

Topic: **Fundraising**

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For many people, a decision whether now is the right time to start a business comes down to funding. You can have a brilliant idea, but it will not mean much if you do not have enough money to actually start a business.

Learning goal:

To widen perspective and show different possibilities of financing.

Learning objectives:

By the end of this session participants will:

- obtain necessary knowledge about fundraising,
- get familiar with financing possibilities in their countries,
- know how to use modern communication/gamification tools during group work.

Methodology:

- lecture (illustrations, graphs, infographics, multimedia tools),
- gamification (using mostly ICT trendy tools),
- group work, discussions.

Content:

1. How does fundraising work
2. Options for funding a startup
3. Different stages of startup fundraising

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Structure:

1. Welcome and introduction, work rules:

(5 minutes)

Welcome all participants in this session. If you have not done it yet, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. It is a good idea to divide the group of participants into smaller teams (3-4 persons).

Inform young people that they have to be very active, because at the end of the session you will do a short competition for them.

2. How startup funding works:

(20 minutes)

After a short PowerPoint presentation about fundraising, the group will have the possibility to use smartphones and find examples of start-up financing from their countries. We will discuss options and show them on flipchart.

3. Interactive activity / work in groups:

(25 minutes)

We will create 2-3 groups and they will work on the preparation of 2-3 own examples of short campaigns for fundraising.

After 15 minutes of preparation they will have to choose spokesman who will have pitch in front of mentors.

4. Conclusion:

(10 minutes)

Short quiz for all participants with some small rewards for best of them.