

# #LEADER30YEARS Campaign Guide

## WHAT?

It's time to celebrate LEADER. This year, LEADER turns 30 years old and we therefore want to draw attention to this through a campaign.

## WHY?

The goal is that as many LAGs as possible around Europe want to publish this and be part of the campaign, so that together we pay attention to the leader and its benefits from a local perspective.

## HOW?

We have produced four different images for this campaign. The idea is to divide these four images into two different posts.

**Post 1** Contains three images:



**Post 2** Contains a start image and then an optional image of any LEADER success story:



## WHEN?

The campaign will run throughout the autumn. Feel free to publish the posts as soon as possible, we will then share the posts on ELARD's facebook page.

## WHERE?

Any social media, by using #leader30years. If you do not use social media you can email the success story and a picture to [Annie.linsemark@lluh.se](mailto:Annie.linsemark@lluh.se) with the email name #leader30years.

## MORE INFO

You can find all the material and a presentation on how to publish at [elard.eu](http://elard.eu). We are also offering two dates on information meetings around the campaign, **10th of September 09:00-09:30** and **16th of September 16:00-16:30**.