

# CROWDFUND IT! VOL 2

## TRAINING COURSE

### ABOUT THE PROJECT

Crowdfunding is a very useful tool in financing ideas or initiatives started by young people, raising the numbers of self-employment or resolving local issues. These often tend not to succeed due to lack of financing, especially in the periods of economic recessions, which is very well ahead and will put young people in unfavorable positions. Furthermore, crowdfunding is like a mosaic of smaller elements that only combined can produce a successful campaign. These campaign elements can also be used in several different contexts and are all modern skills of great importance in the labor market. These include, among others, multidisciplinary skills like online campaigning, risk management, idea pitching, market analysis, branding, design, business model planning, social media strategizing, online marketing, quality teamwork, video scenario etc. Youth workers will learn by doing on how to implement a successful CF campaign - we will "draw" the mosaic with workshops following the smaller elements and eventually produce 5 different campaign strategies. Furthermore, the second output will be a tailor-made detailed curriculum for non-formal workshops for youth on crowdfunding, ready for the partners to use in daily activities and to share with their peers.

### VISION

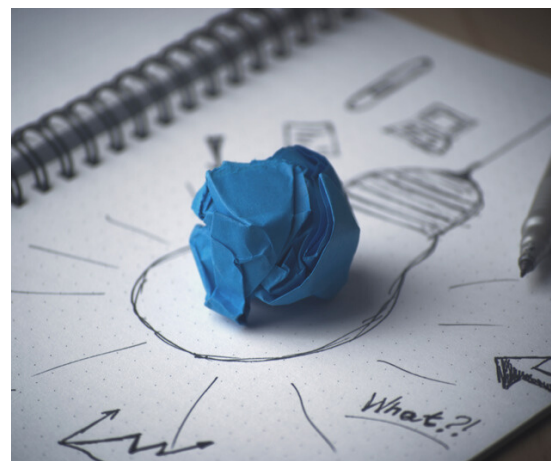
Creating possibilities for young people to start their own businesses and to participate in local solutions by financing their initiatives with crowdfunding.

### OBJECTIVES

- To raise the capacities of youth workers and their organisations with knowledge and skills connected to alternative financing, promotion and management (all very much needed for crowdfunding);
- To empower the youth workers with skills needed for non formal teaching about the given subject;
- To reach young people in local areas by dissemination activities and spread similar workshops to the partnering countries - conducted by partner organisations;
- To develop campaign strategies for every partner - each improving chances in reaching the organisation's goal and/or solving a local problem connected with youth.

### OUTPUTS

- Detailed curriculum for non formal workshops on crowdfunding and all its elements
- Crowdfunding campaign strategy per organisation - financing local issue
- Implementing 1 micro amount crowdfund campaign per partner





## WHAT?

7-day training course + 2 travel days

## WHERE?

Ludbreg, small city in northwestern Croatia

## WHEN?

Late 2020/ Early 2021

## WHO?

Hosted by Razvojna udruga Ludbreg/Development association Ludbreg

### Partner Organisation profile

- Programme countries only
- Organisations or youth centers with continuous and daily youth and decent reach towards the target group of young people
- Organisations with involvements in local initiatives
- Organisations that think outside the box

### Participant profile

- Strong connection with youth work, preferably inside sending organisation
- Personal interest in crowdfunding, digital skills, IT, media and campaigns
- 3 per organisation (1 with clear lesser opportunities)

## DEADLINE

for expressing interest to be partner in this project is **30 April 2020**.

## CONTACT

Kristian Pirc

[kpirc@rul.com.hr](mailto:kpirc@rul.com.hr)

[www.facebook.com/RULudbreg](https://www.facebook.com/RULudbreg)



RAZVOJNA UDRUGA /  
DEVELOPMENT ASSOCIATION  
**LUDBREG**