

Marketing campaign: *Henri-Thaler-Association e. V.*

Description

In a Science-to-Society semester project, the Münster School of Business students developed a campaign for the Henri-Thaler Association. This organisation supports families with children who have cancer, especially financially. However, the association from Ennepetal is hardly known outside its region. Additionally, it has been hard for them to get donations during the pandemic. This is why the students developed a concept for a digital fundraising.

The semester project was completed online in the summer semester of 2021. The entire classroom was set up virtually, including digital communication and project management.

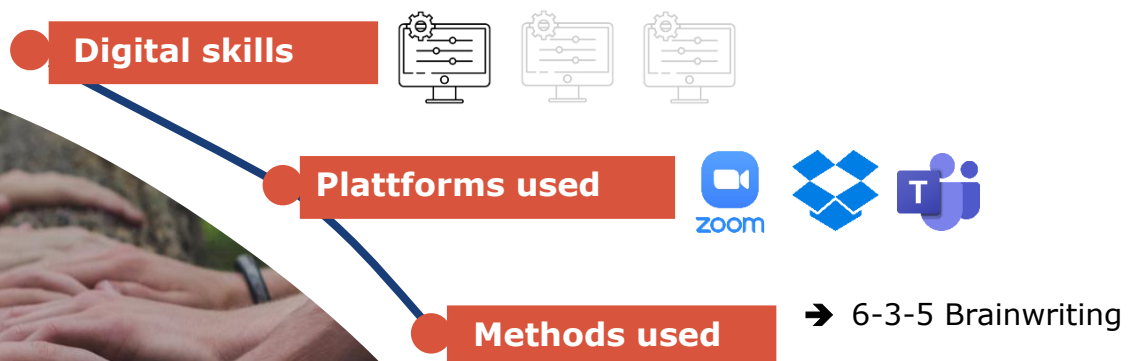
Partner organizations

- [Henri-Thaler-Verein e. V.](#) (Germany): Organisation from Ennepetal that supports families with children who have cancer
- [FH Münster University of Applied Sciences](#) (Germany): Master and bachelor Students
- [Science-to-Business-Marketing-Research Centre](#) (Germany)

What worked well?

Creating guidelines for project partners with low digital skills to help them use documents, digital platforms, etc.

- **Learning:** Creating guidelines for digital platforms takes effort but increases partners' performance.



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CoCreAid Kit 4.0

The CoCreAid Kit 4.0 focuses on overcoming barriers to cooperation arising when HEIs and NGOs co-create digitally. By offering a digital platform with various digital tools and methods, the aim is to increase social impact in participating European countries and beyond.

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