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USE OF COMMUNICATION TECHNOLOGIES BY MODERN CHARITABLE ORGANIZATIONS IN UKRAINE

Purpose of research. *The article is aimed to study the peculiarities of using communication and PR methods by modern charitable organizations in Ukraine, in particular, the United 24 platform, the «Come Back Alive» international charitable foundation and Serhiy Prytula Charity Foundation.*

Research methodology. *The methodological basis of the study is the work of Ukrainian scholars who have studied the methods of charity's impact on the public and a review of the empirical basis of the study (websites of the United 24 platform, the «Come Back Alive» charitable foundation, and Serhiy Prytula Foundation). The following approaches were used to determine the peculiarities of the use of communication technologies by leading modern Ukrainian charitable organizations: comparative and historical, retrospective, situational, and analytical. Methods: observation, descriptive, comparative, generalization.*

Results. *The article focuses on analyzing and systematizing the peculiarities of PR communications of large Ukrainian charitable organizations and identifying the most effective tools for achieving fundraising goals.*

It is emphasized that the use of any means of advertising and PR should include digital technologies and be enhanced by the availability of image resources that contribute to the quality positioning of a charitable organization – a strong personal brand, reputational capital and a credit of trust from society.

It is noted that modern charitable organizations and fundraising platforms are characterized by the use of crowdfunding technologies, fundraising, ambassadors, digital advertising and special projects.

The features of the use of advertising and PR methods in charity are revealed on the example of the most successful charitable organizations in Ukraine, the level of correlation of the used tools with the performance of activities (the amount of funds raised) is outlined, the role of communication techniques in the effective achievement of goals is determined.

Novelty. *The scientific novelty of the study is to identify the most effective methods, tools and techniques of communication used by leading Ukrainian charitable organizations during a full-scale war in Ukraine and representing the existence of links between advertising, PR, image-making, IT technologies in the process of achieving financial and information goals.*

Practical significance. *The practical significance of the research results lies in the possibility of their use in the formation of educational programs and courses on professional communication in the field of charity, as well as the implementation of best practices in the communication processes of charitable and non-profit organizations in Ukraine.*

Key words: *fundraising, crowdfunding, collaboration, publicity, public relations, reputation, digital advertising.*

I. Introduction

Over the millennia of its existence, the field of charity has undergone significant changes. In the 21st century, there are many formats and tools for achieving charitable goals, such as fundraising or changing public opinion on certain social issues. This is especially true for Ukrainian society, which is at war and needs to mobilize all possible resources, including those provided by the Internet, such as the speed or virality of information dissemination and the scale of the audience reached. It is only thanks to developed computer networks and accessible Internet that viral dissemination of information has become actively used in journalism, marketing and political communications [8].

Today, the charity sphere in Ukraine is going through significant qualitative and quantitative metamorphoses. The challenges that Ukrainian society is currently facing necessitate the consolidation of the domestic and international community to accumulate resources, both financial and informational. Various PR technologies play a significant role in helping charitable organizations achieve their fundraising goals. The organizations that raise the largest amounts are characterized by the implementation of ambassadorship, collaborations, publicity and special projects as a type of modern public relations technology.

In the Ukrainian academic discourse, the following scholars have studied various aspects of communications in the field of charity: V. Berezenko [2; 8], N. Sanakoieva [7–8], M. Strogal [9]. The works of Ukrainian researchers focus mainly on more traditional methods of charity's influence on public opinion and fundraising, in particular, social advertising. However, the practices of leading Ukrainian charitable organizations proves that the greatest results can be achieved only in case of integrated use of modern communication technologies.

II. Problem statement and research methods

The purpose of this article is to study the communication technologies used by the largest charitable organizations in Ukraine (such as the United 24 platform, the «Come Back Alive» charity foundation, and Serhiy Prytula Foundation) to raise large amounts of funds.

The methodological basis of the study is the work of such Ukrainian scholars as V. Berezenko [2; 8], N. Sanakoieva [7–8], M. Strogal [9] and a review of the empirical basis of the study (websites of the United 24 platform, the «Come Back Alive» charitable foundation, and Serhiy Prytula Foundation). The following approaches were used to determine the peculiarities of communication technologies use by leading modern Ukrainian charitable organizations: comparative and historical, retrospective, situational, and analytical. The methods of observation, descriptive, comparative, and generalization allowed us to achieve the research goal.

III. Results

The concepts of fundraising and crowdfunding are related to collecting money for charitable activities. Fundraising is a professional activity aimed at mobilizing financial and other types of resources for the implementation of socially significant projects, which requires special knowledge of the fundraiser [10].

Crowdfunding allows fundraisers to raise money from a large number of people through online platforms. The peculiarity of this method is that individuals donate small amounts of money to finance a large charitable project without receiving any financial or material benefit. Unlike fundraising, crowdfunding is widespread in both charity and business, in particular in financing promising startups [11].

During the full-scale war in Ukraine, through the active implementation of fundraising and crowdfunding technologies, charitable foundations and platforms are able to raise significant amounts of money from ordinary citizens and businesses, both large and small. For example, thanks as well to small donations, the Serhiy Prytula Foundation [4], with the support of influencer Ihor Lachenkov, was able to close the collection for the purchase of three Byraktars in a short time. This case clearly demonstrated the power of small donations, as one of the fundraising campaign narratives was the phrase «Every 6 UAH is important.»

Modern charitable organizations and fundraising platforms are characterized by the involvement of ambassadors, which are common in commercial PR campaigns. According to experts, an ambassador is a person who represents a brand to a specific target audience. The ambassador demonstrates affection for the brand and its products, actively uses them, helping to promote them, as well as increase brand recognition and sales [1]. For foundations and non-profit organizations, having an official ambassador can increase the level of loyalty and public trust, as the ambassador's personal brand directly affects the perception of the organization.

In Ukraine, this technique is most actively used by the United 24 fundraising platform [5]. This is a global initiative to support Ukraine, launched on May 5, 2022, by the Ukrainian authorities during the Russian-Ukrainian war. Since its creation, the platform has attracted well-known Ukrainian and world figures who promote the interests of the state in the international public space. The official ambassadors of United 24 are Ukrainian tennis player Elina Svitolina, Ukrainian footballer Andrii Shevchenko, American actor Liev Schreiber, music band Imagine Dragons, actor Misha Collins and others. As part of their mission, they attract global attention and raise funds for one of five areas: rebuilding Ukraine, medical aid, education and science, defense, and humanitarian demining.

The United 24 platform is also characterized by collaborations with well-known companies and brands. We define the «collaboration» concept as a joint activity in a certain sphere by two or more people, companies or organizations to achieve a common goal. Most often, collaborations are manifested in the form of special projects that combine several PR and advertising methods, are characterized by special symbolism and the availability of souvenirs.

For example, «Shliakh do Peremohy» (The Way to Victory) special project was created jointly with the Aurora multimarket chain and Art Nation Loyalty company, combining several effective modern PR technologies. As part of the collaboration, a unique series of comic books and game tokens were created and distributed in the stores of the Aurora retail chain. As a result, in addition to raising funds, this collaboration helped to improve awareness and interest in nationally important events of the year among children, who were the main audience for the comics. The project was also joined by Ukrainian stars Olia Poliakova, Anna Trincer, and POSITIFF, who recorded the «Shliakh do Peremohy» song. This allowed the project's goal and values to be popularized among the listeners of these artists. Thus, thanks to the integrated use of various methods and tools, several goals were achieved at once.

For any public figure or organization, it is important to constantly stay in the media space, interact with the public and actively use the tools of mass communications. We consider one of the most effective tools to be publicity, which is defined as public recognition of a person's or organization's activities achieved through public presentations and the use of mass communication. A distinctive feature of publicity is its uncontrollability and unpaid nature when spreading messages in the media. Proper use of publicity can increase demand for a product, and in the case of charity, increase the level of trust and raise more funds [6].

For example, Taras Chmut, the head of the «Come Back Alive» charitable foundation [3], regularly gives expert interviews to various news agencies, such as Ukrainska Pravda, Forbes Ukraine, and Suspilne Novyny, and he also participates in podcasts and shows on YouTube. In this way, the official representative of a charitable organization draws attention to it, demonstrates expertise, and increases the audience's loyalty to the foundation. Another example is the activity of the official ambassadors of the United 24 fundraising platform. Ukrainian and international figures representing the platform participate in events and give interviews to the media, where they promote messages important for fundraising and support of Ukraine.

The modern media space is characterized by the introduction of more complex methods of advertising and PR, and the use of modern technologies, including virtual reality, AI, and digital tools. Among them is digital advertising, which is sometimes mistakenly identified with Internet advertising. Digital advertising includes not only online channels, which is actually the Internet, but also aims to provide consumers with a unique customer experience, while the goal of Internet advertising is always to sell a product or service. For socially oriented fundraising campaigns, digital advertising opens up more opportunities to influence the audience, and digital technologies add modernity, trendiness, and emotionality to such communications [2].

Today, digital technologies are becoming an integral part of both commercial advertising projects as well as social and fundraising communication campaigns. For example, in May 2023, the United 24 platform, with the support of the Ministry of Foreign Affairs, launched the international Thank You campaign. Its goal is to draw the world's attention to Ukraine, evoke positive emotions and associations, and demonstrate gratitude for support. By appealing to the people's sense of gratitude and heroism, the campaign helps to create among the audience more lasting positive associations with the support for Ukraine. Digital technologies, which are manifested in the use of electronic communications, the Internet, and virtual reality, allow for equal influence on audiences in all corners of the world, and for getting closer to people who support Ukraine abroad.

IV. Conclusions

Thus, characterizing the activities of the three largest charitable organizations in Ukraine, we highlight the most effective PR and communication methods, as well as the positioning resources they use to raise funds. By positioning resources, we mean the availability of image tools that influence brand loyalty and trust.

In particular, the main positioning resource of the United 24 platform is the country's brand, the personal brand of the President and ambassadors. Since the platform was founded, United 24 has become one of the most popular and large-scale charitable projects both in terms of financial performance as well as the variety and effectiveness of the methods and techniques used. As of June 04, 2023, \$351,127,717 has been raised to support defense, medical care, humanitarian demining, education and science, and the rebuilding of Ukraine.

Among the PR and communication methods used by the platform's PR specialists are:

- special projects (4 special projects have been launched);
- ambassadorship (17 ambassadors involved as of 09.06.2023);
- publicity (11 international media partners involved);
- crowdfunding;
- digital advertising;

– Internet advertising and SMM.

Considering the level of support for the platform among Ukrainian and international philanthropists and companies, we can conclude that the integrated use of these tools brings effective results. This solves several problems: the need to raise funds, gain trust, and improve the image of not only the organization but also the country it represents.

For another foundation, «Come Back Alive», we define the main positioning resource as the organization's reputation and image, and the expertise of its management. Thanks to the personal brand of the foundation's director, Taras Chmut, and the reputation he has built up, the foundation is able to attract both large donor contributions and small contributions from a large number of people.

In view of this, we highlight the main PR and communication methods used by the foundation's specialists:

- collaborations with Ukrainian companies and opinion leaders;
- crowdfunding;
- publicity;
- Internet advertising and SMM.

Since 2014, the foundation has raised more than UAH 7.9 billion for the needs of the Defense Forces and trained more than 10,000 highly qualified military specialists. The foundation is one of the few non-governmental organizations authorized to sign military contracts. This would be impossible to achieve without a systematic and transparent communication campaign.

Serhiy Prytula Charity Foundation specializes in helping the Ukrainian Defense Forces and those affected by the Russian-Ukrainian war. The main positioning resource is the personal brand of the founder, Serhiy Prytula, who is a well-known public figure in the Ukrainian media space. Many years of volunteer, cultural and political activity have shaped Serhiy's image as a trustworthy person.

Among the main PR and communication methods used by the Foundation are:

- collaborations with Ukrainian companies and opinion leaders;
- crowdfunding;
- Internet advertising and SMM.

For the period from February 24, 2022, to February 24, 2023, the total budget of the fund's collections amounted to more than UAH 4 billion 182 million. Therefore, we can conclude that the chosen communication tools are effective.

Therefore, we consider that the use of any means of advertising and PR should be reinforced by the availability of image resources that contribute to the quality positioning of a charitable organization, such as a strong personal brand, reputation capital and a credit of trust from the public. An organization can reach this level only if it analyzes public opinion, adheres to the principles of transparency and expertise, and adopts successful foreign practices.

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Стаття надійшла до редакції 26.07.2023.

Received 26.07.2023.

Санакоєва Н. Д., Вербицька К. С., Вітер В. В. Застосування комунікаційних технологій сучасними благодійними організаціями в Україні

Мета статті – виявити особливості використання комунікаційних та PR-методів сучасними благодійними організаціями в Україні, зокрема платформою United 24, міжнародним благодійним фондом «Повернись живим» та благодійним фондом Сергія Притули.

Методологія дослідження. Методологічною базою дослідження стали праці вітчизняних науковців, які вивчали методи впливу благодійності на громадськість. Здійснено огляд емпіричної бази дослідження (сайти платформи United 24, благодійного фонду «Повернись живим» та Фонду Сергія Притули). Для з'ясування особливостей застосування комунікаційних технологій провідними сучасними українськими благодійними організаціями використано такі підходи: порівняльно-історичний, ретроспективний, ситуативний та аналітичний. Методи: спостереження, описовий, порівняльний, узагальнення.

Результати. У статті основну увагу приділено аналізу та систематизації особливостей PR-комунікацій великих українських благодійних організацій і визначенню найбільш ефективних інструментів для досягнення фандрейзингових цілей.

Акцентовано увагу на тому, що застосування будь-яких засобів реклами та PR має включати цифрові технології та посилюватися наявністю іміджевих ресурсів, які сприяють якісному позиціонуванню благодійної організації – сильного особистого бренду, репутаційного капіталу й кредиту довіри від суспільства.

Зазначено, що для сучасних благодійних організацій та фандрейзингових платформ характерне залучення технологій краудфандингу, фандрейзингу, амбасадорів, диджитал-реклами та спецпроектів.

Розкрито особливості застосування методів реклами та PR в благодійності на прикладі найбільш успішних благодійних організацій в Україні, окреслено рівень кореляції використаного інструментарію з результативністю діяльності – кількістю зібраних коштів, визначено роль комунікаційних прийомів в ефективному досягненні цілей.

Новизна дослідження полягає у визначенні найбільш ефективних методів, засобів та прийомів комунікації, якими послуговуються провідні українські благодійні організації в період повномасштабної війни в Україні та які репрезентують наявність зв'язків між рекламою, PR, іміджмейкінгом, IT-технологіями в процесі досягнення фінансових та інформаційних цілей.

Практичне значення результатів дослідження полягає в можливості їх використання під час формування освітніх програм і курсів з професійної комунікації у сфері благодійності, а також імплементації передового досвіду в комунікаційні процеси благодійних та некомерційних організацій України.

Ключові слова: фандрейзинг, краудфандинг, колаборація, паблісіті, public relations, репутація, диджитал-реклама.

Sanakoieva N., Verbytska K., Viter V. Zastosowanie technologii komunikacyjnych przez nowoczesne organizacje charytatywne w Ukrainie

Celem artykułu jest ujawnienie specyfiki stosowania metod komunikacji i PR przez nowoczesne organizacje charytatywne w Ukrainie, w szczególności przez platformę United 24, międzynarodowy fundusz charytatywny „Povernys’ zhyvym” i fundusz charytatywny Serhiya Prytuly.

Metodologia badania. Metodologiczną podstawą badania są prace krajowych naukowców, którzy badali metody oddziaływania dobroczynności na społeczeństwo. Dokonano przeglądu empirycznej bazy badań (strony internetowe platformy United 24, fundacji charytatywnej „Povernys zhyvym” oraz Fundacji Serhiya Prytuly). W celu poznania specyfiki wykorzystania technologii komunikacyjnych przez wiodące nowoczesne ukraińskie organizacje charytatywne, wykorzystano następujące podejścia: porównawczo-historyczne, retrospektywne, sytuacyjne i analityczne. Również zostały wykorzystane takie metody jak obserwacja, metoda opisowa, porównawcza i uogólnienie.

Wyniki. W niniejszym artykule głównie zwrócono uwagę na analizę i systematyzację specyfiki komunikacji PR nowoczesnych ukraińskich organizacji charytatywnych, a także na określenie najbardziej efektywnych narzędzi realizacji celów fundraisingowych.

Zauważono fakt, że wykorzystanie wszelkich środków reklamy i PR powinno uwzględniać technologie cyfrowe i być wzmocnione obecnością zasobów wizerunkowych, które przyczyniają się do wysokiej jakości pozycjonowania organizacji charytatywnej – silnej marki osobistej, kapitału reputacyjnego i kredytu zaufania ze strony społeczeństwa.

Zauważono, że zaangażowanie technologii crowdfundingowych, fundraisingu, ambasadorów, reklamy cyfrowej i projektów specjalnych jest charakterystyczne dla współczesnych organizacji charytatywnych i platform fundraisingowych.

Przedstawiono specyfikę zastosowania metod reklamy i PR w działalności charytatywnej na przykładzie odnoszących największe sukcesy organizacji charytatywnych w Ukrainie, określono stopień korelacji stosowanych narzędzi ze skutecznością działalności – wysokością zebranych środków, a także określono rolę metod komunikacji w efektywnym osiągnięciu celów.

Nowość badania polega na określeniu najbardziej efektywnych metod, środków i technik komunikacji, którymi posługują się wiodące ukraińskie organizacje charytatywne podczas pełnoskalowej wojny w Ukrainie i które reprezentują istnienie powiązań między reklamą, PR, tworzeniem obrazu, technologiami informacyjnymi w procesie osiągnięcia celów finansowych i informacyjnych.

Praktyczne znaczenie wyników badania polega na możliwości ich wykorzystania podczas tworzenia programów edukacyjnych i kursów z zakresu komunikacji zawodowej w obszarze działalności charytatywnej, a także wdrażania najlepszych praktyk w procesach komunikacyjnych charytatywnych i niekomercyjnych organizacji Ukrainy.

Słowa kluczowe: fundraising, crowdfunding, kolaboracja, publicity, public relations, reputacja, reklama cyfrowa.