



MOTION FORM

FOR SERVAS INTERNATIONAL GENERAL ASSEMBLY (SIGA) 2025

1. Heading for the proposal in this motion (No more than 10 words)

How to do's and social media

2. Date and place for this motion.

France, SICOGA 2025

3. SI member group(s) or SI EXCO member(s) who is (are) responsible for this motion.

Note that only SI Member Groups or SI Executive Committee (SI EXCO, Servas International's global board) may propose motions for a SIGA.

Servas Austria

4. Exact wording of the proposal to be voted on.

We propose that SIGA 2025 approves that (one or more goals and/or actions):

- Dedicated space on the website for Guidelines and "How to's" (for members only)
- resources should be shared and made available for all member (they are not strict rules that have to be applied or used - the goal is a guideline and help for those who want it)
- social media/ Marketing strategy for Servas International + Servas groups (money implications)
- social media training content for servas groups (money implications)
- training videos for servas.org admins/super admins (money implications)
- guides and training videos for servas.org admins/super admins are available for all members
- primary language used will be English on request another of the 4 languages can be added

Please note that SIGA 2025 must be able to vote YES, NO or ABSTAIN on a SIGA proposal.

5. Implications on SI Statutes 2024. The SI Statutes are accessible on the internet here:

<https://servas.org/administration-archive>

Will this proposal affect the SI statutes and therefore create a need for a change in the SI statutes? If the answer is yes, please:

5A) Copy the part of the SI statutes that you suggest should be amended

5B) Write the exact proposed new wording in the SI Statutes here:

5A)

- No we do not think so.

5B)

- No we do not think so.

6. Explanation for the motion. The motivation must contain a clear description of the benefit of this proposal for the Servas community; its member groups, individual members and Servas International as an international non-governmental organisation. It should also contain information on how it is different from current practice. It should indicate how the proposal is intended to be implemented. Finally, the motion should explain the metrics that will be used to measure benefits from this proposal.

SIGA 2025 should approve this motion because (one or more motivations):

- knowledge sharing is important in order to reduce resources (human and money)
- marketing strategy would be good to get new young members
- training videos would make the “onboarding” of new admins easier and or keep them up to date with changes
- as we do not have the money to hire professionals for social media strategies, training videos could be beneficial to set up basic social media presence

7. SI budget implications

Describe what financial resources are needed to accomplish the aims of this motion.

Use the money currency Swiss francs, which is the currency used for SI's budget:

- social media/ Marketing strategy for servas international + servas groups (estimated costs 3000 SF) <https://www.einfachmarketing.at/kosten-social-media-betreuung/>
- social media training content for servas groups (estimated costs 1500 SF or udemy)
Udemy NGO Account - <https://business.udemy.com/de/nonprofit/> (general social media training)
- training videos for servas.org admins/super admins (estimated costs 1000 SF)

8. Other resources needed -- time, experts with specialist competences or knowledge or other human resources.

Time and cooperation will be needed from the following Servas members:

- Design and Content Team
- Servas.org Team
- Servas members who have already created guidelines and how to's:
 - Servas Italy: Raffaella Rota & Lucia Poma
 - Servas Germany: Manuela Kuttig, Arne Schäffler
 - Servas Switzerland: Christian Kuhn
 - Servas France: Lena Joder
 - tbd
- motion team: to collect the already available how to's and guidelines
 - Servas Austria: Iris Eibensteiner

- Servas The Netherlands: Mathilde Eijkelenboom
- Servas Italy: Lucia Poma
- admin member training videos: Laura Janssens and Ty Sniffen
- Social media training - content and media:
 - Budget proposal from Servas The Netherlands - Mathilde Eijkelenboom

9. Proposed timeline/timetable for accomplishing the aims of the proposal?

The proposed action should ideally:

- Start on this date: [2025-02-01](#).
- Be accomplished on this date: [2026-12-31](#).

The person(s) or group(s) will report the results of this motion to SI Exco.

- [Iris Eibensteiner - Servas Austria](#)

10. Which person(s) writes/write this motion and is/are responsible for the proposal?

Person 1

Name:

- [Dorothea Schelch](#)

ServasOnline registration ID (see your ServasOnline profile on servas.org):

- [4655](#)

Functions/titles in Servas:

- [National Secretary](#)

Email address(es):

- doroist@gmail.com

Mobile number(s) (Signal, WhatsApp etc) and other communication channels (if applicable):

- [+436766437135](#)

Person 2

Name:

- [Iris Eibensteiner](#)

ServasOnline registration ID (see your ServasOnline profile on servas.org):

- [5580](#)

Functions/titles in Servas:

- [Youth coordinator](#)

Email address(es):

- iris.eibensteiner@gmail.com

Mobile number(s) (Signal, WhatsApp etc) and other communication channels (if applicable):

- [+436607380224](#)

11. Who or which group will be responsible for accomplishing the aim/aims of the proposal in this motion? (SI committee, SI Team, SI member group or Servas individual member/members.

- [Iris Eibensteiner - Servas Austria](#)

For SI Exco Use Only:

12. SI Exco comment on this motion

Date: 2025-MONTH-DAY

Comment:

For Minute Taker Use Only:

13. Amendments (Passed or defeated)