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HOW TO INVITE PARTICIPANTS

Decide where you'd want to recruit potential participants:

- Your own, already existing network related to the challenge or opportunity you'd want to address.
- Existing online or offline networks dedicated to the challenge or opportunity but lacking some of the OZO USPs. Make sure to present your new chat initiative as an add-on, and not as an alternative to the existing network.
- Once you have started let participants invite others as ambassadors of the chat group.

Write an introduction text on the chat meetings you want to organize and share it with your target group:

- Write the text specifically for your target group. You know who they are.
- Stress that the members of your target group are special people.
- Name the specific challenge or opportunity you'd want to address.
- Make clear that they are not the only ones experiencing the challenge or opportunity.
- Avoid references to helping or getting help.
- Mention the positive aspects of the OZO tool:
 - It's online which means no one has to leave their house, travel or find babysitters.
 - It's anonymous which means no one needs to communicate in a socially desirable way.
 - It's moderated and invitation-only which means it's safe even though participants are anonymous.
 - It's not hierarchic: no one lectures anyone else.
 - It involves spending short and focused quality time together rather than exchanging messages in between and scattered throughout the day.
 - No data are stored and no profiling occurs. Sensitive information is shared between participants and the moderator only. There is no commercial system that might sell information.
- [Here](#) you'll find an example of an actual introduction letter to Greek parents that was successfully used.