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MARKETING AS A TOOL FOR IMPROVING THE EFFECTIVENESS OF SOCIAL PROJECT MANAGEMENT IN UKRAINE

Social projects are an important tool for solving social problems. They become particularly relevant in times of war, when the population's level of uncertainty increases, when there are many gatherings that no longer elicit a strong reaction, and when vulnerable groups in need of assistance are growing. However, their success depends on the ideas and values they express and the team's ability to attract resources, partners, and the target audience. Marketing, which in its primary meaning embodies business work and profit growth, becomes a tool for creating value for society, promoting social change, and increasing the effectiveness of projects.

Social marketing allows us to identify key problems in developing the social sphere, education, healthcare, and social security, and to offer solutions that consider the needs of different population groups. Using research, communications, and innovative strategies helps attract resources, partners, and volunteers. Also, it forms a sustainable brand for social initiatives [4]. In Europe, legislation regulates the social

responsibility of businesses and organizations. According to the principles of a sustainable economy, ethics and social impact are very important [2]. This trend is also gaining popularity in Ukraine. Well-known Ukrainian companies such as Monobank, Work.ua, WOG, Uklon, etc., are joining charitable initiatives and foundations.

The list of the most significant funds supporting Ukraine, according to Forbes Ukraine for 2024, includes Come Back Alive, United24, Razom for Ukraine, KOLO, and others [1]. Their main areas of work are helping displaced people, military units, orphaned children, and people who have lost their homes as a result of massive shelling, as well as drawing attention to issues of tolerance, equality, sustainability, etc.

A current trend in the field of charity is the creation of foundations using influencer marketing. An example is Serhiy Prytula's charitable foundation, which has gained significant popularity among Ukrainians due to the high level of trust in the public image of its founder, a well-known TV presenter and volunteer. According to a study of the charitable sector conducted by the Zagoriy Foundation, the diagram "Level of awareness of charitable foundations" shows that Prytula's foundation ranks first in terms of recognition, both in terms of spontaneous awareness (in general) and first mention [3]. It demonstrates the effectiveness of combining the influencer's personal brand and charitable activities to attract a loyal audience to support social initiatives.

Opinion leaders play an important role in promoting charity by using their own media platforms to spread information about fundraising and transforming the traditional model of cash prizes into a socially meaningful practice. An example is Yevgen Yanovich's project "20:23" and the 'Identification' section on the YouTube channel "Kyiv Passenger", where each episode ends with the guest donating their winnings to charity. This format helps engage the audience in charitable initiatives and shapes. It reinforces a culture of regular donations in Ukrainian society, making charity a social norm. According to the survey results, 86% of the population has

participated in charitable activities over the past 12 months – providing financial support, transferring funds, volunteering by providing free services, or performing work voluntarily. More than 60% of this group (more than half of the country's population) reported participating in charity only in the last month, indicating a high level of regularity and activity in the field of social support [3].

Social projects are important for increasing social stability and solving social problems, especially in military conflict. An analysis of the activities of leading charitable foundations and successful projects shows that integrating transparency, creative communications, and influencers' personal brands contributes to forming a culture of regular charity and increases public trust. Thus, social marketing is a key mechanism for mobilizing resources and promoting positive social change. It helps improve project management efficiency and strengthens trust between business and society, contributing to long-term development and social responsibility.

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