

CILL

DARA

le

GAEILGE

ag obair le chéile

Promoting business in County Kildare
through the Irish language



Fáilte go Cill Dara le Gaeilge

Céard é *Cill Dara le Gaeilge*?

Fáilte go dtí “Cill Dara le Gaeilge”, scéim nua chun gnó a chur chun cinn trí mhéan na Gaeilge i gCo. Chill Dara. Is í aidhm na scéime seo ná tacaíocht agus eolas a chur ar fáil do ghnóthaí ar mian leo seirbhísí a chur ar fáil dá gcustaiméirí trí mheán na Gaeilge.

Cén fáth Contae Chill Dara?

Tá aitheantas agus cáil ar Chontae Chill Dara mar an contae ina bhfuil an méadú is mó Gaeilgeoirí sa tír. Tá ocht scoil le gaeiloideachas ar fáil ann anois, chomh maith le naíonraí, grúpaí pobail, ógeagrais & coláistí samhraidh atá gníomhach sa chontae.

De réir daonáireamh náisiúnta 2011, bíonn breis is 35,000 duine ag labhairt Gaeilge go rialta i gContae Chill Dara!

Cé mhéad a chosnaíonn sé?

Níl aon chostas air! Is togra pobail neamhbhrabúis é *Cill Dara le Gaeilge* atá dírithe ar chur chun cinn na Gaeilge mar theanga ghnó. Fáilteofar roimh shíntiús beag, más maith libh a léithead a thabhairt dúinn - ba mhór an cuidiú é ach níl gá leis in aon chor.

Conas a chabhróidh an scéim seo le mo ghnó?

Tá clár leathan seirbhísí agus tacaíochta ar fáil ó Fhoras na Gaeilge tríd a bhfeachtas *Gnó Means Business* ar mhaithe le húsáid phraiticiúil na Gaeilge a éascú agus a mhéadú lastaigh den earnáil ghnó.

Creidimid go láidir, le tacaíocht ó *Cill Dara le Gaeilge* agus *Gnó Means Business* gur féidir leis an nGaeilge buntáistí agus breisiúlacht a thabhairt do gach cíneál gnólachta ar dhóigheanna éagsúla: branda an ghnó a chur chun cinn, poiblíocht, taithí an chustaiméara a fheabhsú agus dílseacht ó chustaiméirí a threisiú.

Níl mórán Gaeilge againn. An féidir linn páirt a ghlacadh?

Cinnté! You'll probably surprise yourselves by how much Irish you know. Cuirfimid pacáiste tacaíochta ar fáil le neart achmainní daoibh ionas go mbeidh sibh in ann páirt ratha a ghlacadh sa scéim. Is scéim chuimisteach í seo agus is féidir le aon ghnó pé Gaeilge atá acu a úsáid agus beidh fáilte rompu.

Ba mhaith linn páirt a ghlacadh sa scéim. Céard é an chéad chéim eile?

Ar fheabhas! Molaimid go dtiocfaidh duine/beirt ón ghnó go hoíche eolais le tuilleadh a fhoghlaim faoin scéim. Tar éis é sin...

- Téigh i dtaithí ar na hachmhainní sa phacáiste tacaíochta
- Fiosraigh cé ar do fhoireann go bhfuil Gaeilge labhartha nó cúpla focal acu, agus tabhair suainteanas dóibh le caitheamh
- Cuir an fógra “Gaeilge agus Fáilte” in áit fheiceálach ar do dhoras nó do fhuinneog le daoine a mhealladh isteach
- Croch na póstaer & na fógraí/greamáin
- Bí réidh le labhairt le do gcustaiméirí nó leis na meáin faoi do ról sa scéim
- Coinnigí i dteagmháil le foireann *Cill Dara le Gaeilge* - táimid ag súil le cloisteáil uaibh.
- Cuir an scéal amach ar Facebook agus Twitter nó trí aon mheán eile atá ar fáil duit!



Welcome to Cill Dara le Gaeilge

What is *Cill Dara le Gaeilge*?

Welcome to “Cill Dara le Gaeilge”, a new scheme to promote business through the Irish language in Co. Kildare. The objective of the scheme is to provide information and support to businesses that wish to provide services to their customers in the Irish language.

Why County Kildare?

Co. Kildare has been recognised as having the fastest growing Irish-speaking population in the country. It now has eight Irish medium schools. The county also hosts Irish-medium pre-schools, community groups, youth clubs and summer camps.

According to the 2011 national census, there are now over 35,000 Co. Kildare residents who speak Irish regularly.

How much does it cost?

It doesn't cost anything! *Cill Dara le Gaeilge* is a community initiative focused on the promotion of Irish in business. You're welcome to make a small donation if you wish, it would be a big help. But, there is no obligation to do so!

How will the scheme help my business?

Foras na Gaeilge has a broad range of services under their *Gnó Means Business* campaign to help with promoting and facilitating Irish in the business sector, in a practical way.

We strongly believe that with the support of *Cill Dara le Gaeilge* and *Gnó Means Business*, the Irish language can be a great advantage to every type of business in a variety of ways: promoting the business brand, generating publicity, providing a better customer experience, and increasing customer loyalty.

We don't speak much Irish. Can we still participate?

Yes! You'll probably surprise yourselves by how much Irish you know. We will provide you with a support pack and lots of resources to help you to participate. This is an inclusive scheme and any business willing to incorporate whatever level of Irish that is at its disposal is welcome to join in.

We'd like to take part in the scheme. What is the next step?

Great! We recommend that one/two people from the business come to meet with one of our team or to come to our next information evening to learn more about the scheme. After that...

- Become familiar with the resources in your support pack
- Find out who on your staff can speak Irish or who has a *cúpla focal* and give them a badge to wear
- Put the “Gaeilge agus Fáilte” sign in a prominent place on your door or window to encourage passers-by to visit your business
- Put up the posters and stickers/signs
- Be ready to talk to your customers or the media about your involvement in the scheme
- Keep in touch with the *Cill Dara le Gaeilge* team - we look forward to hearing how you are getting on!
- Spread the word via Facebook and Twitter or any others means at your disposal.



Welcome the Irish language into your business with Cill Dara le Gaeilge

Tá spéis againn sa scéim - Cén tacaíocht atá ar fáil dúinn? We're interested in the scheme - What support is available?

- Window sign
- Posters
- Phrases - cheat sheets with Irish/English/phonetic
- Irish language indoor signs
- Lapel badges / pins
- Stickers
- Assistance with translation of text
- Discounted Irish language conversation classes in Sallins
- Discounted online learning options with www.ranganna.com
- Potential funding towards Irish language outdoor signage
- Potential funding towards website development, if bilingual
- Local advisory service
- Listing of business profile on www.cillardalegaeilge.ie
- Promotion of brand/services to Co. Kildare Irish language community
- Publicity as part of local and national publicity campaigns
- Ongoing social media marketing



Tar i dteagmháil - Contact us

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