successfully?**
  Zsuzsanna Szelényi – CEU Democracy Institute
- **Why Donors Don't Care About Your Organisation**
  Ivana Hollá & Zuzana Behríková – Centre for Philantrophy
- **Burn Bright, Not Out**
  Beáta Mišlenská Machajdová – Life Coaching by Bea Machajdova

15:30–18:30 | Parallel programme

For Social Base Building grantees

Please choose one study visit.

Visit one of the current or former Stronger Roots grantees and learn about their work and experience.

- **The Only Shelter for People Experiencing Homelessness in Bratislava with Complex Health Needs**
  DePaul Slovakia – Michal Cibiri & Mariana Sýkorová
- **Building LGBTI+ Rights in a Challenging Environment: Community, Advocacy, and Safe Spaces in Slovakia**
  Iniciatíva Inakosť – Martin Macko, Kristína Kasanová & Ľubica Srnková
- **Guided Tour of the YMCA Palace & Mobilising Community for Its Restoration**
  YMCA Slovakia – Daniela Masariková
- **Outreach Social Work and Youth Participation in the Skatepark – Flexibility in Crisis**
  KASPIAN – Marína Bartoňová
- **From a School Canteen to a Neighbourhood Community Hub**
  Stará jedáleň – Anna Karako
- **How We Work with Communities to Protect Nature**
  WWF Slovakia – Zuzana Sedláková

For Transversal Collaboration grantees

Stories of Networks
Sharing session focused on your Stronger Roots project successes or failure stories, other aha moments and discoveries from the life of your networks.
This session will take place outside the hotel – at the premises of the OSF Bratislava in the town centre.

18:30–20:00 | Dinner

Followed by a free evening.

Programme – Day 2

Wednesday, 23 September 2026

09:00–10:45 | Sharing workshops

For Social Base Building grantees

Please choose one workshop.

Community Building

How do you build a strong and engaged community within and around your organisation? Learn from fellow Stronger Roots grantees who share practical experience of engaging young people, volunteers and active community members.

- **Include Young Adults in a Small City**
  Alžběta Flíčková – Unijazz Boskovice
- **From Participation to Engagement: Empowering Volunteers**
  Gabriella Tőkés – Budapest Bike Maffia
- **WSCHÓD and Its Internal Communication**
  Anna Bromboszcz – WSCHÓD
- **From Zero to Hero in an NGO**
  Silvia Slobodová – Koľko Lásky

Communication

How can organisations communicate more effectively with their communities and supporters? Discover practical approaches to research, branding, storytelling and communicating complex or less visible topics.

- **New Brand, Affiliation and Differentiation from the Parent Organisation**
  Michal Feller – Hnutí DUHA Šelmy
- **Talking about Less Captivating Social Issues**
  Máté Lukács – Járókelő
- **From Data to Imagination: Creative Ways to Tell Stories Through Art**
  Aleksandra Litorowicz & Martyna Obarska – Puszka Foundation
- **Research, AI, and Sensitivity: Building a Fundraising Campaign Around a Difficult Topic**
  Zuzana Pitková – Kolobeh života

Fundraising

How can you turn community engagement into long-term financial support? Explore practical approaches to community fundraising, peer-to-peer campaigns, corporate partnerships and major donor fundraising.

- **Community-Powered Fundraising: The Spoluškola Experience**
  Barbora Kiliesová – Spoluškola
- **Beyond Fundraising: Building Community through Peer-to-Peer Campaigns**
  Levente Rész – Van Esély Foundation
- **Business as a Partner, Not Just a Sponsor:**
  How NGOs Can Effectively Fundraise through Corporate Collaboration
  Anna Siewiorek – Climate&Strategy Foundation
- **Partners for Greater Impact**
  Lukáš Bošňák – DePaul Slovakia

Digital Skills

How can digital tools strengthen your organisation and increase your impact? Learn how fellow Stronger Roots grantees use digital audits, AI, automation and civic tech to improve communication, streamline processes and develop practical digital solutions.

- **What Makes a Digital Audit Successful? Tips for Digitalisation and Automation**
  Zuzana Mušková – Fakescape
- **How ChatGPT Personas Can Transform Nonprofit Communication and Fundraising**
  Lilla Judit Lukács – Foundation for the 21st Century Pedagogy
- **From Diagnosis to Digital Tool: A Step-by-Step Guide to Creating Civic Tech**
  Hanna Rawska – Forests and Citizens Foundation
- **Doing More with Less: AI & Automation in NGOs**
  Lenka Hlinková – Female Algorithm

For Transversal Collaboration grantees

Negotiation and Leverage in Collaboration with the Stakeholders
Flóra Szigeti – Independent Researcher and Trainer on Political Intermediation

10:45–11:15 | Coffee break

11:15–12:00 | Closing plenary

12:00–13:30 | Lunch

KEYNOTE - WORKSHOPS - VISITS



BUILDING WHAT LASTS: STRONGER ORGANISATIONS, STRONGER COMMUNITIES AND SYSTEMIC CHANGE
Pavel Hrica – Cesta von (Slovakia)

Drawing on Cesta von's experience of working alongside marginalised Roma communities, Pavel will explore how leadership, vision and organisational building can change society. Participants will leave with practical principles for building sustainable social innovations. Cesta von's long-term model offers a particularly relevant example: its programmes combine work with community members, investment in local leadership, cross-sector partnerships, evidence and policy engagement rather than treating individual projects as isolated interventions.

Pavel Hrica is the Executive Director of Cesta von, where he leads long-term work with marginalised Roma communities aimed at breaking the cycle of generational poverty. Drawing on more than 30 years of experience in the nonprofit sector, he focuses on how organisations can combine community trust and participation with strategic planning, resilient teams, partnerships and advocacy for lasting change.



COMMUNITY ORGANISING: WHAT IT IS AND WHERE YOU STAND
Maroš Chmelík – Centre for Community Organising (Slovakia)

The workshop introduces the basics of community organising: what it is, and how it differs from service delivery, community development and advocacy. Participants will do a short self-reflection exercise on these four approaches, then walk through the community organising cycle step by step. Using a simple self-assessment tool, participants will map where their own initiative currently stands in a few key areas and name one they want to strengthen. The session combines short input, two brief individual exercises and space for group discussion.

Maroš Chmelík is the Executive Director of the Centre for Community Organising (CKO) in Slovakia, with 13 years of experience in community organising, including co-founding the regional initiative Not In Our Town (Nie v našom meste) in the Banská Bystrica Region, the Humanity (Ľudskosť) platform and its festival in Zvolen, and a national-level Coalition for accessible and dignified housing. This year together with the CKO team he launched the first cohort of the Academy of Community Organising, whose cycle and tools form the basis of this workshop.



THE PERFECT PITCH
Mathias Haas – SuperSocial & TEDxDonauinsel (Austria)

The workshop will cover a modular pitch deck, effective ways to introduce yourself and practical techniques for communicating ideas with confidence. Drawing on best practices from TED and TEDx, it will show how strong storytelling can make a pitch more memorable and persuasive.

Mathias Haas is a public speaking coach, university lecturer and founder of SuperSocial, specialising in storytelling, pitching and digital communication. As the curator of TEDxDonauinsel and a lecturer at several universities, he helps people transform complex ideas into compelling presentations.



WHEN ORGANISATIONS GROW: NAVIGATING INTERNAL CHANGE AND RESISTANCE
Jana Bernaťáková – Change Institute (Slovakia)

Growth often requires organisations to change how they work, collaborate and make decisions. These changes can bring new opportunities, but also uncertainty and resistance. In this workshop, participants will examine the human side of organisational change and learn to recognise what people need in order to move forward. Using the ADKAR model, they will gain a practical tool for leading internal change more effectively.

Jana Bernaťáková is a change facilitator specialising in the human side of organisational change. She helps leaders and organisations understand resistance, build trust and create the conditions for people to move through change with greater clarity, engagement and commitment.



DEPOLARISATION: HOW TO TALK WITH “THE OTHERS”
Lukáš Zorád – PDCS (Slovakia)

This practical workshop will begin with a simulated conversation with someone with whom we disagree on value-based issues. Participants will then examine the most and least effective strategies, the circumstances in which such dialogue is possible and when it makes sense. The session will also draw lessons from people who have managed such conversations well.

Lukáš Zorád is the Director of Partners for Democratic Change Slovakia (PDCS), a trainer and facilitator. He has been active in civil society since 2006. After beginning his career in environmental education and nature conservation, he spent six years working on development initiatives in Kenya, Tanzania and South Sudan, where he gained practical experience in bringing divided communities together. Since returning to Slovakia in 2016, he has managed numerous projects focused on the prevention of extremism and depolarisation, organised five international Civic Actors in Conflicts conferences and worked with civil society organisations across Slovakia and Europe.



HOW TO MAKE EMAIL YOUR NO. 1 FUNDRAISING TOOL
Dominik Harman – ACN Slovensko (Slovakia)

Meeting every potential donor face to face would be ideal, but it is not possible, and email is the next best thing. Used well, it can be the single most powerful fundraising channel available to a small or medium-sized NGO. The workshop will cover how to grow a supporter database, write emails that convert and turn one-time donors into recurring supporters. The approach runs counter to much conventional thinking about NGO email marketing and has been tested at ACN Slovensko and taught to fundraisers in Slovakia and internationally.

Dominik Harman is a former journalist, copywriter and marketing consultant who became a fundraiser. He has been Head of Fundraising at ACN Slovensko since 2019, where he increased individual donor revenue from €290,000 to €1.85 million, primarily through email. He has since shared this approach with fundraisers in Slovakia and internationally.



ONLINE STORYTELLING FOR OFFLINE IMPACT
Mathias Haas – SuperSocial & TEDxDonauinsel (Austria)

We will explore the Hero's Journey, the Prior Knowledge Effect and other evidence-based storytelling principles that strengthen communication. Through examples from the social impact sector and TED-style talks, we will analyse what makes stories resonate with audiences. Participants will leave with practical tools to craft compelling stories for presentations, campaigns and everyday communication.

Mathias Haas is a public speaking coach, university lecturer and founder of SuperSocial, specialising in storytelling, pitching and digital communication. As the curator of TEDxDonauinsel and a lecturer at several universities, he helps people transform complex ideas into compelling presentations.



MEASURING IMPACT MEANS BUILDING COMMUNITY:
A PRACTICAL TOOLKIT FOR ANY NGO
Binka Ľubica Hamarová – Merit Institute (Slovakia)

Civil society organisations often assume that measuring impact requires resources or expertise they lack, so they postpone it indefinitely. Yet understanding your impact is what helps create lasting social change. This workshop shows that impact measurement is possible for any NGO and that the process itself can strengthen relationships with communities, donors and institutional partners while also improving processes within the organisation. Participants will learn how to set realistic expectations, choose first steps that match their capacity and build convincing analytical arguments even when data is limited. The key takeaway is a practical toolkit for turning impact measurement into manageable steps that support stronger social base building.

Binka has led multiple impact evaluations for the World Bank, the UK government and the Slovak government. After completing her studies at the University of Oxford, she co-founded Merit Institute, an impact evaluation initiative bringing international best practice to civil society and public institutions across Central and Eastern Europe.



POLYCRISIS AND UNCERTAINTY –
HOW TO PREPARE TO ACT SUCCESSFULLY?
Zsuzsanna Szelényi – CEU Democracy Institute (Hungary)

Our world is in a state of polycrisis: multiple, interacting economic, geopolitical, climatic, technological, public health and democratic crises whose effects reinforce one another and make the future increasingly difficult to predict. This workshop explores the social and political consequences of contemporary uncertainty and discusses practical tools for responding to them.

Zsuzsanna Szelényi is a foreign policy specialist, author, former Member of the Hungarian Parliament and Founding Director of the CEU Democracy Institute Leadership Academy. Her research focuses on polarisation and autocratisation as threats to democracy and the future of the European Union.





WHY DONORS DON'T CARE ABOUT YOUR ORGANISATION
Ivana Hollá & Zuzana Behríková – Centre for Philanthropy (Slovakia)

Most nonprofits talk about themselves – their mission, projects and impact. The problem is that donors don't give to organisations. They give to feelings, values and a sense that their contribution matters. In this workshop, you'll explore what drives donor decisions, why one-time and recurring giving require different approaches, and why building long-term donor relationships is not only the right thing to do but also the smarter one, as retaining a recurring donor costs significantly less than finding a new one.

Zuzana Behríková is an expert in online fundraising and crowdfunding. She works at the Centre for Philanthropy, where she leads the DARUJME.sk and StartLab platforms. She has long been dedicated to advancing digital fundraising and strengthening the financial sustainability of nonprofit organisations, helping them engage donors more effectively, build public trust and translate fundraising strategy into practical, results-driven solutions.

Ivana Hollá is an online fundraising and crowdfunding expert at DARUJME.sk and StartLab, responsible for most of the platforms' educational activities, including webinars, guides and workshops for nonprofits across Slovakia. She specialises in translating fundraising strategy into communication that delivers measurable results, with a particular focus on recurring giving as the cornerstone of long-term financial sustainability for nonprofit organisations.



BURN BRIGHT, NOT OUT
Beáta Mišlenská Machajdová – Life Coaching by Bea Machajdova (Slovakia)

Burnout can affect anyone, regardless of their role or experience. This interactive workshop helps participants understand what burnout is, recognise its early warning signs and identify practical steps to prevent it. Through self-reflection, discussion and evidence-based strategies, participants will explore ways to strengthen their wellbeing, build resilience and maintain a healthier relationship with work. They will leave with practical ideas and a personal action plan to support their long-term wellbeing.

With over 20 years of experience leading people, teams and HR functions across international organisations, Beáta specialises in burnout prevention, resilient leadership and building high-performing teams. She partners with organisations to foster psychological safety, strengthen team effectiveness and create cultures where people can thrive, perform at their best and sustain long-term success.

VISITS TO ORGANISATIONS



THE ONLY SHELTER FOR PEOPLE EXPERIENCING HOMELESSNESS IN BRATISLAVA WITH COMPLEX HEALTH NEEDS

DePaul Slovakia – Michal Cibiri & Mariana Sýkorová (Slovakia)

The visit will introduce the St Louise de Marillac Shelter, the only facility of its kind in Bratislava providing accommodation and support for people experiencing homelessness with serious health conditions and care needs. Participants will learn about the challenges faced by this group, the multidisciplinary approach and the role of health and social services in improving quality of life and social inclusion. The hosts will also share practical experience and lessons learned from providing integrated care in a homelessness setting.



Michal Cibiri is the manager of the St Louise de Marillac Shelter in Bratislava. He brings hands-on experience of providing daily support and care to people experiencing homelessness with complex health and social needs.

Mariana Sýkorová works as a project manager at DePaul Slovakia. She is involved in implementing and coordinating projects aimed at improving services for people experiencing homelessness

How to get there:

- **Address:** Jelenia 4, 811 05 Bratislava
- **On foot:** Approximately 4 minutes on foot from the hotel.
- 📍 **Open in Google Maps**





BUILDING LGBTI+ RIGHTS IN A CHALLENGING ENVIRONMENT: COMMUNITY, ADVOCACY, AND SAFE SPACES IN SLOVAKIA

Iniciatíva Inakosť – Martin Macko, Kristína Kasanová & Ľubica Srnková (Slovakia)

During this study visit, participants will get an inside look at how Iniciatíva Inakosť – Slovakia's leading LGBTI+ rights organisation – operates in one of the EU's most challenging environments for LGBTI+ equality. The visit will introduce its three main areas of work: professional counselling through inPoradňa, strategic litigation and advocacy, and community building through the In community centre in Bratislava.

Participants will hear how the organisation designs and sustains services for people facing discrimination based on sexual orientation and gender identity, builds coalitions with civil society, institutions and businesses, and maintains organisational resilience under political pressure.



Iniciatíva Inakosť has defended the rights of LGBTI+ people in Slovakia since 2005, combining direct services, strategic litigation, public education and community building. Over the past two decades, it has supported more than a thousand people through its counselling centre, initiated landmark legal cases and established one of the country's few dedicated LGBTI+ safe spaces.

How to get there:

- **Address:** Záhradnícka 1, 811 07 Bratislava
- **On foot:** About a 18-minute walk from the hotel.
- **By public transport:** Take tram no. 1 from Pod stanicou to STU (2 stops), then walk for about 8 minutes. It takes 12 minutes in total.
- 📍 **Open in Google Maps**



GUIDED TOUR OF THE YMCA PALACE & MOBILISING COMMUNITY FOR ITS RESTORATION
YMCA Slovakia – Daniela Masariková (Slovakia)

Participants will discover the history of the YMCA movement in Slovakia and take a guided tour of the YMCA Palace, a national cultural monument that has served as a community centre for more than a century. The visit will present how the YMCA helped shape social, educational, cultural and sporting life in Slovakia, together with stories of the people and activities connected with the building. You will also learn about a successful crowdfunding campaign focused on mobilising the community to support the restoration of the YMCA Palace's roof.

Daniela Masariková has worked with YMCA Slovakia since 2019 and has served as its Secretary General since 2023. She leads the national office of YMCA Slovakia, which owns the YMCA Palace, and represents the organisation nationally and internationally.

How to get there:

- **Address:** Karpatská 2, 811 05 Bratislava
- **On foot:** About a 7-minute walk from the hotel.
- 📍 Open in Google Maps



OUTREACH SOCIAL WORK AND YOUTH PARTICIPATION IN THE SKATEPARK – FLEXIBILITY IN CRISIS
KASPIAN – Marína Bartoňová (Slovakia)

Participants will experience KASPIAN's outreach social work directly in the local skatepark, where the organisation engages young people through participatory activities. The visit will introduce both street-based and club-based youth work.

KASPIAN will also share its experience of implementing an OSF-supported project during the COVID-19 pandemic and adapting its approach to unexpected challenges. The visit will offer practical inspiration on flexibility in crisis management, the importance of strong partnerships and maintaining organisational development in difficult times.

Marína Bartoňová is a therapeutic educator and Executive Director of KASPIAN. Her work focuses on the organisation's strategic development, capacity building and key cross-sector partnerships. She draws on her experience in therapeutic education and leadership to develop sustainable programmes for young people and strengthen the organisation's position within the social sector.

How to get there:

- **Address:** Kaspian Skatepark, Námestie republiky, 851 01 Bratislava
- **By public transport:** Tram no. 1 to Vysoká (3 stops), then tram no. 3 (the same direction) to Zrkadlový háj (8 stops) and then 4 minutes on foot. It takes 30 minutes in total.
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FROM A SCHOOL CANTEEN TO A NEIGHBOURHOOD COMMUNITY HUB
Stará jedáleň – Anna Karako (Slovakia)

During the study visit, participants will learn how Stará jedáleň was created as a grassroots initiative by active neighbours and how this community-based beginning continues to shape its everyday life. The hosts will show how local residents and volunteers participate in the programme, decision-making and practical running of the centre, and how the organisation seeks to keep them motivated and engaged over time.

The visit will also address partnerships with other local actors as a form of mutual support rather than competition. The hosts will speak openly about the challenges and limits of neighbourhood engagement, including the need for clear roles, shared responsibility and long-term care for relationships.

Anna Karako leads Stará jedáleň, a neighbourhood community and cultural centre in Bratislava. Her work focuses on community programmes and volunteer engagement, with a strong emphasis on civic participation, active neighbours and long-term relationships within the local community.

How to get there:

- **Address:** Karpatská 2, 811 05 Bratislava
- **On foot:** About a 7-minute walk from the hotel.
- 📍 Open in Google Maps



HOW WE WORK WITH COMMUNITIES TO PROTECT NATURE

WWF Slovakia – Zuzana Sedláková (Slovakia)

The visit will present WWF Slovakia's model of working with communities and companies, treating corporate volunteering not merely as a team-building activity but as practical support for nature.

Participants will learn about field activities involving corporate volunteers, including riverbank clean-ups, tree planting and the restoration of agricultural landscapes. The session will also address cooperation with local authorities, farmers and landowners.

WWF Slovakia will present two fundraising campaigns: A Tree for Others, which supports the long-term protection of rare habitat trees, and Joining Forces for the Hron River, which built a community supporting the reconnection of a side arm to the main course of the River Hron.

Zuzana Sedláková is Engagement and Resource Mobilisation Director at WWF Slovakia, leading the organisation's fundraising, communications and corporate cooperation. She provides strategic oversight of the Stronger Roots project Digital Connections for Nature, which focuses on building a loyal supporter community through digital infrastructure and personalised communication.

How to get there:

- **Address:** Medená 10/5, 811 02 Bratislava
- **On foot:** About a 30-minute walk from the hotel.
- **By public transport:** Take tram no. 1 from Pod stanicou to Nám. Ľ. Štúra (7 stops). The venue is about a 1-minute walk from the tram stop. It takes 15 minutes in total.
- 📍 **Open in Google Maps**

STORIES OF NETWORKS

Sharing session focused on your Stronger Roots project successes or failure stories, other aha moments and discoveries from the life of your networks.

This session will take place outside the hotel – at the premises of the OSF Bratislava in the town centre.

How to get there:

- **Address:** Baštová 5, 811 03 Bratislava
- **On foot:** About a 20-minute walk from the hotel.
- **By public transport:** Take tram no. 1 from Pod stanicou to Poštová (4 stops). The venue is about a 4-minute walk from the tram stop. It takes 13 minutes in total.
- 📍 **Open in Google Maps**

WORKSHOP – COMMUNITY BUILDING



INCLUDE YOUNG ADULTS IN A SMALL CITY
Alžběta Flíčková – Unijazz Boskovice (Czech Republic)

Building a community with young people in a small town comes with unique opportunities and challenges. In this session, Alžběta will share Unijazz Boskovice's experience of engaging young adults in a local cultural community centre, why their participation matters, and how the organisation learns what young people really want from such a space.



FROM PARTICIPATION TO ENGAGEMENT: EMPOWERING VOLUNTEERS
Gabriella Tőkés – Budapest Bike Maffia (Hungary)

Many volunteers join an organisation only once or twice, while others stay involved in just one activity. Budapest Bike Maffia has been exploring how to deepen volunteer engagement and encourage people to become active across different projects. Gabriella will share the first steps they have taken, what has worked well so far, and the lessons they have learned along the way.

WSCHÓD AND ITS INTERNAL COMMUNICATION
Anna Bromboszcz – WSCHÓD (Poland)

This session explores how WSCHÓD has organised its internal structure through working groups and how communication takes place across the organisation, including among members who are not part of any working group. Anna will also share how the organisation selected the theme of one of its campaigns, using the process as an example of fostering shared responsibility and strengthening relationships among people involved in the organisation's activities.



FROM ZERO TO HERO IN AN NGO
Silvia Slobodová – Koľko Lásky (Slovakia)

Silvia will share the journey of Koľko Lásky from a volunteer-driven initiative to a nationwide organisation using the "From Zero to Hero" framework of four development phases.
The session will explore practical lessons on building a team, developing donor relationships, establishing corporate partnerships and creating sustainable fundraising. The key message is that every NGO can grow step by step, but long-term impact requires not only passion and commitment, but also strategy, systems and the courage to professionalise.

WORKSHOP – COMMUNICATION



NEW BRAND, AFFILIATION AND DIFFERENTIATION FROM THE PARENT ORGANISATION

Michal Feller – Hnutí DUHA Šelmy (Czech Republic)

This session offers a practical insight into the gradual process of building an independent organisational identity and brand while remaining part of a parent organisation. Michal will share both the opportunities and challenges of operating as a branch association, including recent experience from the Czech context, where Friends of the Earth Czech Republic was labelled a terrorist organisation by some politicians.



TALKING ABOUT LESS CAPTIVATING SOCIAL ISSUES

Máté Lukács – Járókelő (Hungary)

How can organisations communicate issues that do not naturally attract public attention? This session explores practical approaches to communicating less emotionally engaging social issues in ways that help expand both stakeholder networks and the donor base.



FROM DATA TO IMAGINATION: CREATIVE WAYS TO TELL STORIES THROUGH ART

Aleksandra Litorowicz & Martyna Obarska – Puszka Foundation (Poland)

This session explores how artistic collaboration can help NGOs communicate research and make complex social issues easier to understand and connect with. Through examples of performances, VR experiences, illustrations and other creative formats, the presenters will show how artists can bring new perspectives to research. Participants will leave with ideas for using creativity to communicate evidence in ways that inspire curiosity, conversation and engagement.



RESEARCH, AI, AND SENSITIVITY: BUILDING A FUNDRAISING CAMPAIGN AROUND A DIFFICULT TOPIC

Zuzana Pitková – Kolobeh života (Slovakia)

Kolobeh života supports people through grief and loss. As part of the Stronger Roots programme, the organisation conducted a nationwide survey to better understand public attitudes towards death, grief and charitable giving. In this session, Zuzana Pitková and Peter Lenčo will share how AI supported the research design, data interpretation and campaign development, and how these insights are being translated into a fundraising and communication campaign. Participants will leave with a practical framework for using audience research to communicate sensitive topics and for integrating AI into this process.

WORKSHOP – FUNDRAISING



COMMUNITY-POWERED FUNDRAISING: THE SPOLUŠKOLA EXPERIENCE

Barbora Kiliesová – Spoluškola (Czech Republic)

This session shares lessons learned from running a six-week fundraising campaign using only email, social media and community engagement. Through a practical case study, Barbora will present how a small nonprofit organisation combined community fundraising, supporter engagement and digital communication to achieve its fundraising goals.



BEYOND FUNDRAISING: BUILDING COMMUNITY THROUGH PEER-TO-PEER CAMPAIGNS

Levente Rész – Van Esély Foundation (Hungary)

Peer-to-peer fundraising has become Van Esély Foundation's most reliable source of income while also helping to build a strong community of supporters. Drawing on seven years of experience, Levente will share practical methods for recruiting, motivating and supporting peer-to-peer fundraisers, as well as lessons learned in turning one-time participants into long-term advocates. Participants will leave with practical ideas they can adapt in their own organisations.



BUSINESS AS A PARTNER, NOT JUST A SPONSOR: HOW NGOS CAN EFFECTIVELY FUNDRAISE THROUGH CORPORATE COLLABORATION

Anna Siewiorek – Climate&Strategy Foundation (Poland)

This session explores how collaboration with businesses can become a stable source of funding through long-term partnerships, sponsorship, CSR and ESG programmes, employee volunteering linked to fundraising and joint campaigns. Anna will also present practical examples from her organisation, discuss what businesses expect from NGO partners and highlight common mistakes organisations make when starting corporate collaborations. The key takeaway is that successful partnerships are built on trust, relationships and mutual value rather than one-off requests for support.



PARTNERS FOR GREATER IMPACT

Lukáš Bošňák – DePaul Slovakia (Slovakia)

This session presents DePaul Slovakia's experience of working with major donors as part of its long-term fundraising strategy. Alongside regular individual giving and grant funding, major donors represent an important opportunity for strengthening the long-term sustainability of nonprofit organisations. Lukáš will share how strategic partnerships with individuals and companies can support major campaigns and contribute to broader systemic change.

WORKSHOP – DIGITAL SKILLS



WHAT MAKES A DIGITAL AUDIT SUCCESSFUL? TIPS FOR DIGITALISATION AND AUTOMATION

Zuzana Mušková – Fakescape (Czech Republic)

How can digital tools save time and simplify everyday work? Zuzana will share how Fakescape uses automation across daily operations, from Slack workflows and automated project budgets to Google Scripts connecting tools within Google Workspace. The session will also present what made Fakescape's digital audit successful and the key lessons other organisations can apply in their own digital transformation.



HOW CHATGPT PERSONAS CAN TRANSFORM NONPROFIT COMMUNICATION AND FUNDRAISING

Lilla Judit Lukács – Foundation for the 21st Century Pedagogy (Hungary)

How can nonprofits use ChatGPT to strengthen communication and fundraising without extensive resources? Lilla will present a practical methodology for creating AI-generated personas to better understand donors, beneficiaries and grant funders. Drawing on examples from the E-mentoring Program, she will demonstrate how these personas can support communication, project design and grant writing. Participants will leave with practical prompting techniques and a framework they can adapt within their own organisations.



FROM DIAGNOSIS TO DIGITAL TOOL: A STEP-BY-STEP GUIDE TO CREATING CIVIC TECH

Hanna Rawska – Forests and Citizens Foundation (Poland)

Hanna will share the experience of developing an online tool that helps citizens and activists participate more effectively in public consultations. Using this case study, she will guide participants through the entire process—from identifying a systemic problem and collaborating with UX designers and developers to testing prototypes with end users. The session will demonstrate how NGOs can successfully manage digital product development using an agile, community-centred approach.



DOING MORE WITH LESS: AI & AUTOMATION IN NGOS

Lenka Hlinková – Female Algorithm (Slovakia)

This session showcases how Female Algorithm built an integrated digital ecosystem connecting its website, CRM, email marketing, Google Workspace and learning platform using no-code tools and AI-powered solutions. Through practical examples, participants will discover how automation can reduce repetitive administrative work, support internal operations and enable organisations to create digital products without an in-house development team. The key takeaway is that meaningful digital transformation is possible even with limited financial and human resources.



NEGOTIATION AND LEVERAGE IN COLLABORATION WITH THE STAKEHOLDERS

Flóra Szigeti – Independent Researcher and Trainer on Political Intermediation (Hungary)

The session examines how the structure of a negotiation and the communication tools used by the parties shape leverage at the table. We will also explore how the alternatives available outside the negotiation influence the parties' bargaining positions.

Flóra Szigeti researches applied approaches to cross-sectoral dialogue, with special regard to political transitions. She is currently developing The Middle, an initiative to enhance dialogue among political intermediaries shaping public discourse between citizens and the state.

She previously managed leadership programs at the CEU Democracy Institute and designed and delivered negotiation curriculum for the Institute's Leadership Academy. She was a contributor to the first global women's citizens' assembly, convened by DemNet Foundation, and served as a rule-of-law spokesperson and policy adviser in opposition politics, as well as a councillor in Budapest's 5th District. Since then, she has remained a regular speaker on panels and expert briefings on various aspects of the rule of law in Hungary. Her professional background also includes roles at the Hungarian Ministry of Justice, the European Commission, and international law firms, as well as negotiation and mediation training for law students.