



# *My Scholarship (Moje Stypendium)* portal: the leading scholarship website in Poland

Presentation of the program and a cooperation offer  
for international partners

# *My Scholarship -* **www.mojestypendium.pl**

is the leading source of information for high school & university students, artists, young scholars looking for educational and scholarship opportunities



## Who and what?

The mojestypendium.pl portal was established in 2006. The website's founder and publisher is the Good Network Foundation.



## Our expertise

We are experts in:

- building a knowledge base on scholarships, grants, competitions & internships, among others
- research on scholarships in Poland
- designing promotional campaigns
- writing and editing educational articles
- standards of the implementation of scholarship programs

## Our results

Our website is on the 1st and 3rd place in Google search for the words *scholarships* and *scholarship* (in Polish). The website has over 1.3 million views, 395 thousand sessions and 278 thousand readers per year\*

*\* Data from the period 01/09/2019 to 01/09/2020, source: Google Analytics*

# Expert cooperation: consulting & implementation of commissioned activities

*Individually priced*



## Support in creating programs

We help in developing educational initiatives (scholarships, competitions) from idea to implementation: creating documentation, program rules, budget, communication and promotion strategies

## Comprehensive evaluation

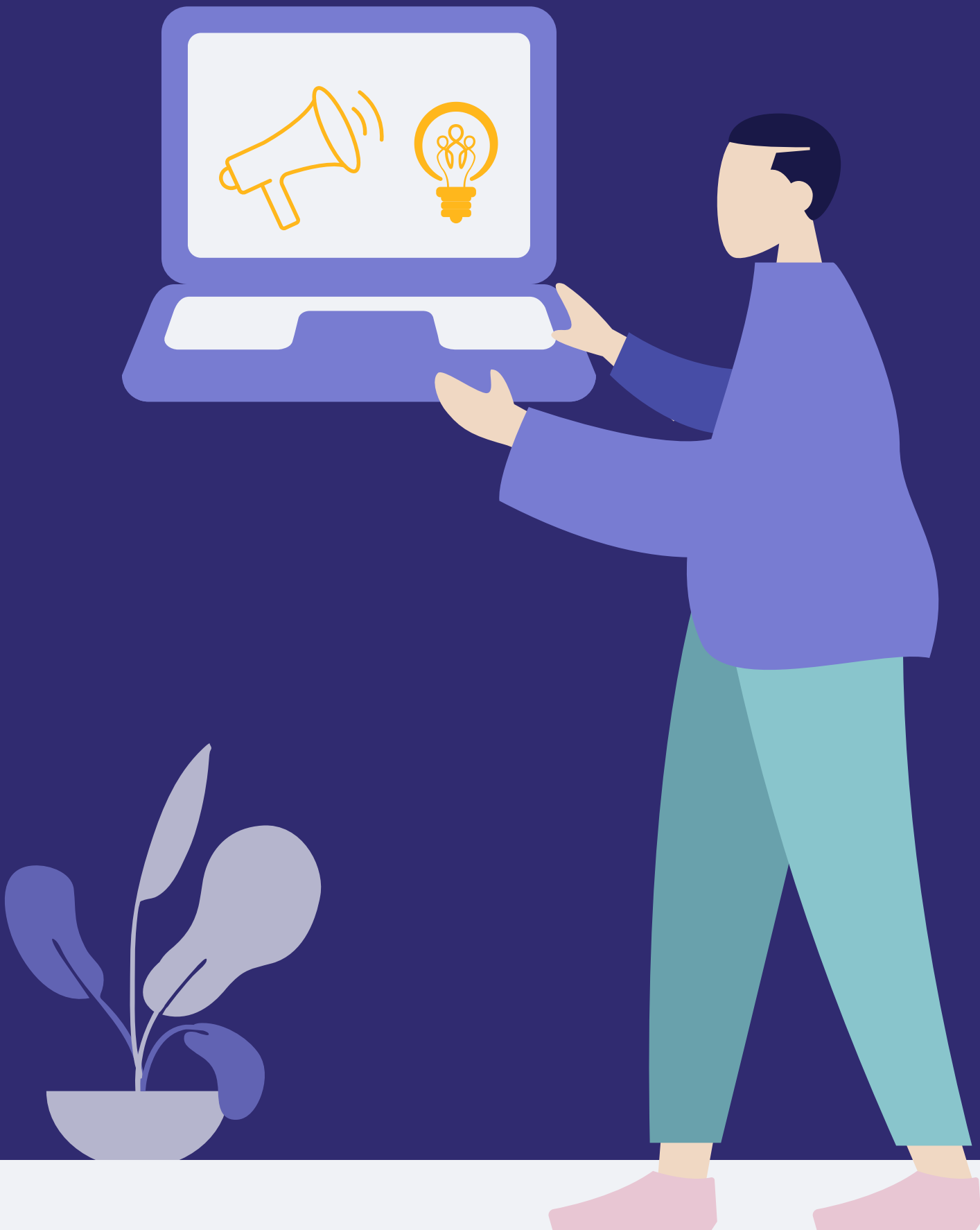
We help in evaluating scholarship programs in accordance with the standards of the *Charter of Principles of a Good Scholarship Program*

## Workshops, training, social engagement

We design and conduct workshops, webinars, trainings and engagement activities for scholarship holders and volunteers

## Promotional campaigns

We implement comprehensive promotional campaigns for scholarships, internships and competitions - details below.



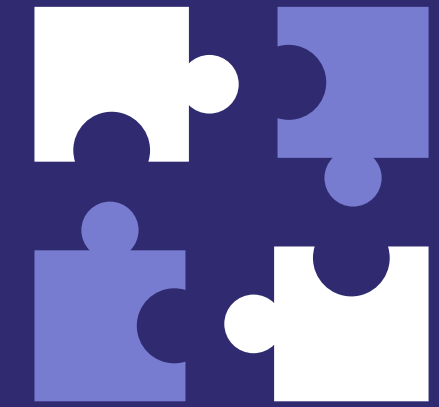
# What do we offer?

A comprehensive promotion of educational activities and development programs.

We would like to help you reach young, talented people who will send high-quality applications to your program and/or learn about your institution.

We offer support in creating promotional campaigns from the ground up, ensuring the highest quality of promotional materials.

# Benefits of cooperation



## Promotion of your program and your institution's activities

via advertising banners, sponsored articles, social media, email marketing, and more

## Increase in credibility and recognition

through cooperation with an expert non-governmental organisation that cares about the reliability of published content and the highest operating standards

## Knowledge exchange & community outreach

through, among others, joint promotion of information about your program that will reach *Moje Stypendium's* readers (high school & university students, graduates, artists, young scholars) and the potential beneficiaries of your program



# Advertising banners

Small advertising banner (448 x 224px)

Exposure: top of the homepage (see image below), linking to the Partner's website

The image shows the homepage of the website **STYPENDIUM MOJE.pl**. The main banner features a background image of a person working on a large sheet of paper. The text on the banner reads: **TWOJE STYPENDIUM NO LIMITS**. Below this, it states: **OPUBLIKOWALIŚMY JUŻ 12094 OFERT**. The top navigation bar includes links: **AKTUALNOŚCI**, **DLA SZUKAJĄCYCH STYPENDIUM**, **DLA ORGANIZATORÓW**, **WSPÓŁPRACA**, and **KONTAKT**, along with social media icons for Facebook, Twitter, and RSS. On the right side, there is a sidebar titled **WYSZUKIWARKA** (Search) with three filter buttons: **ZNAJDŹ STYPENDIUM**, **ZNAJDŹ KONKURS**, and **ZNAJDŹ STAŻ**. At the bottom of the sidebar, it shows **AKTUALNYCH OFERT 171**.

**OSTATNIO DODANE STYPENDIA >**

- STYPENDIUM MCKINSEY ACHIEVEMENT AWARDS DLA LIDERÓW Z GRUP MNIEJSZOŚCIOWY...
- STYPENDIA MBA DIVERSITY W INSTITUTE FOR MANAGEMENT DEVELOPMENT 2020
- PROGRAM RE-CONSTITUTION - STYPENDIA NAUKOWO-BADAWCZE 2020/21

**W PRZYSZŁOŚĆ NA TWOICH WARUNKACH**

Do 15.04.2020 trwa rekrutacja do Programu stypendialnego Klasa na rok szkolny 2020/2021

FUNDACJA BNP PARIBAS PROGRAM KLASA MA 18 LAT

**APLIKUJ**

# Sponsored articles

## Exposure:

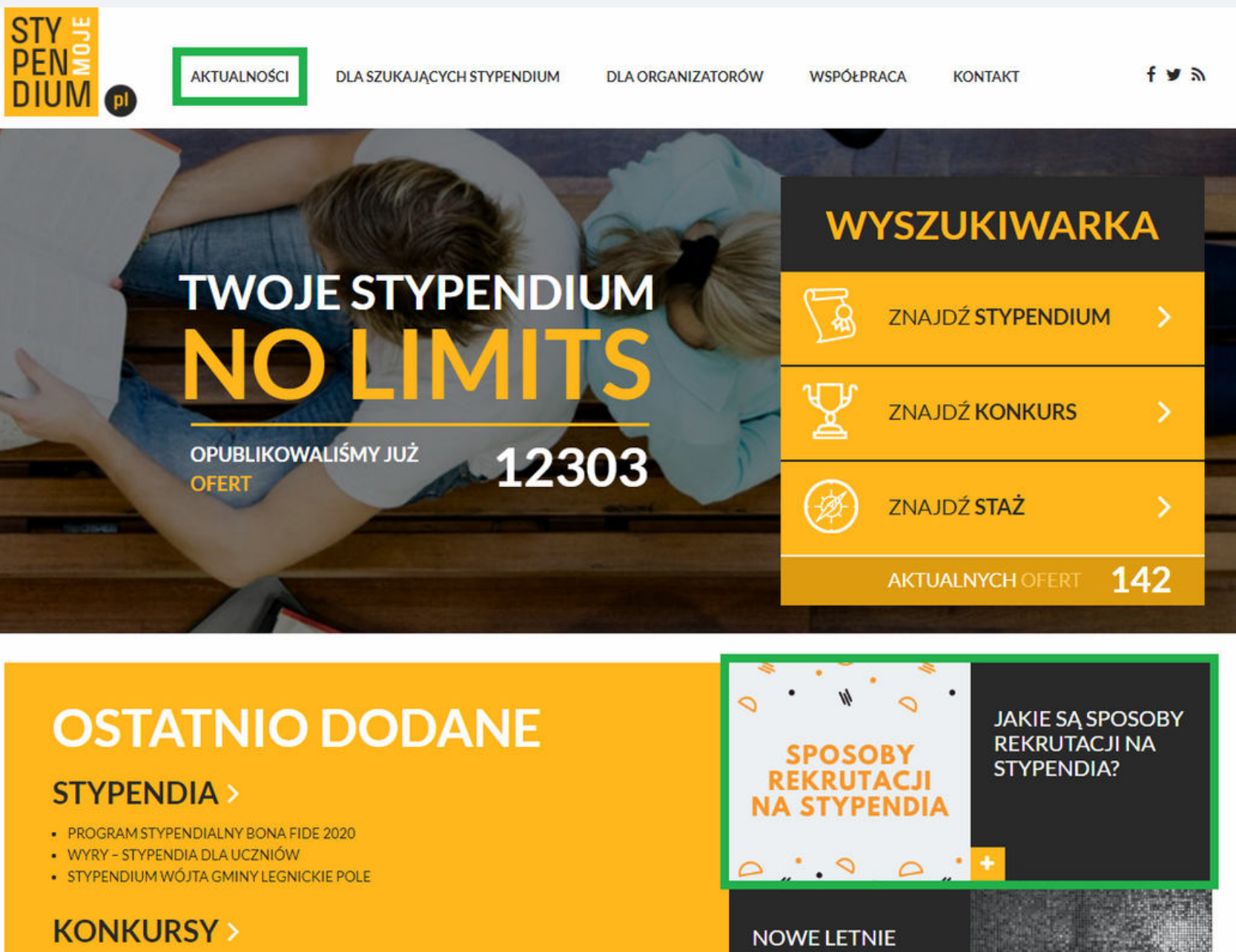
- a tile on the homepage (see image), linking to an article in the News (*Aktualności*) section,
- additionally, we will publish a post about the article on our social media (Facebook, Twitter).

## Guidelines:

- text up to 3000 characters (including spaces),
- 2 graphics (670x360 px and 300x300 px),
- possibility of adding photos and/or a video to the content of the article.

## Additional service:

- proofreading and editing the article, in cooperation with the Partner.





# Newsletter

Featuring the Partner's offer at the top of one issue of *Moje Stypendium's* regular newsletter (see image):

- over 4500 subscribers (as of October 2021);
- sent every 3-4 weeks.

## Guidelines:

- linked banner (.jpg, png or gif; supplied by the Partner)
- description (up to 400 characters including spaces)

## newsletter stypendialny



Cześć!

Nadeszło gorące lato, a wraz z nim - nowe oferty stypendialne. Intensywnie przeszukujemy dla Was Internet i niemal codziennie dodajemy nowe oferty do bazy. Dlatego zwłaszcza teraz warto regularnie korzystać z [wyszukiwarki](#) i [kalendarium](#).

Jak zapewne zauważyliście, **odświeżyliśmy nasz newsletter** - jak Wam się podoba? [Dajcie nam znać](#) co sądzicie o zmianach, z chęcią wsłuchamy się w Wasze sugestie. :)

W dzisiejszym newsletterze znajdziecie oferty **stypendiów**, **konkursów** i przegląd nowych **artykułów** na portalu - zapraszamy do lektury!

## Polecamy

Czy wiecie, że możecie **wesprzeć nas za darmo**, przy okazji robienia zakupów w Internecie? Uwolnijcie wiedzę o stypendiach pomagając nam przez [FaniMani](#)! Zebrane środki przeznaczymy m.in. na: prowadzenie bezpłatnego serwisu edukacyjnego pełnego informacji o stypendiach, stażach i konkursach oraz publikowanie ogólnodostępnych artykułów o edukacji.



Jeśli szukacie porad, **jak dostać stypendium w Polsce** - przygotowaliśmy dla Was [mini-przewodnik](#). Znajdziecie w nim listę porad, kilka słów o rekrutacji i kryteriach oraz garść przydatnych faktów.

Zachęcamy też do lektury dwóch zestawień letnich konkursów: [literackich](#) i [artystycznych](#).



# Social media (Facebook)



One post on Facebook featuring the Partner's offer. *Moje Stypendium*'s profile has over 8600 followers (as of October 2021).

Guidelines:

- one graphic (800x800px or 940x788px);
- text (including spaces)



**Moje Stypendium**

@mojestypendiumpl · Strona poświęcona edukacji

[Dowiedz się więcej](#)

# Individual promotional services package

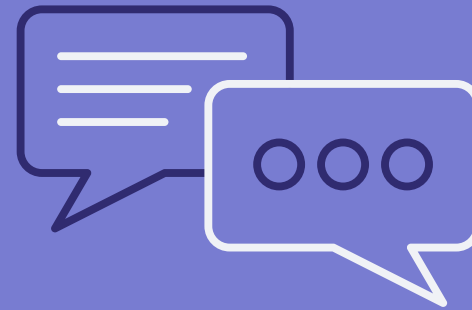
*Individually priced*



We create individualized, comprehensive promotional campaigns for scholarship programs, scientific and artistic competitions and other educational initiatives.

Taking into account your needs, goals and resources, we can create a tailored promotion implementation plan, outlining the schedule and selecting appropriate promotion channels for your program.

You can count on our support in creating the budget and the schedule of the promotional campaign, choosing the promotional channels to be used, editing and proofreading of articles and press releases, as well as in creating visual materials.



# Please don't hesitate to contact us:

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