*CyberSafeIreland

*A not for profit organisation set up in 2015

*We aim to empower **children**, **parents** and **teachers** to navigate the online world in a safe and responsible manner.

*Our Schools Programme will formally begin in January and focus on primary school children aged between **9 and 13** years.

*Year 1: we focus on DEIS schools in Dublin

* About CyberSafeIreland

*1. Redesign the website

*2. Develop takeaway material for kids

*3. Develop takeaway material for parents

*4. Develop our PR plan

*5. Plan our official launch

*What we need from you

Outputs: a website that…

*appeals to **teachers, parents, funders**

*provides key information on our services and links to relevant resources

Milestone 1 (Week 3): proposed design & layout

Our Input: Our Vision, Mission, Values; Bios on Founders and Board members; Contact info, logo.

Budget: €0

*Redesign the Website

Outputs:

* 1-2 page handout that will **appeal to kids** (be aware of copyright issues etc)

* Printing cost estimates for 5000 copies

Milestone 1 (Week 3): proposed design & layout

Our Input: key messages for children, logo

Budget: €500 (for CyberSafeIreland to spend)

* Develop Kid's Handout

Outputs:

* 1-2 page handout with clear messages for parents (be aware of copyright issues etc)

* Printing cost estimates for 2500 copies

Milestone 1 (Week 3): proposed design & layout

Our Input: key messages for parents, logo

Budget: €300 (for CyberSafeIreland to spend)

* Develop Parent's Handout

Outputs: A Public Relations plan that will…

*Increase our public profile

*target parents, schools, media and funders

*include a social media & media strategy

Milestone 1 (Week 3): Report on findings

Our Input: funding strategy, information on our schools programme

Budget: €250 (for CyberSafeIreland to spend)

*Develop PR Plan

<u>Outputs</u>:

*Plan for the official launch of CyberSafeIreland on Safer Internet Day on 9 Feb 2016

*Should include a photo opp in a school.

<u>Milestone 1 (Week 3):</u> draft plan

<u>Our Input:</u> information on the charity

<u>Budget</u>: €500 (for CyberSafeIreland to spend)

*Plan our Official Launch

Good luck... See you in October!