The Cultural Outreach Guide

How to recruit children and young people to your activities? – A guide for organizations

Hooray! This checklist has info icons with more information. Open in Adobe Acrobat for best results.

How to recruit new members:

This guide is intended to be a comprehensive resource, together with the checklist, with important information about how to reach your target groups, as well as a resource library with an overview of important websites, grant schemes, and useful tips that can contribute to both better communication and follow-up of participants.

IMPORTANT CONTACTS IN THE LOCAL COMMUNITY

Are there people in your local community who are in contact with/work with children and young people that your organization can work more closely with? Examples include:

The municipality and leisure coordinators
If your municipality has a leisure coordinator, or other roles in the municipality working with culture, volunteering, or children and young people, it's valuable to have good dialogue and cooperation with them.

Schools
For most people, schools are an important platform for reaching out with leisure activities. If the school doesn't wish to inform about leisure activities for various reasons, UngFritid can help you in your dialogue with the school. Not only is it easier to reach the children, but the adults get extra support and security in that the information and encouragement comes through the school—which is an arena they're often more comfortable with than the voluntary sector. It is easier for those of us with immigrant backgrounds to get consent to participate in leisure activities if the information comes through the school.

Collaboration with organizations
Good cooperation on information about leisure activities with, for example, minority organizations, gives children and young people with immigrant backgrounds extra security since it's their "own" organization providing the information. Learn more about inclusion and collaboration with minority organizations at Frivillighet Norge.

Check if there's a Cultural Council in your municipality. A cultural council is often an association of voluntary cultural organizations in the municipality and serves as a collective voice for these organizations to local authorities.

Do you know of a congregation or dialogue group where you live?

This can be a good entry point for sharing information about your activities to a multicultural target group.

Read more about the importance of good collaboration and the team around the child here.

TIPS ON WHERE AND HOW TO REACH OUT

Get an overview of where your organization has information posted. Tip: Google your organization's name. If there are Facebook groups or Instagram accounts that aren't active, consider deleting them if you're not going to use them. It's confusing for potential participants if the information that's posted isn't updated.

Social media: If the organization is on social media (Facebook, Instagram), it's important that the information is updated and preferably active with current information about activities being shared.

Local newspapers: For visibility in the local community, it can be smart to have good relations with local newspapers and radio. Especially in smaller places, local newspapers are interested in what's happening. Do youhave a concert soon? Send an email with information about it.

Visibility in the local community: Participate in an existing event in the municipality (a market, market day, etc.) and showcase the activity you're running, or have a pop-up display at, for example, a bus stop in the municipality.

Ungfritid: Ungfritid.no is a digital bulletin board where voluntary organizations can post ongoing leisure activities for children and young people.

Schools: Frivillighet Norge and others are working to get more information about leisure activities into schools. Particularly school nurses are encouraged to show ungfritid.no when a student reports that they don't have a leisure activity. We encourage cultural organizations to add their activities to ungfritid.no



Hooray! This checklist has info icons with more information. Open in Adobe Acrobat for best results.

Minority organizations: These are safe and established platforms for children and young people with minority backgrounds, so it will feel safe if your organization distributes information about the activity. When getting more children and young people with minority backgrounds involved, it's equally important to reassure parents who might be uncertain about the Norwegian voluntary system.

HOW TO INCLUDE LOW-INCOME FAMILIES?

LNU, Landsrådet for Norges barne- og ungdomsorganisasjoner, is developing a guide on how to establish cooperation with multicultural organizations to include low-income families. The focus is on establishing good collaborations that lead to reaching these families through organizations they're already active in, but which aren't traditional majority organizations. A guide can be expected toward the end of 2025. We recommend following LNU's website for the project: LNU Styrk – LNU – Landsrådet for Norges barne- og ungdomsorganisasjoner. https://www.lnu.no/kompetanse/styrk/

How to retain members once they're recruited:

BUDDY SYSTEM - HOW TO SUCCEED

Introduce buddy systems for new members and don't forget to include the parents! For most children, it's fun to be a buddy, and taking extra care to welcome a new person coming to the activity gives a sense of mastery and provides security for the new child.

FOOD

If food is to be served at practice, trips, seminars, or volunteer work days, it can be helpful to inform participants early about what type of food will be served. We're accustomed to considering allergies, but it can also be useful to have an overview of food types that not everyone can eat due to religion or culture.

This is smart to be mindful of at all times:

PERSONAL DATA PROTECTION (GDPR)

Privacy is about the right to have a private life and the right to decide over one's own personal information. For voluntary organizations, it's important that members and partners trust how personal information is handled.

Personal information is any information that can be linked to a physical person. For example: name, age, email address, postal address, etc. Tips on how to handle this can be found in the information section.

LANGUAGE

The word «volunteering» can advantageously be explained in communication to new participants. Not everyone has a clear understanding of what volunteering is.

How we talk about our organization and those we want to reach has great significance for who feels welcome. This is important when we recruit new volunteers, members, or participants, conduct activities, and promote our causes. The words we use can have great significance for those being referred to. Read more at Inkluderingskoden.no

A good tip is to describe the organization or activity to someone who has never heard of you before. More tips about this can be found in the checklist.

It's important that information about the activity is in English in addition to Norwegian. To reach out to multicultural children and young people, the information must be accessible to both children and youth, but also parents. Often information for parents can be supporting information to the main information, and it should be in English (as most multicultural people know English or know someone who knows English).

Ressurser til språkbruk

The Cultural Outreach Guide

How to recruit children and young people to your activities? – A guide for organizations

Hooray! This checklist has info icons with more information. Open in Adobe Acrobat for best results.

SHOW DIVERSITY

To reach out more broadly, it's important that more people can identify themselves in the information provided. Show a diversity of participants in marketing the activity, for example through images, films, illustrations, or text. If a potential participant sees someone who resembles themselves, there's a lower threshold for seeking out the activity. This applies, for example, to functional diversity and multicultural diversity.

GOOD GUIDES IN CULTURAL VOLUNTEERING::

To make it easier to find the guides relevant for cultural volunteering, we've collected some here:

Kulturlokaler.no

Guide: School as a cultural arena

Good accessibility and universal design in cultural venues | Kulturlokaler.no

How and why learn about acoustics in a cultural venue? | Kulturlokaler.no

Poor air or bad acoustics? Tips for better practice spaces.| Kulturlokaler.no

Technical equipment for cultural venues. | Kulturlokaler.no

Frivillighet Norge

Organization Handbook

Break the Inclusion Code | Frivillighet Norge

Volunteering strengthens "The Team Around the Child"

Ungfritid.no

Allemed.no

ALLEMED is developed by the organization net-work National Campaign Against Poverty and Exclusion Among Children and Youth (NDFU) and financed by *Bufdir's* "Grant for inclusion of children and youth." This is a free national tool that should make it easier for you to include all children and young people in leisure activities, regardless of the family's finances.

Unge Funksjonshemmede

Handbooks | Unge funksjonshemmede

Barrierefri fritid

Inclusion Guide — Barrierefri fritid

Concrete tips for accommodations: Tips til Arrangør

Arrangor.no

The Organizer Wiki consists of useful articles, documents, templates, links, and other information covering all phases of the organizer's world:

Topic Overview - Norske Kulturarrangører

Samarbeidsrådet for tros- og livssynssamfunn

Multi-religious Holiday Calendar

Examples for inspiration from some cultural voluntary organizations

Bands:

Norges Musikkorps Forbund has created guides, information brochures in various languages, information films, and articles that can inspire and be useful for anyone running or starting an activity for children and young people. Check out their website here: www.korps.no

Korpsnett Norge has guides and inspiration in their materials: Recruitment and inclusion: brochures and informasjon materials – Korpsnett

Choirs:

The Choir association: *Norges Korforbund*

Ung i kor

Norwegian Singer Association has developed The Choir Handbook

Other resources

In a voluntary organization, it's smart to choose a place where you can communicate with your members about internal activities, payments, changes in the activity schedule, etc. There are different practices, and our general advice is to ask the parent organization what they recommend. Perhaps they already subscribe to a platform. Other tips are *Spond, Signal*, email, and social media.

The Cultural Outreach Guide

How to recruit children and young people to your activities? – A guide for organizations

Hooray! This checklist has info icons with more information. Open in Adobe Acrobat for best results.

GRANT SCHEMES

Grants are tools for achieving specific goals. Grants should help establish, support, and strengthen measures that the organization wants to achieve. Grant schemes vary and have different target groups, numbers of applicants, budget sizes, allocation criteria, and types of recipients.

GENERAL GRANT SCHEMES

Grant schemes – Tilskudd.no

Grant schemes from the Ministry of Culture and Equality - regjeringen.no

Apply for support - kulturradet.no

Grants for volunatry organizations | IMDi

Grassroots Share | *Norsk Tipping*

GRANT SCHEMES TARGETED AT CHILDREN AND YOUTH

Frifond – Norway's simplest support scheme for children and young people

Support schemes - LNU – *Landsrådet for Norges barne- og ungdomsorganisasjoner*

Searchable funds - *Kulturtanken*

The Instrument Fund – Useful Content - NMF

TRUSTS

A trust distributes financial gifts (monetary gifts) to organizations or people who meet certain criteria. There are trusts for many different purposes, such as educational scholarships, scholarships for youth, for artists, musicians, and athletes, etc.

Legathåndboka has an overview of all trusts and is published annually. Read more about trusts at stipendportalen.

GRANT SCHEMES SPECIFICALLY FOR CULTURAL VOLUNTEERING

Kulturrom – Grant scheme for technical equipment and venues

Kulturminnefondet | We help private owners conserve their cultural heritage

Grassroots Share | *Norsk Tipping*

Announcement - *Stiftelsen Dam*

NORSK MUSIKKRÅD

Grant for national music organizations – *Norsk musikkråd*

KOMP – *Norsk musikkråd*

Recruitment and participation - bands og orchestras – *Norsk musikkråd*

CHOIRS

Norges Korforbund

Support schemes for choirs – *Norsk sangerforum*

Memberbenefits — *Ung i Kor*

FOUNDATIONS

Overview of scholarships, trusts, foundations supporting art, stage, and culture:
Art, stage and culture - Scholarships, trusts, grants and support schemes

Stiftelsen Dam

Sparebankstiftelsen

Bergesenstiftelsen



Sponsored by: Kulturtanken

Developed by: KULTUR ALLIANSEN

Working group: Norges Musikkorps Forbund, Ung i kor, Dissimilis, LNU