



friendship force  
DEUTSCHLAND

**DIE WELT**  
MIT ANDEREN  
AUGEN SEHEN

# Friendship Force

Concept for a  
**better public awareness**  
of Friendship Force



# Task force active since 2009



## ❖ Gerd Danielczyk

Webdesigner – our highest instance for Quality, supports Varel's webmaster

## ❖ Christian Fürst

FF Bavaria, entrepreneur and programmer. The design and technology of friendshipforce.eu is provided by my company



## ❖ Renate Rasche

FF Norderstedt, marketing, advertising and design. Input of "customers view"

## ❖ Margitta Seikrit

FF Berlin, knows content Management with CMS from her job. Helped to develop a "How to write news" manual.



## ❖ Heinz Tietjen

FF Norderstedt, professional Experience with PC and SW

## ❖ Bernd Leutner

new in our group since this year



# About me



- ❖ Christian Fürst, entrepreneur since 1987: [www.eCompetenceCenter.de](http://www.eCompetenceCenter.de)
- ❖ Internet Marketing & Consulting: since 2000 in international consortium
- ❖ Customers: Public authorities, companies, organisations
- ❖ Hobbies: Languages, music, travel, sport
- ❖ I joined Friendship Force in 2005, teamleader taskforce Homepage since 1 year



# Our goals ...

- ❖ Stories to attract visitors
- ❖ State-of-the-art platform
  - Clubs can reuse content and/or
  - Create own individual pages
- ❖ We support clubs during setup and start
- ❖ Want to build a proactiv network of FF clubs
- ❖ Activate: discussion and news/reports



# Whom are we targeting at?

- ❖ Responsible leaders of clubs
  - Presidents
  - Exchange directors
  - Webmasters
- ❖ Members of all clubs (worldwide)
- ❖ Visitors coming to our webpages
- ❖ New interested individuals



# FF: attractive

- ❖ Idea is wonderful
- ❖ We need a recognized appearance
- ❖ Encouraging stories are not documented
  - Responsibility of members
- ❖ Spread the idea successfully
- ❖ Learn from the best
  - What makes us different and
  - Young people



# Requirements

- ❖ What do we need to convince people?
  - Convincing material
  - Activities - plan and execute them
- ❖ Better use of internet as „communication base“:
  - Enable active people to participate
  - Ask for new ideas and critics
- ❖ Improve the flow of information



# Results

- ❖ Content management system
- ❖ Design - modern and open
- ❖ Multimedia content
- ❖ We ask for your participation





# Finance

- ❖ 10 Euro per month (annual payment)
- ❖ Sponsoring
  - Share revenue
  - 50% Clubs
  - 50% task force
- ❖ Google adwords

## Freunde & Förderer

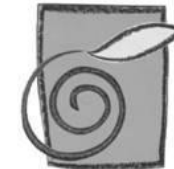
*wir machen Mobil!*  
**AUTOHAUS HAAS**



Cool...



*Bastelstüberl*



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# Countries and clubs

- ❖ Clubs use unique URL:
  - <http://www.friendshipforce.eu/bavaria>
  - <http://www.friendshipforce.eu/jena>
  - <http://www.friendshipforce.eu/cornwall>
- ❖ Countries can use their own URL
  - <http://www.friendshipforce.eu/de>



# Functionality

- ❖ Text, Graphic, Audio and Video
- ❖ Scheduler
- ❖ News (Nachrichten)
- ❖ Password protected area for internal use, forms and download
- ❖ Shared pages of all clubs of a country
- ❖ Overview with map
- ❖ Sponsor area
- ❖ Info center with Press area
- ❖ Sitemap
- ❖ Newsletter-System optional available



# Outlook

## Our further tasks

- ❖ **Better public awareness** of FF
- ❖ Promote branding of FF with a professional design used by all clubs
- ❖ Integrate regional clubs support them => strengthen the shared vision
- ❖ 2011 we will provide a report of activities