KANADA
Mali svet

GODIŠNJA SKUPŠTINA ČLANOVA
YEARLY MEMBERS ASSEMBLY

Mali svet Kanada/Small World Canada

DEC 5, 2025

Technology and Marketing Update

MSK Technology Update

Technology activates were sponsored by Cera via CERAiT Inc, at no cost to the organization:

- ✓ **Malisvetkanada.org domain** registration and yearly maintenance
- ✓ **Website** - design, content, hosting and maintenance - in Serbian and English
  - ✓ Online scholarship applications
  - ✓ Online Scholarship database
  - ✓ Online Internal reports
  - ✓ Secure online ad-hoc and monthly donation forms
  - ✓ Online member application form
- ✓ **Email Server** - accounts and archive set up and hosting – info, marketing and multiple personal accounts
- ✓ **Members Forum** - set up, hosting and maintenance of the documents book of record
- ✓ **PayPal -** account setup, integration with the website and maintenance
- ✓ **Online event tickets** - (not utilised for past events purchase replaced by email transfer via info@malisvetkanad.org
- ✓ **Social media** - Facebook, Twitter, Youube, Instagram, Vimeo, Tik Tok account set up
- ✓ **Quick Books** – initial set up and integration with Bank and PayPal accounts
- ✓ **MailChip** – mass email platform setup and maintenance

MSK Technology Update

Other Technology platforms utilized:

- **Square account** set up for credit card acceptance, done by Dusko
- **Google documents**, for backup, photos and videos, done by Stanko
- **External drive**, for 2nd backup of document and videos, done by Stanko

- Challenges in 2025
  - Increased number of cyber attacks since the start of war in Ukraine
  - Hotmail, google and few other vendors blocking delivery of emails as spam

- **No downtime or security breaches** on any of the MSK platform was maintained trouout the year by proactive measures of CERAIT team

Marketing Report

MSK marketing tools established to spread the message and inspire and attract direct support:

- Website and flyers
- Mass email campaigns repeated 3 times for each MSK event
- Extensive post on Facebook, Instagram, Tik Tok accounts (stats on the next slide)
- Youtube i VIMEO – promo videos
- Ongoing ad in Novine newspaper
- Interviews for RTS radio and TV Magazine, Novine, Vesti, Serbian Toronto TV
- Public figures support via video messages
- Local musicians support via "Rokeri za Malisane" concert series
- MC Tesla support in direct funding project for "FOR CHILDREN, TO THE END OF THE WORLD"
- Cooperation with sister organizations "Za Nevidljive Heroje" and "Srbi za Srbe"
- Focused participation in selected community cultural, sport, charity events

Social Media Stats

- Facebook
  - Over 1K posts
  - 3,200 views last 4 weeks
- Instagram
  - 350 posts, 20+ new videos
  - 2,000 views last 4 week
- Tik Tok
  - Over 40 videos
  - 11,600 views
- YouTube
  - 24 videos
  - 3,200 views last 4 weeks

Public Figures Support for MSK

Support enlisted from known public figures, solicited thanks to help from Vladimir Paskaljevic and Bissa & Milan Scekic and NOVNE Toronto:

- ✓ Slavko Stimac – actor – video
- ✓ Dara Dzokic – actress – video
- ✓ Vojislav Brajovic – actor –video
- ✓ Svetlana Bojkovic - actor –video
- ✓ Sergej Trifunovic – actor - video
- ✓ Tanja Boskovic – actor - video
- ✓ Nebojsa Ilic – Cile – actor – video
- ✓ Peca Popovic – legendary rock journalist - book
- ✓ Bissa Scekic – Ginie Award winner
- ✓ Robi Botos – Juno Award winning jazz pianist
- ✓ Vlade Paskaljevic – reditelj
- ✓ Tatjana Cornij - actor
- ✓ Srdjan Nikolic – muzicar
- ✓ Davor Jordanovski – mizicar
- ✓ Ozrenko Mrkic – painter
- ✓ And other actors and painters…

MSK Activity Objectives for 2026

1. **Promote MSK brand** trough continuous MSK marketing activities, inform public audience about the organization, its goals and successes.
2. **Reinforce public trust** in organization by informing public about the MSK processes to ensure that help is tracked and distributed to where it is intended to
3. **Inspire monthly donations** by actively promoting "$75 per month for one full year of scholarship" action
4. **Engage more respected public figures** to voice their support for MSK actions via video message
5. **Broaden membership** base by attracting more young people to organizational activities and committees.
6. **Fundraise directly** by organizing annual dinners and cocktail parties in in Toronto and Ottawa
7. **Further increase organizational efficiency and transparency** by defining standard processes and procedures in key areas

Za malisane, za obrazovanje, za osmeh

#msk #zaosmeh

KANADA Mali svet

STIPENDIJA

Za školsku 2017/2018 god.

Potvrda o dodeljenoj stipendije za školovanje učenika:

Anastasija Pavlović

Učeniku škole:

Gimnazija Kruševac, prvi razred

Predsednik MSK:
Predrag Stojković

Datum: 03. 11. 2017
MSK #: 0001

