

Providing Communication Management Services to «Mädchenhaus Zürich»



In the interest of helping the Zürich-based Crisis Shelter for Girls («Mädchenhaus Zürich») celebrate its 20th anniversary, the communication management team at EBP has volunteered to create a fold-out brochure and offer free consulting services to the shelter in the area of social media.

The Zürich-based Crisis Shelter for Girls, the «Mädchenhaus Zürich», is celebrating its 20th anniversary in 2014. Various events are planned, with the aim of raising public awareness of the prevalence of violence against girls. These include an exhibition, readings, dance events and a podium discussion. In light of the shelter's limited financial resources, its representatives had been concerned about their ability to fund an advertising campaign to generate a sufficient degree of participation at the various events. The communication management team at EBP therefore agreed to create a suitable fold-out brochure and offer it to the shelter free of charge. Already distributed to more than 7,000 individuals, the brochure offers an overview of the programme of events, general information about the important work performed by the «Mädchenhaus», and further information about the various ways to make a donation to the shelter. In addition to this, the communication management team also provided the shelter with free consulting in the area of social media – especially with respect to the considerable potential associated with a Facebook page.

Client

Mädchenhaus Zürich

Facts

Period	2014
Project Country	Switzerland

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