Call2Nature

“Disconnected” Activity:

The fundraising genius

PROJECT REFERENCE NUMBER:
2022-1-IT03-KA220-YOU-000085032

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Competence Area	3) Envisioning sustainable futures		
Topic	*18. Crowdfunding for sustainable projects*		
Transversal competence(s)	X TEAMWORK		X SENSE OF INITIATIVE X LEADERSHIP
Name of the activity	***The fundraising genius***		
Learning Outcomes	• Learn about the main topics and concepts about a crowdfunding campaign • Connect the objectives of a crowdfunding campaign		
Duration	120 minutes		
Recommended group size	10-20 people		
Method(s) Used	• Dialogue and Discussion • Peer-to-Peer Learning		

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Step By Step Description	Prior to the training: • Based on the size of the group, select three to six words that represent important topics related to crowdfunding and fundraising and write each of them in the middle of a separate sheet of paper, leaving most of the surface free. Some ideas for the words to use: audience, crowdfunding goal, platform, crowdsourcing, creative project, network, partners, added value, collaborations, support, subscriptions, rewards • Create islands in the room by putting the papers on the floor or on tables, allowing space around each paper so that several participants can approach them at the same time. Each concept should be related to numbers: 1, 2, 3, 4 etc as they will have to correspond to the labels of the participants' groups. If you want to be more creative, you can use the name of the fruit, or any natural element etc Exercise: • Present the setting of the room and ask participants to walk around individually in the room, in silence. • Prior to the walking session, divide the group in numbers e.g. 1s, 2s, 3s etc. Ask the people labelled '1' to remember their number, ask the people labelled '2' to remember their number and so on. • Differently use names of fruits, etc Tell them to:

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- approach the different papers in a random order and write or draw on them any association, comment or question they have regarding this concept or topic;
- comment on anything that is on the paper, meaning the main concept but also the comments and questions of other participants;
- move on to the next paper when they are done.
- After some time, when several ideas are written/drawn on each paper, invite participants to come back to sheets they have already been at and see if there are some new comments from others they want to react to. Let them continue writing for a few more minutes.
- Ask to be creative, and add drawings

Ending

- When the papers are getting full or there is a feeling that participants have expressed most of what they had to say, ask to group 1 to review concept 1, group 2 to review concept 2 etc. to take one marker each and go around the papers again, this time with the task of highlighting what resonates or is relevant for them on each paper regarding the topic. It can be a phrase, a word, a drawing, a question or a whole essay. It can be 10 things on one paper and nothing on another paper; it's based just on their judgment
- Each group will debrief the things written by the crowd. Then they will discuss each content with the tutor.

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Required Materials	• Different printed concepts (and screenshots of different websites) • Three to six A2 or flip chart papers. • A marker or pen for each participant.
Learning Setting	• Outdoors or Conference Room
Activity Evaluation/ Reflection	• After the exercise, the tutor asks participants whether they know any crowdfunding or fundraising initiative, or if they have tried to gather money in any way in their past life, even not connected to the artistic elements. • The tutor asks about the main difficulties, how they succeeded or why participants did not manage to conclude their crowdfunding actions. If yes, what they have learned about it. If nobody has ever participated as a crowdfunding initiator, the tutor if anyone is a subscriber of someone, or participates in a crowdfunding campaign. • If yes, the tutor can inquire why they supported the campaign, and what caught them the most. If not, why, and what was not working well according to them. Considerations: If the group is a new one, it would be good to add a human bingo technique at the beginning. As a tutor you may readapt a table with main questions about “participation”, “funding support”, “risky initiative”, “social media activism”, “audience”, etc. and make everyone know each other game.

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Useful Resources **(not mandatory)**	*None*

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