



PR | Brief



Who We Are

Skládáme se is a new Czech portal (www.skladamese.cz). Our mission is to support disadvantaged children in single-parent families and raise public awareness of what single parents face.

Donors can support a specific child/family story or contribute to the whole program. The idea is simple: the public becomes an “extended family”, so children can experience the childhood they deserve.

Skládáme se is operated by the Leporelo Foundation. The Skládáme se portal already exists, but the portal has not had an official public launch yet.

Brief in one line

Create a national launch campaign that introduces Skládáme se and raises CZK 10M to support at least 100 single-parent families in year one.

Background (why this matters)

- Around 200,000 single-parent households live in the Czech Republic.
- 36–40% are below the at-risk-of-poverty threshold.
- In 2025, the threshold is roughly CZK 18,600–19,000 net/month per person, leaving little room for savings, development activities, or emergencies.
- An estimated 100,000–130,000 children grow up in single-parent households below the poverty line.

How Skládáme se Works (what makes it different)

Skládáme se partners only with licensed Czech organisations that provide registered social activation services for families with children. These partners:

- work with families long-term,
- build an individual development plan with milestones,
- provide professional support, and
- ensure transparent, accountable use of funds.

This is not open crowdfunding. Families enter the program through verified professional services, and support is designed for real, measurable progress.

Your Challenge

Create an innovative communications campaign using public space, digital, and community activism & engagement to build visibility and motivate action.

Your strategy must:

1. Raise CZK 10,000,000 to fund at least 100 families in the first year.
2. Differentiate Skládáme se from other children’s charities by explaining the model and building trust.
3. Engage the public to act as an extended family, not just passive donors.
4. Introduce the model clearly: Skládáme se is the connector between donors + families + professional organisations, with transparent, guided support.

We’re looking for concepts that can generate earned media and organic reach with a limited budget. The campaign should be feasible in year one, but scalable for future growth.

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Target Audience

- **Primary: Parents** who understand how fragile stability can be and can relate to the realities of raising children.
- **Secondary: The broader public already inclined to donate** - especially those looking for concrete, transparent impact.

Success Metrics (by April 30, 2027)

- **Funding/Impact:** Support 100 families (two-year support) and raise CZK 10,000,000 in year one.
- **Donors:** 7,000 new one-time donors + 1,000 recurring donors.
- **Traffic:** 500,000 unique visitors to skladamese.cz.
- **Social:** 10,000 active followers + 5,000 participants in a public “coming together” ritual.
- **Perception:** +10 pp agreement with: “Supporting single-parent families makes sense.” (pre/post)

Key Message

When we come together, children from single-parent families can experience childhood the way they deserve.

Brand Personality / Tone

- Dignified (not pity-based)
- Human (not moralising)
- Transparent (not complicated)
- Positive (focused on change, not failure)

Budget

Current comms budget: CZK 0. With a strong concept, we can raise CZK 200,000–500,000 for year one. We will rely on PR/earned media, organic social, guerrilla/community activations, and barter partnerships.

Current Owned Channels

- Website: <https://skladamese.cz>
- Facebook: <https://www.facebook.com/profile.php?id=61585425448980>
- YouTube: <https://www.youtube.com/@Skladamese>
- LinkedIn: <https://www.linkedin.com/company/skladamese>
- Instagram: <https://www.instagram.com/skladamese/>

ANN Partner

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& MEDIA

PR in cooperation with


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 **Lionhearted**