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Practical Models of Cooperation Between Media and Charitable Organizations

Natalia Dudka  ¹ *

¹ Borys Grinchenko Kyiv University, Kyiv (Ukraine). Editor at the National Public Broadcasting Company of Ukraine "Suspilne".

* Corresponding Author, e-mail: natasha.dudka8@gmail.com

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ABSTRACT

The article focuses on analyzing practical models of cooperation between media and charitable organizations in the context of building their public presence and ensuring transparency of operations. The aim of the study is to explore how charitable organizations apply communication strategies and channels in the modern media environment, taking into account regulatory requirements for openness and accountability. The study employed general scientific methods of cognition: analysis, synthesis, comparison, generalization, and a systems approach. The findings show that charitable organizations in Ukraine are actively adopting an integrated cross-channel approach to shaping their public presence. In particular, they utilize social media platforms (Facebook, Instagram, TikTok), official websites, email newsletters, television, external media, and personalized channels through collaboration with influencers. This strategy enables them to reach a broad audience, establish emotional connections with the public, share information about their activities, and attract necessary resources. Special attention is given to issues of public reporting, as required by current legislation: informing donors about the targeted use of donations, ensuring financial openness and transparency. This necessitates transforming communication strategies into tools of accountability that enhance public trust in the charitable sector. The study examines promising directions for improving communication strategies, with a focus on the implementation of digital technologies, personalized content, infographics, result visualization, and in-depth analytics. The importance of creating technically accessible solutions for publishing public reports on organizations' official resources is emphasized. As the study reveals, the improvement of strategies should be based on systematic analysis, adaptability to target audiences, and the application of effective cross-sector management practices.

KEYWORDS

charity, communication, transparency, media, reporting

Introduction

In today's socio-political environment, charitable activities play a key role in providing support to vulnerable groups, mobilizing resources for the needs of communities and implementing socially significant initiatives. It becomes especially relevant in times of war, when the state faces an overload of institutions and the need for a rapid response to humanitarian challenges increases significantly. Charitable organizations in Ukraine actually serve as an additional social infrastructure - they provide targeted assistance, support IDPs, the wounded, the poor, and help maintain social unity and community resilience.

In this context, effective interaction of charitable organizations with the media and the public becomes especially important. Information transparency, the ability to communicate values, performance, and real needs are prerequisites for trust, donor engagement, and public support. Therefore, the development of communication strategies adapted to wartime conditions, the digital environment and regulatory requirements is a key tool for strengthening the impact of charitable initiatives in critical periods of state development.

Literature Review

The issue of practical models of interaction between the media and charitable organizations is not sufficiently covered in the scientific literature. A significant contribution to the study of aspects of interaction between the media and social institutions was made by such authors as M. T. Andriychuk (2018) and T. S. Andriychuk (2018), who investigated the mechanisms of interaction between the media and public authorities, which is an important background for understanding similar processes in the charity sector. G. Bilavych (2023) focused on the role of charitable foundations in the formation of professional training of specialists, which indirectly affects the communication aspect. Expert assessment of the problems of modern charity and practical recommendations on communication were provided by Y. Asadchev (2022), A. Zubrenko (2022), D. Karpenko (2022), U. Kolodii (2023), and O. Somova (2024), who discussed such aspects as content marketing, social networks, media partnerships, influencer marketing, etc. through Internet platforms. Among the scientific works that partially cover the topic, authors can mention the works of L. Kompantseva and her team (Kompantseva et al., 2022), who consider strategic communications for security and government institutions, although without focusing on charitable organizations.

The scientific novelty of the study lies in a comprehensive analysis of the communication strategies of Ukrainian charitable organizations in the context of war, taking into account modern digital challenges, regulatory transformations and transparency practices. For the first time, the author systematized communication channels and content areas of interaction with the audience in the context of strategic management, and substantiated the need to integrate digital marketing and reporting tools into a single communication model aimed at strengthening public trust and expanding donor support.

The research methodology is based on an interdisciplinary approach that combines theoretical analysis, empirical generalization, and comparative research. In the course of the study, general scientific methods such as analysis, synthesis, induction, deduction, and abstraction were used to theoretically substantiate the concepts of communication strategy and its role in the activities of charitable organizations. The content analysis method was used to study the content of communication messages in social networks, reports, websites and campaigns of Ukrainian charitable foundations. The comparative legal method allowed comparing the legal approaches to the regulation of charitable activities in Ukraine and the European Union. A systematic approach was also used to comprehensively analyze the

relationship between communication channels, regulatory requirements, and institutional development strategies.

Problem Statement

The purpose of the article is to analyze the current models of communication of charitable organizations in Ukraine, in particular in wartime, and to identify effective strategies for interaction with the media and target audiences. The main objectives are to summarize the practices of using communication channels, identify regulatory requirements for transparency and reporting, and outline areas for improving the communication strategy, taking into account digital challenges and the needs of society.

Methods and Materials

The study employed general scientific methods of cognition: analysis, synthesis, comparison, generalization, and a systems approach. The findings show that charitable organizations in Ukraine are actively adopting an integrated cross-channel approach to shaping their public presence.

Results and Discussion

In Ukraine, the traditions of charity have deep historical roots dating back to the late nineteenth and early twentieth centuries, especially in the regions of Western Ukraine, in particular Galicia. During this period, Ukrainian intellectuals, united in numerous public societies and professional institutions, were actively engaged in charitable activities aimed at supporting socially vulnerable groups, developing education, healthcare, culture and public self-government. Voluntary donations, patronage, legal and organizational support formed the basis of the activities of such structures (Bilavych, 2023).

In the context of reforming the legal framework for charitable organizations in Ukraine, significant progress has been made in recent years, in particular in terms of increasing transparency, accountability and control over the targeted use of charitable donations. One of the most important progressive innovations was the legal consolidation of the right of a benefactor to control the use of donated funds and property. Moreover, the legislation provides for the possibility of returning a donation in case of its misuse, which officially changes the status of charitable assistance from a non-refundable form of provision to a legally accountable resource (Asadchev, 2022).

This regulatory clarification creates an important legal mechanism to prevent financial abuse in the field of charity, which, unfortunately, still occurs in Ukrainian society. Enshrining accountability contributes to the formation of a more responsible attitude on the part of organizations to resource management, as well as to strengthening public and donor confidence (Asadchev, 2022).

The issue of improving the regulatory framework for charitable activities has been repeatedly raised at the level of strategic planning. In particular, the National Strategy for Promoting the Development of Civil Society in Ukraine for 2016-2020, approved by the Decree of the President of Ukraine No. 68/2016 of February 26, 2016, emphasized the need to harmonize national legislation with the legislation of the European Union. The document states that the current legal framework is fragmented and imperfect, which creates artificial barriers to the implementation of civic and charitable initiatives, in particular due to limited legal certainty regarding reporting, access to funding, and mechanisms of interaction with government agencies (Asadchev, 2022).

Despite these deep traditions, the current practice of charitable organizations in Ukraine is often based on outdated management models, particularly in the field of communications. In

many cases, approaches to building a communication strategy, interacting with audiences, and using digital channels remain inefficient, fragmented, or intuitive. Lack of consistency, insufficient understanding of digital tools, and limited use of modern analytics and personalized content are holding back the industry's potential. Communication activities are often limited to formal reports, sporadic social media posts, or an emphasis on educational rhetoric without a strategic approach to brand building, audience engagement, or value creation (Bilavych, 2023).

In order to improve practical models of interaction between the media and charitable organizations, it is important to draw on the practice of foreign charitable foundations. In particular, many countries have legislatively defined mechanisms that ensure that charitable organizations regularly provide information on sources of funding, areas of use of resources, and the results of their activities. Such practices are aimed not only at ensuring effective government oversight, but also at building trust on the part of society and the donor community (Bilavych, 2023). In Finland, for example, regulations require charitable organizations to provide information on their income and expenditures at the request of any interested person (Oliinyk, 2020). Another example is Ireland, where the State Register of Charitable Organizations operates, which contains a full range of information on the income, expenses and activities of registered foundations. This register is publicly available and posted on the Internet, which ensures a high degree of transparency of the third sector (Oliinyk, 2020). In the UK, the reporting of charitable organizations is controlled by a specialized government agency - the Charity Commission for England and Wales. Reporting requirements are detailed: organizations are required to submit financial reports, activity reports, and justifications for achieving their goals. All information is published on the Commission's official platform, which creates conditions for independent analysis of the organizations' performance (Oliinyk, 2020).

In the Netherlands and Luxembourg, the practice of reporting is implemented through the publication of analytical and financial data in specialized industry publications operating within the sector. This allows both professionals and the general public to receive information on the effectiveness of charitable activities and changes in social investment priorities (Oliinyk, 2020).

Thus, the international practice of reporting by charitable organizations demonstrates a high level of institutionalization, focus on openness, responsibility to society, and continuous improvement of the sector's performance standards. These mechanisms are important not only for ensuring effective resource management, but also for building trust in charitable initiatives in the broader social context (Oliinyk, 2020).

It should be borne in mind that transformations in the field of public communication of charitable organizations do not take place in a vacuum, but are influenced by broader socio-economic and digital changes. In particular, the COVID-19 pandemic has demonstrated how critical it is to disseminate relevant information in a dynamic environment. As shown in the study by N. Andriyiv et al (Andriyiv et al., 2021), the information aspects of changes in the labor market in the EU and Ukraine as a result of the pandemic clearly outlined the dependence of social processes on digital communication and flexible response mechanisms. Similar challenges are being actualized in the charitable sector, which also needs to adapt its strategies to crisis conditions and changes in the behavior of target audiences.

Practical models of interaction between the media and charitable organizations in Ukraine are based on the use of social media, television and other channels of interaction. The study of the practical experience of various charitable foundations in Ukraine allowed us to systematize the key communication channels used in recent years (Table 1).

Table 1. Communication channels for charitable organizations

| Channel type | Target audience |
|--|---|
| Own online resources | General audience, donors, media |
| Facebook, Instagram | Communication through stories, photos, videos; active interaction with the audience |
| TikTok | Engagement through trending content, emotional connection |
| LinkedIn | Professional image, attracting donors, building partnerships |
| YouTube | In-depth coverage of activities, video reports, stories of beneficiaries |
| Email newsletters | Personalized information, maintaining trust |
| External media | General public, professional audience |
| Television | Mass reach, credibility, emotional impact |
| Radio | Audio engagement, reaching out during daily activities |
| Individual channels | Target communities according to the influencer |
| Opinion leaders (experts, public figures) | Strengthening trust, increasing the credibility of the organization |
| Offline channels | Local communities, media, partners |
| Printed materials (booklets, leaflets) | Accessibility in conditions of poor Internet connection, physical presence |

Source: Systematized by the author based on the research of Kolodii (2023).

In the communication strategy of charitable organizations, the choice of channels of interaction with the audience is determined by both the content goals and characteristics of target groups, the level of coverage and specificity of the content. The communication channels summarized in Table 1 demonstrate the need for an integrated approach to building the organization's public presence, where individual tools do not compete but complement each other.

Own online resources, in particular official websites, are a basic and universal tool for informing a wide audience and donors, as they allow for a centralized presentation of the main activities, reporting, success stories, and participation mechanisms. Social media: Facebook and Instagram are chosen when dynamic communication with elements of emotional engagement is needed - they work well for sharing beneficiary stories, event photos, and videos. TikTok is showing increasing effectiveness in engaging younger audiences with short, emotional content based on current trends. LinkedIn, on the other hand, is focused mainly on the professional audience, which makes it relevant for building an expert image, finding partnerships, and interacting with potential corporate donors.

YouTube serves as a platform for in-depth information: it is advisable to post video reports, documentary stories of successful cases, explanations of assistance programs - that is, content that requires visual deployment and disclosure of complex topics. Email newsletters are used to maintain long-term personalized contact, particularly with regular donors or volunteers. External media and television become relevant in the case of large-scale information campaigns, when a broad public response is needed or when the organization's credibility in the public consciousness needs to be increased. Radio is useful as an additional channel, especially in regions with limited access to the Internet or among mobile audiences that consume information while going about their daily routine.

Individual channels associated with the influence of opinion leaders are activated when targeted influence on specific audiences is needed, and when trust in the organization is increased through the authority of specific individuals. Offline communication, in particular through printed materials, remains relevant in the case of local initiatives, events in small communities, and in environments with a low level of digital presence. The choice of a

particular channel should always take into account not only the technical capabilities of the audience, but also the context in which the communication takes place - the urgency, emotional coloring of the message, the need for in-depth explanation or a call for immediate action. Thus, effective communication in the charity sector is based on flexibility, cross-channel integration, and strategic relevance.

In the system of communication activities of charitable organizations, not only channels of information dissemination are of particular importance, but also areas of content communication that form the public image of the foundation, provide an emotional connection with the audience, mobilize resources and contribute to the achievement of social goals. Below is a generalized Table 2, which classifies the main areas of communication of charitable organizations according to their functional purpose (Zubrenko, 2022).

Table 2. Communication directions and their expected effects in organizational outreach

| Direction of communication | Essence | Expected effect |
|--|--|---|
| 1. Personal stories (storytelling) | Stories about the beneficiaries and the impact of the assistance on their lives | Emotional engagement, increased donor activity |
| 2. Institutional communication | Highlighting the professionalism, honesty and openness of the foundation's team | Building trust, legitimizing activities |
| 3. SMM communication | Creation of content for social networks (reporting, motivational, educational, interactive) | Engaging the audience, maintaining constant interest |
| 4. Influencer marketing | Collaboration with opinion leaders to disseminate information about projects | Reaching new audiences, increasing awareness |
| 5. Media communication | Working with journalists, preparing press releases and special projects | Massive coverage, institutional representation of the fund |
| 6. Visualization of results | Presentation of statistics, infographics, case studies with performance results | Transparency, demonstration of efficiency |
| 7. Partner communications | Communication with business, government, and public partners | Expanding the circle of support, building coalitions |
| 8. Personalized communication | Email newsletters, personal appeals, thank you notes | Deepening loyalty, building sustainable relationships with donors |
| 9. Crisis communication | Responding to negativity, information risks, and incidents | Protecting reputation, maintaining trust |
| 10. Educational and awareness-raising communication | Providing knowledge about the issues that the organization works with (statistics, recommendations, analytics) | Creating awareness, engaging through knowledge |

Source: Systematized by the author based on the research Zubrenko (2022).

The integrated implementation of various areas of communication allows charitable organizations to formulate strategies focused not only on attracting resources, but also on building sustainable relationships with audiences, rooting in the social environment and legitimizing their mission. A systematic approach to communication activities helps transform a foundation from an administrative entity into an active agent of social change.

In the process of building an effective communication strategy for a charitable organization, taking into account the combination of the above factors is key to ensuring a steady increase in donor support and sustainable operation of the organization. The content, choice of channels, regulatory requirements, and audience expectations form the strategic context within which the organization builds its public presence and communication practices.

First and foremost, the communication strategy should take into account the diversity of target audiences, both in terms of age, social and professional characteristics, as well as the level of involvement in the organization's activities. This implies a differentiated approach to the choice of communication channels, where, for example, young people are more effectively reached through TikTok or Instagram, while corporate donors, partners or institutional players are reached through LinkedIn or specialized media. Accordingly, the strategy should include a multimodal presence that combines visual, textual, audio, and interactive content.

For a charitable organization to communicate effectively, it is not enough to have basic channels - active promotion of content is critical. Without systematic promotion, even high-quality messages do not reach the target audience in the required volume. That is why the communication strategy should include online marketing tools aimed at increasing reach, engagement, and conversion.

Among the key promotion tools in Ukraine is Google Ad Grants, which provides non-profit organizations with free advertising on the search engine. The effectiveness of this resource depends on the existence of demand and proper keyword optimization. Social networks (Facebook, Instagram, TikTok) are used for emotional impact and audience mobilization, but require adaptation of content to the algorithms of each platform. Paid advertising on social media allows to accurately target users and requires high-quality creatives, landing pages, and constant analytics.

Landing pages are also important for converting donors. They should be user-friendly, visually convincing, and trustworthy. It is also advisable to take into account the possibilities of international targeting, especially for projects with a global context. The success of promotion largely depends on systematic optimization and analysis of results, which allows to flexibly adapt strategies to audience behavior.

Approaches to strategy development in the nonprofit sector are increasingly borrowing tools from corporate management. For example, the issues of economic justification of strategic decisions discussed in the work of Vagonova et al (Vagonova et al, 2022) are becoming relevant for charitable organizations, especially in the context of optimizing resources, increasing the effectiveness of communication campaigns and ensuring competitiveness in the market of attention and trust. Thus, an interdisciplinary approach allows to expand the analytical base and deepen the understanding of strategic communication management in the third sector.

Thus, an effective communication strategy for a charitable organization should combine classic channels with digital promotion tools, ensuring wider reach, steady growth of donor support, and increased influence in the social space.

Let us consider the key stages of building communication strategies for charitable organizations in Table 3.

The communication strategies of charitable organizations are not stable or once and for all defined models - they need to be constantly updated and adapted to the dynamic information environment. Changes in digital technologies, the emergence of new channels of information, growing demands for transparency from society and donors, and the updating of the regulatory framework necessitate regular review of strategic approaches.

Today, despite the high activity in social media, this is no longer enough to ensure full compliance with both the information needs of the audience and the growing regulatory standards. An effective charitable organization should not only communicate, but also demonstrate transparency, accountability, and effectiveness of its activities in a structured

manner. This requires specialized web resources containing up-to-date reports on financial and project activities, analytical information, impact cases, etc.

Table 3. Stages of building a communications strategy for charitable organizations

| Tap | Description | Examples / Tools |
|---|---|---|
| 1. Defining the goals | Setting clear, measurable goals for communication in line with the organization's mission | - Attracting new volunteers - Increasing donations - Raising awareness |
| 2. Target audience research | Study of audience characteristics, needs and media consumption | - Volunteer/donor surveys - Social media behavior analysis - Competitor research |
| 3. Selection of communication channels | Identify the most effective channels to reach specific audiences | - Instagram, TikTok - for youth - Facebook - for educators - LinkedIn - for donors |
| 4. Developing key messages | Creating unified messages that will be repeated in different formats and channels | - "Every donation is a real help" - "Your time = changes" - "Knowledge changes reality" |
| 5. Defining content forms | Plan information presentation formats according to goals and channels | - Stories of beneficiaries, videos, infographics, analytical posts |
| 6. Building a content plan | Create a calendar of publications with topics, formats, and release dates | - Weekly schedule of publications in social networks - Newsletter once a month |

Source: Systematized by the author based on the research of Kompantseva (2022), Content marketing (2024).

However, the creation and maintenance of such websites is a resource-intensive process: it requires financial expenditures, qualified specialists and technical support. Currently, there is a shortage of available tools and services in Ukraine that would allow small and medium-sized organizations to implement digital transparency in a standardized format. At the same time, the emergence and dissemination of such tools could significantly increase the level of trust in the charitable sector, facilitate the formation of new donor relationships, and strengthen the overall culture of civic participation. Therefore, the communication strategy should not only adapt to changes but also proactively implement new standards of publicity as a prerequisite for the effective development of the third sector.

Conclusions

In the process of creating a public presence, Ukrainian charitable organizations actively use a wide range of communication channels, dominated by social networks (Facebook, Instagram, TikTok), official websites, email newsletters, television, external media, and individual channels through influencers. This cross-channel approach allows reaching heterogeneous target audiences, ensuring emotional contact, disseminating information about the activities of organizations, and attracting resources.

At the same time, in today's environment, regulatory support for transparency and accountability of charitable activities is becoming particularly important. According to the current legislation, organizations are obliged to inform donors about the use of donations, provide financial reporting and adhere to the principles of openness. In this regard, communication strategies should be built not only as marketing tools, but also as public reporting mechanisms that contribute to the growth of trust and legitimacy of the charitable sector.

The prospects for improving communication strategies are related to the integration of digital promotion tools, personalized content, visualization of results, and analytics. It is especially important to ensure that technical solutions are available for posting reports on official

websites. Improving strategies should be based on systematic analysis, an adaptive approach to target audiences, and the use of best practices in cross-sectoral management.

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