



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

Programme presentation and cooperation offer for
prospective Partners

Q1 2023

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 place in Google search for the words *stypendia* and *stypendium* (which means *scholarships* and *scholarship* in Polish)

The website has over 2.1 million views, 660 thousand sessions and 463 thousand new users per year*

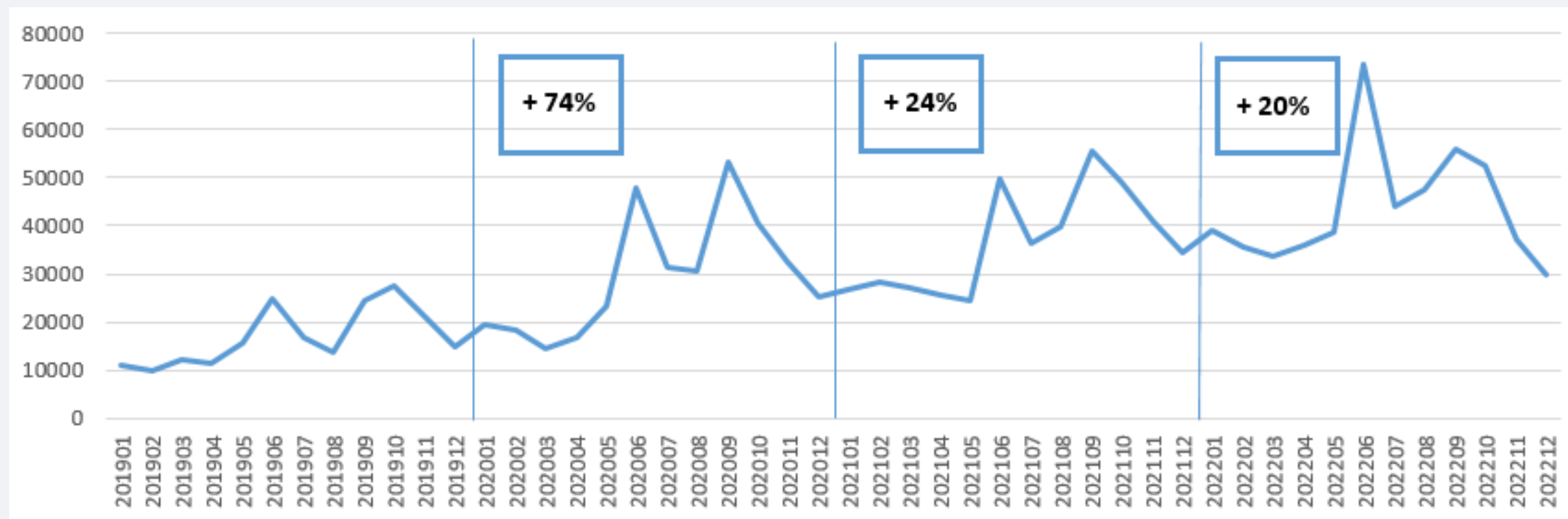
** Data from the period 01.01.2022-31.12.2022. Source: Google Analytics*

My Scholarship - www.mojestypendium.pl

website statistics: steady increase in organic traffic



Sessions



**Data from the period 01.01.2019 - 31.12.2022.*

Source: Google Analytics' statistics on organic traffic

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

statistics on the number of new users



Countries

1. Poland, 439 755 (94,67%)
2. United States, 3737 (0,80%)
3. Germany, 2701 (0,58%)
4. Great Britain, 1711 (0,37%)
5. Holland, 1476 (0,32%)

Voivodeships

1. Masovian, 138 246 (31,44%)
2. Silesian, 41 612 (9,46%)
3. Lesser Poland, 41 752 (9,49%)
4. Lower Silesian, 40 289 (9,16%)
5. Greater Poland, 37 158 (8,45%)

Cities

1. Warsaw, 123 043 (27,98%)
2. Wroclaw, 34 532 (7,85%)
3. Krakow, 28 882 (6,57%)
4. Poznan, 27 033 (6,15%)
5. Gdansk, 17 319 (3,94%)

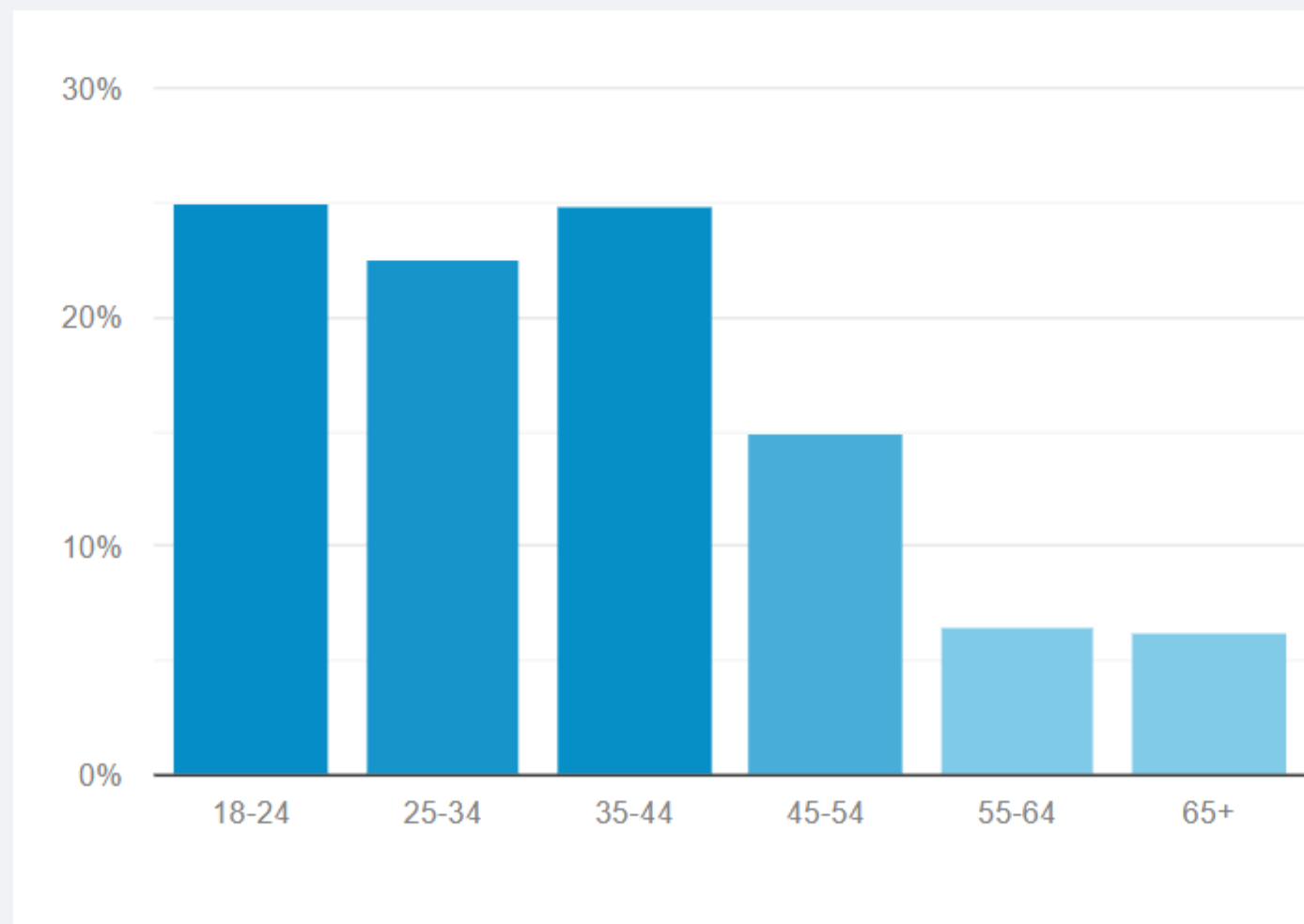
** Data from the period 01.01.2022-31.12.2022. Source: Google Analytics*

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

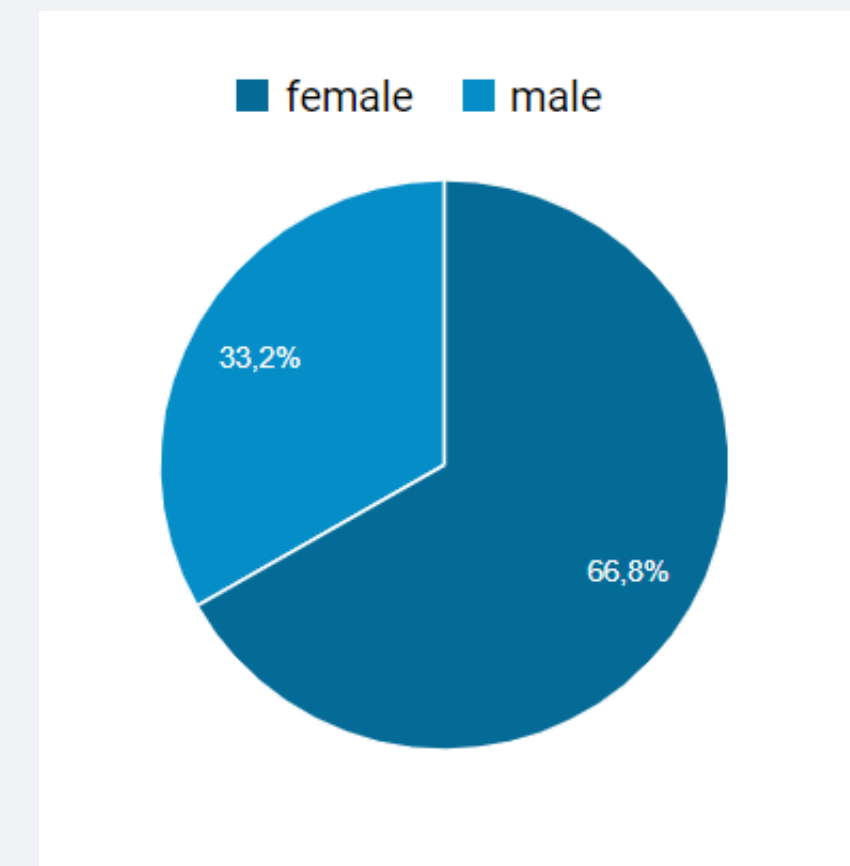
statistics on the number of new users



Age



Gender



** Data from the period 01.01.2022-
31.12.2022. Source: Google Analytics*

Expert cooperation: consulting & implementation of commissioned activities

Individually priced



Support in creating programs

We help in the development 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

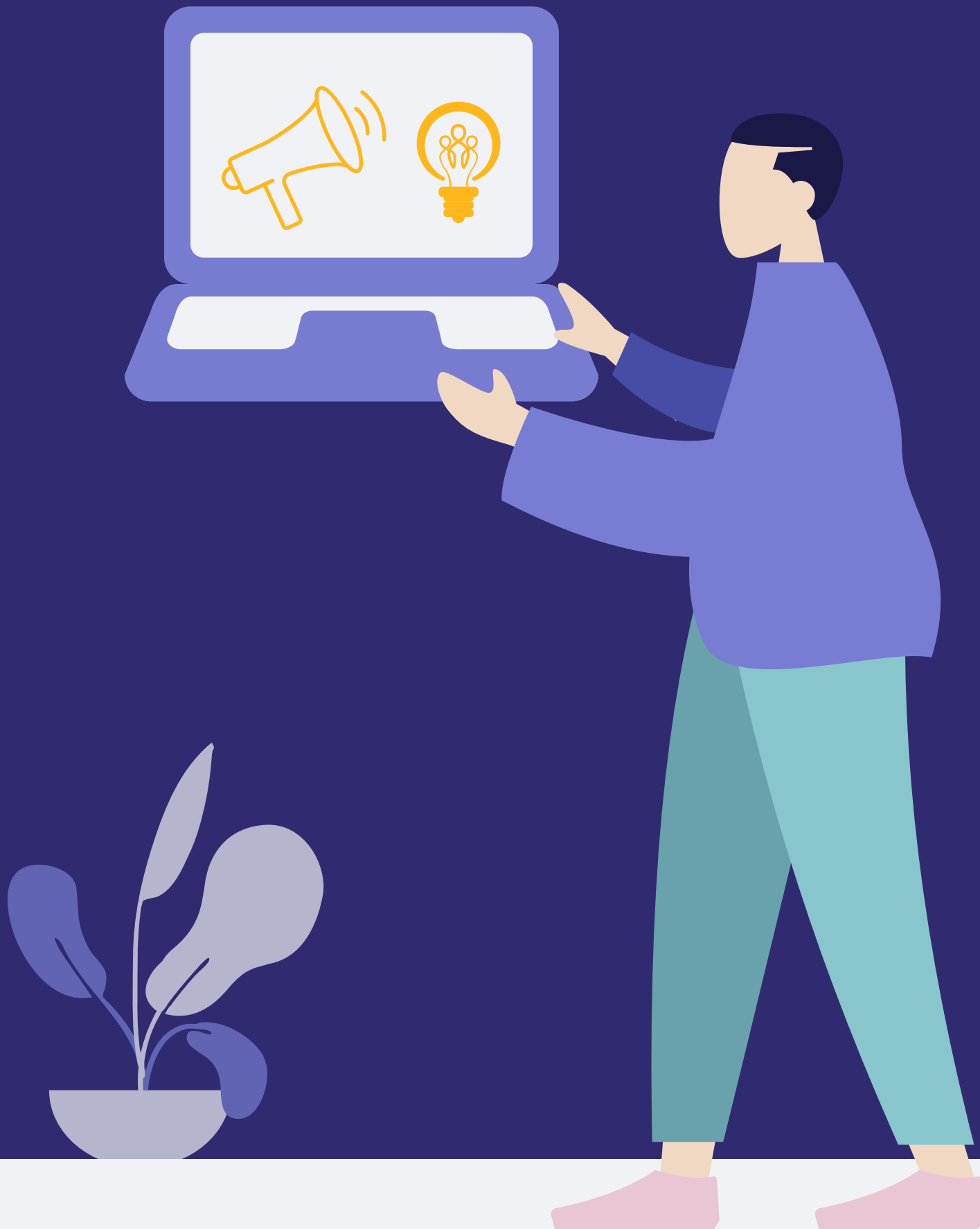
We implement comprehensive promotional campaigns for scholarships, internships and competitions - details below.

What do we offer?

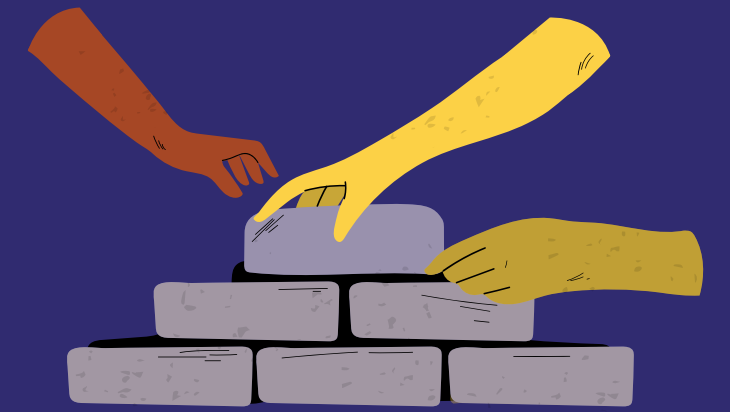
A comprehensive promotion of educational activities and development programs.

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

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



Benefits of cooperating with us



Promotion of your program and your institution's activities

via advertising banners, sponsored articles, social media, 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, scholars) and your potential beneficiaries.

Advertising banners

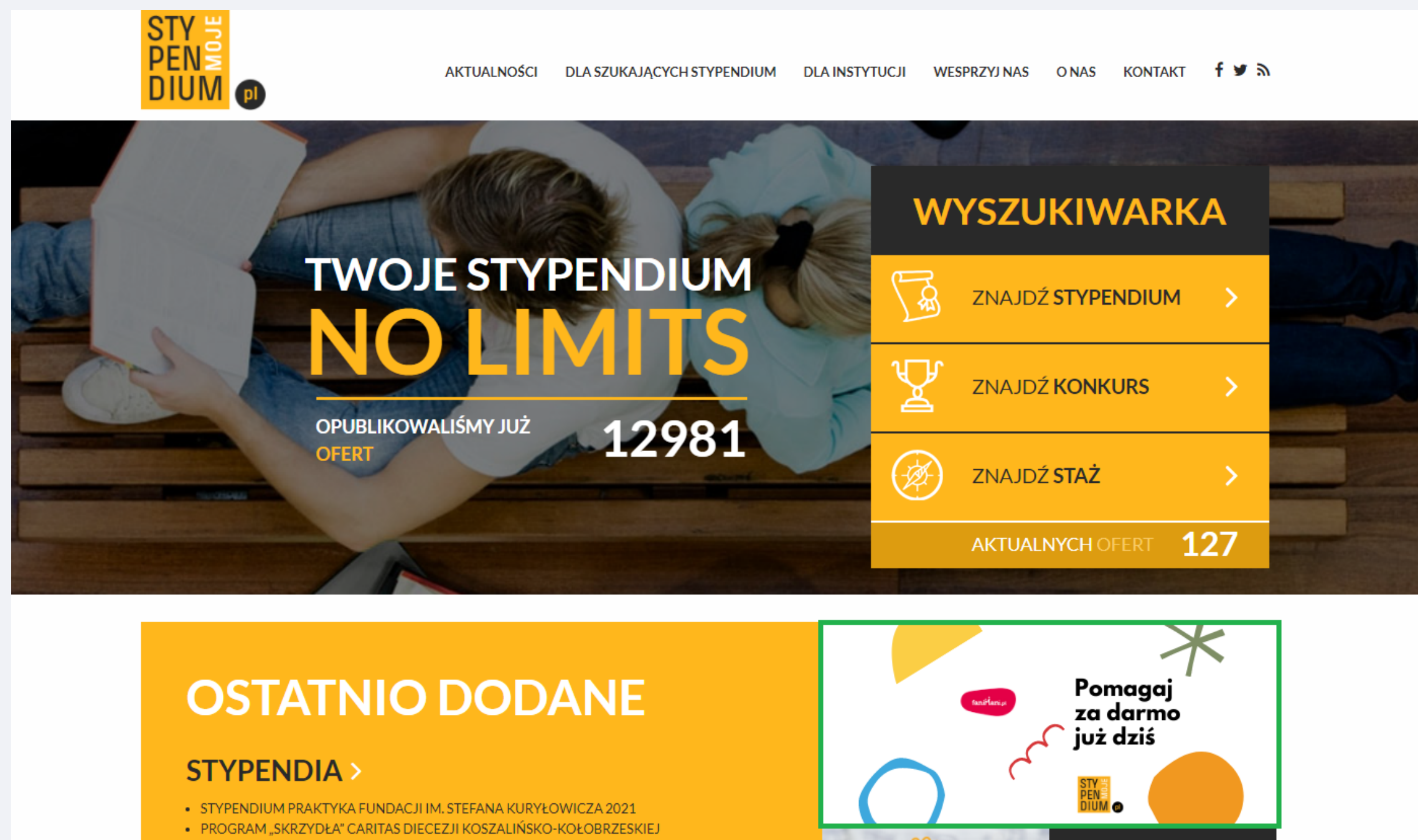
Small advertising banner (448 x 224px)

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

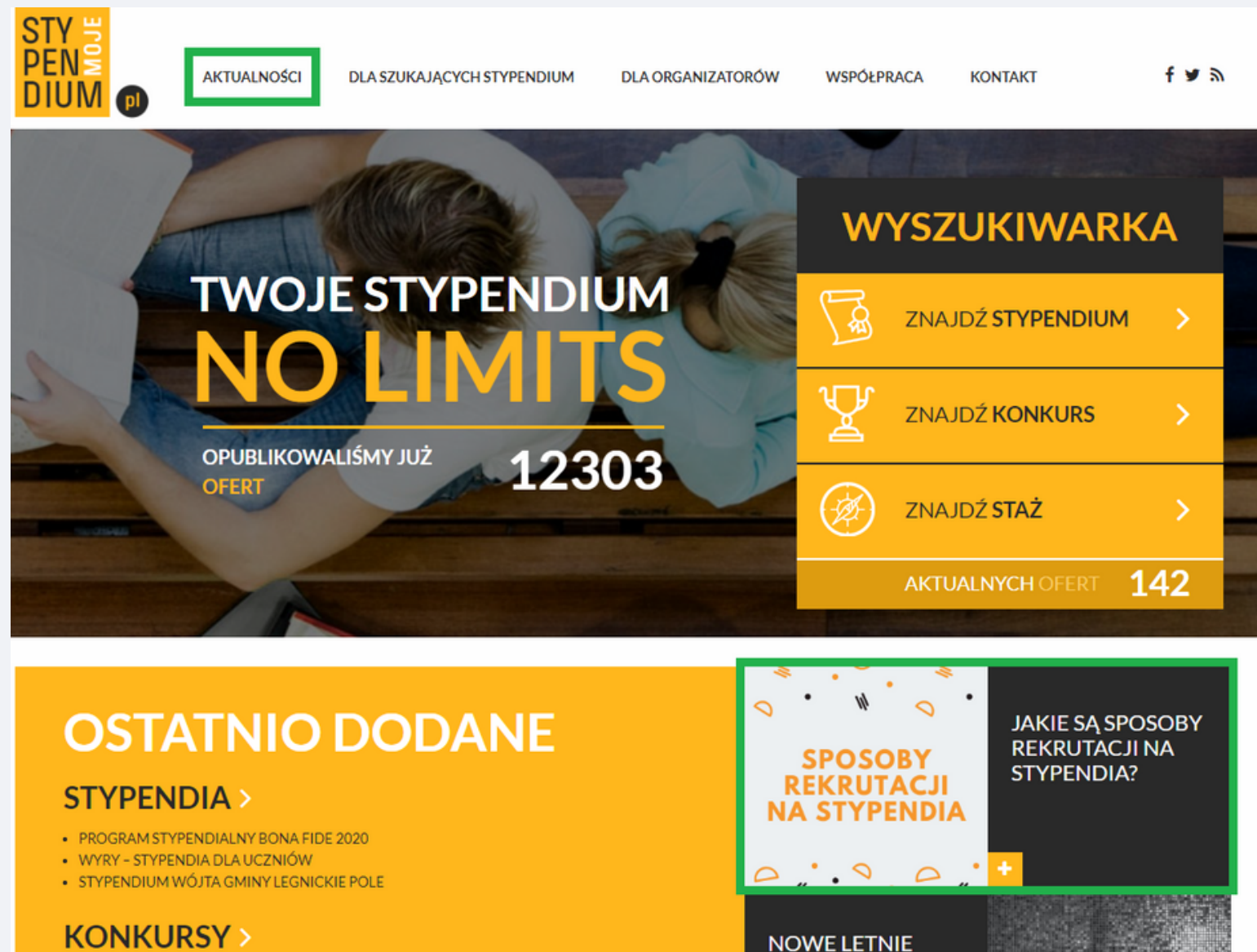
Estimated effectiveness
(for 14 days display):
from 1212 to 7162 views
(average: 3364)

from 11 to 35 clicks
(average: 22)

*Data based on statistics from the
campaigns ran in the period
01.01.2022 - 31.12.2022.*



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).

Guidelines:

- text up to 4000 characters (including spaces) - the text will be translated to Polish by the Foundation's team,
- 2 graphics (670x360 px and 300x300 px),
- possibility of adding photos and/or a video to the content of the article.

Additionally:

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

*minimum display time of the article: 3 days.

Estimated effectiveness (for 14 days display):

from 1276 to 7598 views of the article on our homepage (average: 4060)

from 60 to 532 views of the article (average: 172)

Data based on statistics from the campaigns ran in the period 01.01.2022 - 31.12.2022.

Reference in our monthly and/or weekly summaries

Stypendia i konkursy w nowym roku

Witajcie w nowym roku. Zobaczcie jakie stypendia i konkursy pojawiły się w naszej bazie w mijającym tygodniu. Styczeń to sezon na stypendia sportowe i artystyczne i takie oferty przeważają w naszym zestawieniu. Ale nie tylko. Znajdzie się też coś dla szukających stypendiów naukowych.

Nowości na portalu MojeStypendium.pl

Przypominamy, że na stronie Moje Stypendium czekają na Was zestawienia: [stypendia krajowe w styczniu](#) i [stypendia zagraniczne w styczniu](#).

Natomiast w aktualnościach opublikowaliśmy dla Was [podsumowanie minionego roku na MojeStypendium.pl](#). Znajdziecie w nim między innymi najpopularniejsze oferty i artykuły cieszące się Waszym największym zainteresowaniem.

Utalentowanym uczniom polecamy zwrócić uwagę na [stypendia artystyczne i akademickie w międzynarodowym brytyjskim liceum Akademeia High School w Warszawie](#). Program wspiera zdolnych uczniów, którzy ze względów ekonomicznych nie mogą ubiegać się o przyjęcie do szkoły w trybie standardowym.

Prócz tego przypominamy Wam niedawno opublikowany [materiał, dzięki któremu możecie lepiej poznać nasz zespół](#). Serdecznie zachęcamy do przeczytania.

Pamiętajcie, że codziennie wyszukuje nowe ogłoszenia. Warto zaglądać do baz mojestypendium.pl nawet co kilka dni. A teraz już bez zbędnej zwłoki prezentujemy zestawienie – stypendia i konkursy w nowym roku

Zestawienie stypendiów krajowych

Po pierwsze, prezentujemy nowości – stypendia w Polsce:

- [Stypendium sportowe w województwie dolnośląskim 2023](#)

Dla sportowców

Termin składania wniosków: 31 stycznia 2023 r.

Mentions of the Partner's offer in the monthly and weekly summaries of news on the portal.

Exposure: homepage and news section.

Reference has the form of 1 sentence (including a link to the Partner's offer) in the 1st paragraph of the article which consists primarily of listed offers.

Estimated effectiveness:
from 28 to 915 views (average: 270)

*Data based on statistics from the campaigns ran in the period
01.01.2022 - 31.12.2022.*

Newsletter

Estimated effectiveness:
from 1409 to 1793 views (i.e.
newsletter opens), average: 1534

from 10 to 267 clicks (of the link
to the offer), average: 58

*Data based on statistics from the
campaigns ran in the period
01.01.2022 - 31.12.2022.*

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

- over 5400 subscribers (as of January 2023);
- sent every 3-4 weeks.

Guidelines:

- linked banner (600px width; jpg, png or gif; supplied by the Partner)
- description (up to 450 characters including spaces)



Social media



Posts on Facebook featuring the Partner's offer:

- *Moje Stypendium* fanpage: around 10 000 followers
- *Scholarship hunters (Łowcy stypendiów)* FB group: over 11 900 members



Posts on *Moje Stypendium's* Instagram (500 followers)

Numbers of followers given as of 01.2023

Guidelines: short text (including links, hashtags etc.) and graphics (1200px x 1200px)

Estimated effectiveness:

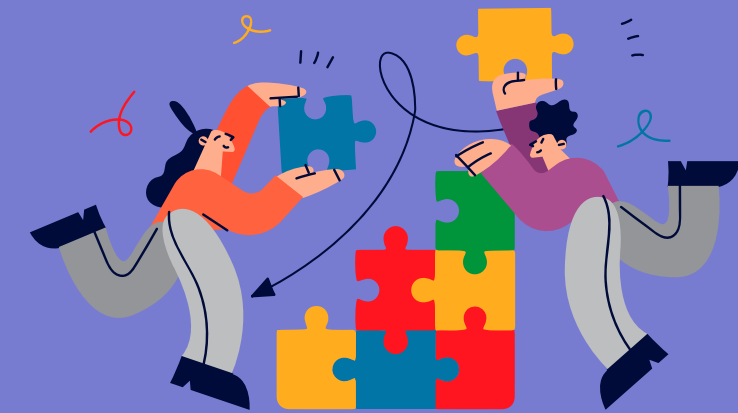
Facebook: from 554 to 13 327 post views

Instagram: from 52 to 268 post views

Data based on statistics from the campaigns ran in the period 01.01.2022 - 31.12.2022.

Promotional services package: tier I

Price: 1000 EUR



1. Advertising banner (448 x 224px)

Featured on the top of the homepage,
linking to Partner's website
Display time: 7 days

2. Sponsored article

Featured on the home page + news section
Content written by the Partner, translated to Polish
by the Foundation's team
Display time: 7 days

3. Newsletter

Featured content in one issue of the newsletter
Content written by the Partner

4. Social media

Featuring the offer on our Facebook, Instagram
Content written by the Partner

5. Reference in a weekly summary

Reference in one of our weekly summaries
Exposure: news section

Promotional services package: tier II

Price: 1500 EUR



1. Advertising banner (448 x 224px)

Featured on the top of the homepage,
linking to Partner's website
Display time: 14 days

2. Sponsored article

Featured on the home page + news section
Content written by the Partner, translated to Polish
by the Foundation's team
Display time: 14 days

3. Newsletter

Featured content in two issues of the newsletter
(campaign lasting at least 30 days)

4. Social media

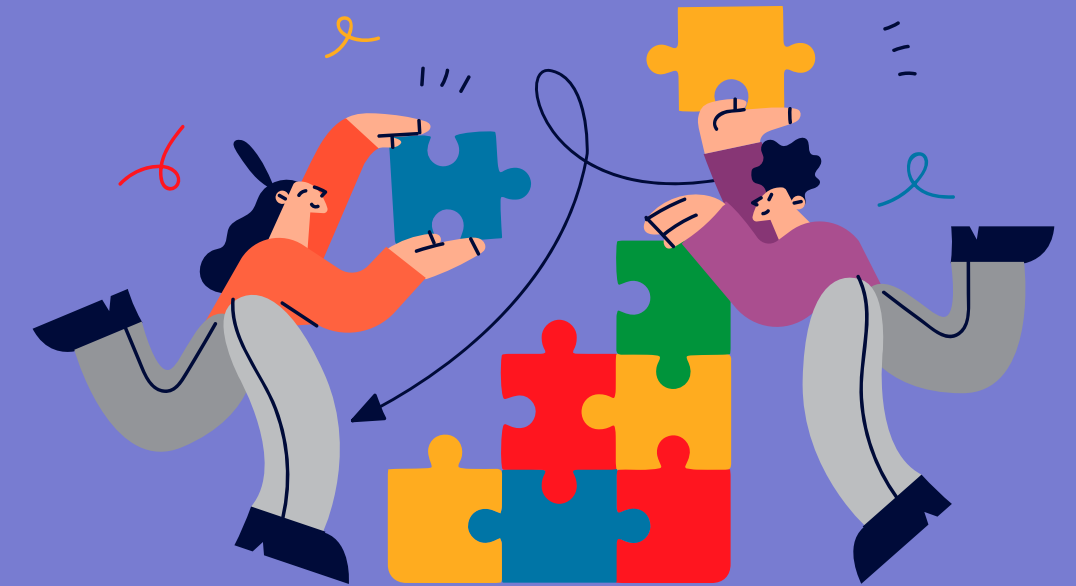
Featuring the offer on our Facebook, Instagram
Content written by the Partner

5. References in both weekly and monthly summary

Reference in one of our weekly summaries
+ the monthly summary

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 Turing College.

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 ([our portfolio](#)).

Testimonials

Thanks to our cooperation with the Good Network Foundation, the Kosciuszko Foundation Poland can disseminate information about scholarships, grant programs and announced awards among potential candidates.

We can always count on professional advice on how to prepare an offer to make it interesting for a given recipient. The Foundation's employees are always helpful, quickly preparing materials and agreeing on the final versions of advertisements or information. At the same time they are timely and polite.

We recommend the services carried out by the Foundation, as well as the possibility of publishing longer materials about support opportunities.

Thanks to this partnership, we can more effectively achieve our goals related to science, education and culture.

Emilia Gromadowska
TEIP Programme Director
The Kosciuszko Foundation Poland



Testimonials

We would like to thank the Good Network Foundation and My Scholarship portal for their professional and responsive support in promoting the EFC Foundation's programs. Our cooperation began 2017 and we would like to keep developing it.

Thanks to My Scholarship portal, we can reach young people who might apply for our scholarship with information about the Horyzonty Scholarship Program, as well as to journalists, publicists and practitioners who every year enter the competition for the Prof. Roman Czernecki Award.

We are pleased that our Horyzonty Program is featured on the portal among other notable scholarships. We recommend this cooperation to all institutions who value efficiency, looking for new outreach possibilities, and a good network of people.

EFC Foundation



Testimonials

As the BNP Paribas Foundation, for 15 years we have been organizing scholarship programs and working towards equalizing educational opportunities for young people. We have had the pleasure of working with the Good Network Foundation, which runs the My Scholarship portal, since 2012. During that time, we worked together with the Foundation on the "Scholarships Map" - the first edition of the social scholarship research, the evaluation tool for scholarship programs (along with participation in the study's pilot), and others. Moreover, we gladly to use the Foundation's expertise in promoting our scholarship programs.

Joanna Gajda-Wróblewska
Social projects manager, BNP Paribas Foundation



We worked with the Good Network Foundation in promoting Eiffel - the French scholarship program, and in creating informational materials on studying in France. We received professional and timely assistance and support at every stage of the project. Particularly noteworthy is the Foundation's exceptional attentiveness to the relationship with the partner. As a client, we felt taken care of and listened to by the Foundation's team. We happily recommend cooperating with Good Network Foundation on promotional projects!

Campus France Pologne



Testimonials

We have worked with mojestypendium.pl portal for the second year in a row, and for the second time, this cooperation went very well. Professional approach, good contact with the portal's representatives and tangible results of the advertising campaign ensure that next year we will also use the services of mojestypendium.pl.

Akademieia High School



The cooperation with My Scholarship went very smoothly and in a pleasant atmosphere. Efficient communication, flexibility and attentiveness, full clarity of the rules of cooperation from beginning to end. Highly recommended!

Joanna Kierska,
Wydawnictwo Dwie Siostry (Two Sisters Publishing House)



Testimonials

Cooperation with the Good Network Foundation and mojestypendium.pl is a great experience - both pleasant and useful! We recommend it to anyone who values efficiency, high return on an investment, as well as a friendly and professional contact. Thanks to our collaborative efforts, we were able to reach the right target group, which significantly accelerated and improved the recruitment process for our foundation's scholarship program.

Teach for Poland Foundation Team





Contact us!

By cooperating with us, you support the development of the largest Polish educational portal on scholarship programs and other development opportunities for youth, so that thousands of people can have free access to reliable, trustworthy information. Thank you!

Aleksandra Belina
coordinator of *Moje Stypendium* Programme

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