

equal members of society. But they have different physical problems, so they should be considered a journalist in the preparation of materials. TV interviews with people with disabilities requires a special approach cameramen, ability to remove such people more attractive.

People with disabilities make up a significant

part of society, so journalists must improve their professional quality, to create the necessary psychological and practical skills for effective and responsible work with people with disabilities, and materials on the social problems of people with disabilities.

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PR in Ukrainian NGOs – in the search for an optimal balance between fundraising and ensuring public awareness of their mission, goals and objectives

Фоменко В. К. ПР в українських НУО – у пошуках оптимального балансу між фандрайзингом та забезпеченням розуміння суспільством їх місій, мети та завдань. Багато українських НУО стикаються з проблемою дисбалансу фандрайзінгу та забезпечення розуміння суспільством їх місій, мети та завдань. Автор аналізує досвід роботи благодійного фонду ДАР, який використовує оптимальну модель функціонування. Фонд успішно реалізує актуальні соціальні проекти, залучаючи багатьох партнерів.

Ключові слова: *паблік рилейшнз (ПР), фандрайзінг, неурядові організації (НУО), ПР НУО.*

Фоменко В. К. ПР в українских НГО – в поисках оптимального баланса между фандрайзингом и обеспечением понимания обществом из миссий, целей и задач. Многие украинские НГО сталкиваются с проблемой дисбаланса фандрайзинга и обеспечения понимания обществом их миссий, целей и задач. Автор анализирует опыт работы благотворительного фонда ДАР, который использует оптимальную модель функционирования. Фонд успешно реализует актуальные социальные проекты, привлекая многих партнеров.

Ключевые слова: *паблік рилейшнз (ПР), фандрайзінг, неправительственные организации (НГО), ПР НГО.*

Fomenko V. PR in Ukrainian NGOs – in the search for an optimal balance between fundraising and ensuring public awareness of their mission, goals and objectives. Many Ukrainian NGOs are faced with the problem of imbalance of fundraising and to ensure awareness of their mission, goals and objectives. The author analyzes the experience of Charitable Foundation DAR, which uses the optimal model of functioning. The Fund has successfully implements topical social projects, involving many partners.

Keywords: *public relations (PR), fundraising, Non-Government Organization (NGO), public relations in Non-Governmental Organization.*

One of the most important changes in Ukraine after the Revolution of the Dignity is increasing

activity of the society, which in particular has led to the fast development of the political and

volunteer movements. Many nongovernment organizations (NGOs) (sometimes in theory and practice another term is used – nonprofit organizations – NPOs) had been founded in short time. They hoped to fill the gap between government programs and other social services.

However, these public organizations faced with the problem of understanding their task, missions, demands and activities. For example, in Kharkov Foundation «Bureau of good deeds», which mainly helps Ukrainian army in ATO, was wrongly negatively welcomed as a participant of the election to the City Council. So its leader A. Kusov has to explain to citizen through Facebook what is real mission on this NGO [18].

We suppose that this is the result of inefficient building communication between NGOs and society. It is not strange because in world science and practice PR NGOs is less studying than PR of the business companies or governments structures. Obviously new Ukrainian NGOs cannot just from first day of their appearance works at the high professionally level of public relations. Although in Ukraine we can find few NGOs, which have good experience of communication, such as for example, charity funds DAR. We are going to analyze in this article their positive experience.

Therefore, PR NGOs is in a less stage of development in compare with such one in business or politics. Moreover, many authors consider many typical for NGOs activities as support for non-profit projects in the field of education, culture, health as part of the PR activity of business or politics. The bottom line is that business may be sponsored directly or work through charitable foundation. V. Moiseev considers charity and sponsorship as part of the PR activities of the commercial organization [6].

A number of authors nullify the PR activities NGOs to fundraising [1; 6; 8]. For example, V. Voroshilov extensively describes the procedure of the press-services charities to raise funds [1].

Another position holds A. Bhati, who wrote that NGOs must communicate their goals and objectives in order to maintain visibility, credibility, accountability and growth. Unavailability of funds and importance of trust and faith in the sector create need for a promotional tool [9].

D. Konyk write with confidence that NGOs must build their communication with society on the following basis: 1) the recognition of the power of partner non-governmental organizations is possible under the conditions of the creation of the

governmental structures of the authorized units to work with non-governmental organizations; 2) involvement of NGOs to the decision-making processes in the field of public policy should be combined with your delegation to them certain powers of Government, considered one of the aspects of social partnership, which establishes the normative-legal documents; 3) recognition by the authorities of non-governmental organizations as a necessary component of a social practice is confirmed by appropriate [5].

S. Katlip sees 5 main reasons why public relations need to be used in the nonprofit sector [4].

These reasons are the following:

1. For awareness and adoption of the public mission of the organization.

2. To create channels of communication with people for whom the intended services provided by the organization.

3. To create and maintain the conditions necessary for attracting funds

4. For the formulation and dissemination of ideas relevant in public policy Organization Mission

5. For motivating people, ranging from Board members and employees to volunteer and are associated with the problem, officials work to implement the Mission of your organization.

As we can see, S. Katlip does not separate public relations from attracting funds. More than in the historical review of development PR, he notes that in certain periods attracting funds played an important role, for example, the proliferation of war bonds in the United States. Nevertheless, he ranged as first tasks awareness and adoption of the mission, channels of communication between NGO and people.

We must mark that in any case the fundraising is not method without alternative. According to D. Baranov, NGOs may successfully use alternative budgeting system. The author advice also rely on profits from sales (souvenirs, icons, calendars, etc.), of special events (auctions, lotteries, etc.); advertising revenue. They may have as much as possible volunteers working on a voluntary basis and also use non-traditional methods of disseminating information materials with the purpose of maximum coverage of a broad target audience [8].

E. Shekova give good advice to NGOs management – try to reach a balance. The attention of the press, to create your own unique image and solid reputation allows you to draw private,

corporate and public support. All this allows you to define marketing charities as a set of interrelated measures aimed at creating a reputation and receiving external support [7].

According to A.Ishkova, non-profit organizations must take into account several factors in the relationship with the press. The primary aspect is the Mission of organization. Before taking any actions to highlight something in the press need to ask ourselves: will it help or hurt the Mission of the Organization [3]?

Many public relations professionals agree that public relations and attracting funds are merged. As result, the letters for help from NGOs overwhelm the business companies in Ukraine. Usually NGOs ask for money. It looks like the wide net for catching cash. Sometimes for business management is difficult to understand where is real problem and where only asking for money. In NGOs explain that beggars cannot be choosers and because the effect of such method is low they need to cover as many potential donors as possible.

In fact, real problem as Megan Gale suppose is weak PR activity NGOs. Many nonprofit organizations are already performing public relations, though not as strategically or effectively as they could. Some NPOs even have established and maintained media contacts, and have impressive databases of supporters, donors, clients, and partners in the community. However, these resources may not be utilized to their fullest potential, and the public relations activities that are being done could be done more efficiently, consistently, and effectively [11].

Causes of ineffective use of opportunities PR not only in weak theoretical aspect of this communication technology for NPOs. It easy to find some problems those are by structure and personnel providing funds. As Megan Gale marked, public relations have still not been completely embraced by the nonprofit sector for several reasons, including lack of time and resources. Many nonprofit organizations are small operations with few, if any, paid staff.

According to previous, we can see some critical moments in PR activity NGOs

1. How successfully NGOs may find the optimal balance between fundraising and different social activities

2. How many different tools of PR NGOs are able to use. Here we may start from full absent of these tools to rich scale.

3. How many various messages to society propose NGOs. From «give us more money» to

invitation to participate in project with great reputation potential.

4. Level of communication management – quality of text, media channels, other means of connection with society.

We decided investigate according to above position PR communication of group of Ukrainian funds. They have some common things because were concentrated near such nuclear as international investment company SigmaBleyzer. One of them, international charity fund DAR was directly founded by SB 10 years ago. Later this international fund created his structure in Ukraine with the same name. Some another funds were founded by companies which are investment projects of SigmaBleyzer. For example, telecommunication company VOLIA with her NGO funds Invak and Paraolimpada [14; 12].

The company SigmaBleyzer has a unique history. Brothers Michael and Leo Bleyzers, former citizen of Kharkov, who compulsively emigrated from the USSR to the United States, created it. After Ukraine gained independence, the brothers decided to attract the private Western capital. Investors believed them and trusted hundreds of millions of dollars, which brothers invested in Ukrainian enterprises such as Sevmozavod, Poltavaconfectionary factory or new business projects as telecommunication company VOLIA. Simultaneously, the wife of Michael Bleyzer, Natasha Bleyzer addresses the issue of security of the Ukrainian intellectual heritage. For the implementation of the idea international charity fund DAR had been founded. His first project was the search for and returns of the paintings of the famous artist Vasyli Krichevsky. Those were unknown to public and may be found in countries of South America. This idea was very attractive. So many people in foreign countries and Ukraine helped in her realization. Of course fund have got some money from SigmaBleyzer as the founder, therefore the idea to save the Ukrainian intellectual heritage had so strong attractive potential that many organizations and people supported it as volunteers. Few exhibitions had been managed in museum of Kiev, Kharkov, Poltava. Many paintings of Vasyli Krichevsky had been returned to Ukraine and were presented to museums. This idea is alive and works nowadays too. For example, in 2015 year in Kiev's National Museum of Ivan Gonchar charity fund DAR with numerous partners, organized the exhibition «Three dimensions of Vasylij Krichevsky: from folk ornamentation to the national style» [16].

Now we are going to regard another attractive social idea that was realized by Ukrainian charity fund DAR.

The Fund took under his wing 5 boarding schools of Kharkov city and region. However, the goal was not to support orphanages financially as normally do sponsors but implement here educational programs socio-political adaptation and emotional rehabilitation of children with special needs, children-orphans and children left without parental care [15].

The first such project «The origins of the good» set to attract children to the arts. The project supported the Nuremberg House Cultural Center. Children participate in festivals and competitions, chatted with young artists by Kharkov musicians, dancers. Then there was developed the program of social and psychological adaptation of the children. The idea of the program was supported by the regional organization "Ethnic women's community» and public association of animation «Bird».

Gradually fund DAR have more and more partners. Moreover, they together take new challenges that are more difficult. Assistance to citizens who were forced to leave the family home in the Crimea and Donbass. Camps of Kharkiv region began a rehabilitation program operated children psychologically of the families of refugees, which initiated the Foundation DAR with partners. In Kyiv and Kharkov conducted training with the Danish expert Carl Plesnerom for volunteers with nonviolent communication [20].

Analyzing these examples we can found such effective model of the behavior of NGO – getting financial support from founder fund does not pay attention to active fundraising but produces attractive social ideas which let to pick together many partners working as volunteers.

Last year's charity fund DAR was supported by telecommunication company VOLIA. Not only financial support but also some social activities. For example, camp which help the socialization difficult adolescents, children from single-parent families and orphans [17].

VOLIA founded few another funds with cooperation with partners. Above me wrote about connected with DAR NGOs founded by telecommunication company VOLIA. One of them is INVAK. VOLIA together with Association of disabled computer geeks («AIC» has created a «Centre for distance education and counselling for persons with disabilities». This venture proved so successful that it was decided to continue the

cooperation. Moreover, at the beginning of 2008 year VOLIA endorse the concept of INVAK.INFO News Agency, developed by the same Association. Portal www.invak.info allows people with special needs to be aware of the latest news about events, promotions and events in the field of social initiatives of disabled persons, of organizations of persons with disabilities, recent contests, grants, various methods of rehabilitation. The site contains also the necessary base to its visitors, normative documents actively working forum. As the largest on the territory of Ukraine and CIS information resource on a topic, www.invak.info draws attention to the pressing problems of this category of citizens of our society [12]. Here we see the same model of NGO as fund DAR.

Above described NGOs use different channels and forms in building communication with society. They generate different message and send them to people through media, social nets, own sites. NGOs generally do not have own press-services. Because all funds are directed to charity at minimum cost to the staff. Therefore, media relations are more a function of managers of funds or managers of individual projects. In our case we can marked that funds get help from press-services on their founders or supporters. It is effective method because usually press releases or news is published not only on the NGOs sites but also on the ones of founder or supporter. For example, site www.volia.com has hundreds of thousand readers and each text published here may be reading my very wide auditory [13].

Preparing texts authors writing for NGOs keep an open mind about best methods of communication between charity funds and society, such as was given by Jonathan Waddingham, social and labs product manager at JustGiving. He advised to focus on a number of key questions, including why people should care about what you are saying, whether you have strong imagery, and what the call to action is: «Many people focus on their website, user testing and social share buttons. They don't actually think about the content and what will get shared», – he said [19].

Here we must marked that the program of creative workshop for journalist students, which is ruled by V. Fomenko, in Karazin Kharkov University contains studying of this method.

One of the key messages, which direct through communications channels to the society charitable foundation DAR, defined the objectives of the program of support for children with special needs, as well as orphans and children left without

parental care. The message is that young people with special needs can be successful; they are the same as other people.

Recently, in connection with events in the zone of ATO Foundation actively helps displaced people, their children, people injured during the fighting. True those both have already become constant partners and new such as Ukrainian Center for social harmony and reconciliation "Space of dignity," charitable organization "All-Ukrainian Charitable Fund "United Family", the Jewish Student Center "Hillel". For example, they organized a series of trainings on nonviolent communication with the famous Danish specialist Karl Plesner, who shared their experiences with volunteers who do their best to provide psychological support to internally displaced persons, Ukrainian military and all the people who need help in this difficult time for Ukraine [20].

Despite the great actuality of the social problems, which try to solve charity fund DAR, the foundation meets with misunderstanding of Ukrainian media. Unfortunately, this is common problem for all NGOs in Ukraine. Media regards the news about NGOs activity as advertising articles and demand payment for their publishing. In some cases, DAR could find the key to this problem. There are projects that connected with big events such as EURO 2012 in Ukraine. When

children from the orphanage present won the competition for the most interesting figures for the European Championships, the press reported it. The project «Doll-therapy» – treatment of children by creating their dolls for performances – managed to attract journalists, because the puppet show from Italy arrived to Kharkov for helping fund DAR [2].

We can draw conclusions that charitable foundation DAR, equal him funds created, and use an effective model of communication with society. The focus is not on the active search for financial support, but the development and implementation of social initiatives, which should help society in addressing pressing issues, such as children with special needs or people affected in the zone of ATO. For the financial support of the Fund meets its founder. Charitable Foundation uses a variety of communication channels for informing the society about social projects-its site, as well as the sites of the founder, partners, sending press releases to journalists, the publications in the media, and the social networks. Due to relevance of such projects and wide informing society about them, the foundation attracts many partners, some of which are volunteers.

This model may be recommended to new NGOs or such ones that have troubles in communication and support of the Ukrainian society.

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Coverage problems of children with special needs by social advertising

Теодорська Л. І. Висвітлення проблеми дітей із особливими потребами в соціальній рекламі. Стаття присвячена проблемі формування соціальною рекламою суспільної думки щодо дітей із особливими потребами. У результаті дослідження було виявлено, що українська соціальна реклама створює зразки повідомлень, формуючи і закріплюючи стереотипи щодо дітей із особливими потребами, дещо іншої думки дотримується зарубіжний ринок у сфері соціальної реклами.

Ключові слова: діти з особливими потребами, соціальна реклама, формування суспільної думки.

Теодорская Л. И. Освещение проблемы детей с особыми потребностями в социальной рекламе. Статья посвящена проблеме формирования социальной рекламой общественного мнения в отношении детей с особыми потребностями. В результате исследования было выявлено, что украинская социальная реклама создает образцы сообщений, формируя и закрепляя стереотипы в отношении детей с особыми потребностями, несколько иного мнения придерживается зарубежный рынок в сфере социальной рекламы.

Ключевые слова: дети с особыми потребностями, социальная реклама, формирование общественного мнения.

Teodorska L. Coverage problems of children with special needs by social advertising. The article deals with the problem of formation of public opinion about children with disabilities in social advertising. The research proves that Ukrainian social advertising provides examples of messages, creating and perpetuating stereotypes of children with special needs, while the foreign market of social advertising follows a different policy.

Keywords: children with special needs, formation of public opinion. social advertising.

Images of children are very often used in modern advertising to raise emotional impact and attract audience's attention to the advertising message and increase its credibility. For children

and teen-agers advertising in particular is a socially significant part of informational space that essentially influences their psychological development and behavior, that is why ethical