

Partnership Assessment Report

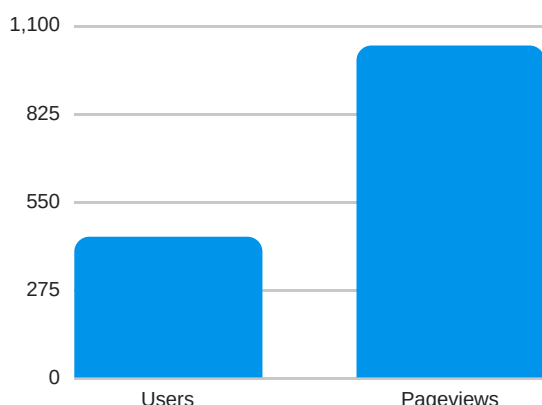
IVOLUNTEER INTERNATIONAL

IVolunteer International confirmed a partnership with Aarambhaya for Ayati project, initiated by the Summer interns of MAS, Hemas & Dialog. The purpose of this project was to donate LKR 4 Million to the Ayati Trust Fund and contribute to the success of building a National Center of Excellence for Children with Disabilities in Ragama, Sri Lanka.

The MOU signed by both parties (IVolunteer International & Aarambhaya for Ayati) incorporated the following responsibilities for IVolunteer International.

- A Pop-up informative and donate link to the GoFundMe account on the IVolunteer International website (incorporated into all pages)
- A sponsored post on Facebook and Instagram to engage audiences to spread awareness about the project and encourage the same audiences to donate to the cause.
- A special newsletter to all subscribers of IVolunteer International including but not limited to the partnering organization, individuals, and other groups.

ANALYSIS & REPORT

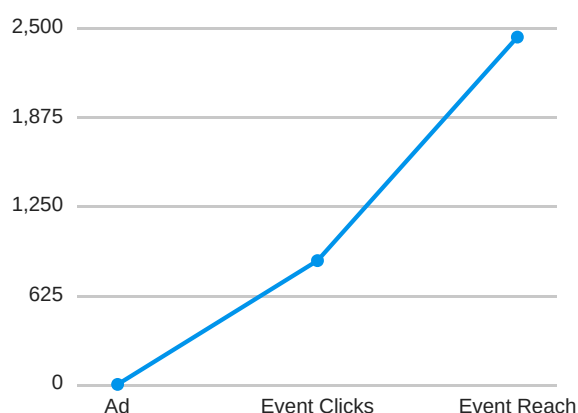


Pop-Up Website Banner

The pop-up banner on the website was created on August 2, 2017, and was featured on all web pages on the IVolunteer International's official website till August 18, 2017. In that time period, the website had 440 individual hits (visits) and 1038 page views.

Ayati Event Promotion on Facebook

The Ayati concert was promoted on Facebook (as an event page) from July 25 - July 30, 2017. The sponsorship included a cost of \$5.00 which was a contribution from IVolunteer International to the project. The reach for the event was 2,433 - and it had 867 "clicks" on the event on Facebook. This ad was run on Instagram as well.



Newsletter to Subscribers & Partners

The special newsletter indicating information of the cause and donation link was sent to 677 subscribers and 8 partnering organizations who resent the message using their mediums of reach (Facebook, Instagram & Twitter).