ACTION NETWORK
WORLDWIDE

- Online -

FUNDRAISING WORKSHOP

SEP 2022 - DEC 2022

OPEN FOR REGISTRATION

Please apply via the following link:

https://forms.gle/nQTJWTZ9oUW6x2vz9

Sponsored by:

DAAD

EWS ElektrizitätsWerke Schönau

YOUR Project - YOUR Support

Fundraising for small scale developmental projects with focus on - but not only - the water-food-energy nexus

Delivered by member organisations of the **Action Network**: Weltweit, Bluoverda, LLDeV, 2811, Nomadenhilfe, Afridat

ACTION NETWORK
WORLDWIDE

About The Workshop

There are multiple methods how to raise funds. In this online course the Action Network organisations will teach the ways that led to successful funding of their projects. You will learn through examples and small exercises. The course is meant to give an overview of the most common fundraising methods and help you to define the strategy that fits best to your project.

Registration Deadline

22th August

Info More

https://welt-weit.org/en/workshops/
or ask
marie.wellenbeck@welt-weit.org

Topics of the Workshop

- Communication & Storytelling
- Institutions & Foundations
- Grants & ODA
- Crowd Funding
- Impact Investing
- Face-to-Face Fundraising
- Web3 Financing Models

Criteria

- free for EPOS students and alumni
- 90 min. online live lecture every Tuesday starting 6th September
- 90 min. optional networking session every Friday
- certificate will be issued when attending min. 80% of the Tuesday sessions + delivery of the exercises

Detailed Workshop Programme:

Our online course will commence on the 5th of September with an introduction to our learning and networking platform. Live sessions will be held every Tuesday from 15:00 - 16:30 CET and Friday from 16:00 - 17:30 CET every week until the 13th of December. The Friday networking sessions are optional and will follow a free format. The Tuesday sessions will always follow the same agenda:

<table>
<tr><td rowspan="5">Live Zoom Session @ 15:00 – 16:30 on Tuesday.</td><td>Host: Kajo Stelter</td><td>0:00 min. – 0:10 min.</td><td>Check in</td></tr>
<tr><td>Lecturer from previous week lecture</td><td>0:10 – 0:40</td><td>Review and discussion of exercise results from previous week</td></tr>
<tr><td rowspan="3">Module XY
new lecture on specific fundraising method. Modules have a duration of 1-3 weeks. Most modules do not build upon each other!</td><td>0:45 – ca. 0:75</td><td>Live Lecture (not longer than 30 min.)</td></tr>
<tr><td>ca. 0:75 – 0:85</td><td>Question Round</td></tr>
<tr><td>0:85 – 0:90</td><td>Exercise explanation (Students have to complete and submit the exercise by Sunday noon to give the lecturer enough time for review)</td></tr>
<tr><td>Release of learning material on platform after the Tuesday lecture</td><td>Lecturer provides on the learning platform</td><td colspan="2">- pdfs and/or
- power points and/or
- videos and/or
- Links to books, articles, videos etc.</td></tr>
<tr><td>Group work and networking session in Zoom Breakout rooms Friday @ 16:00 – 17:30</td><td>Workshop Assistant</td><td colspan="2">Links will be provided where participants can meet and work in groups if this is needed to complete the exercises. The Friday session can also be used for networking activities.</td></tr>
<tr><td>Review of submitted exercises on Sunday, Monday, Tuesday</td><td>Lecturer</td><td colspan="2">The lecturer reviews the submitted exercises and judges for each if passed or not passed. He/she picks samples to review and discuss in the next live session.</td></tr>
</table>

5.9. Monday @ 15:00-16:30	Introduction to Action Network Worldwide digital learning & networking platform
6.9. Tuesday @ 15:00-16:30	Module 1 - Introduction by Kajo Stelter (Weltweit e.V) - Psychological factors of fundraising - Building trust with stakeholders and partners - How to gain trust from German institutions
9.9. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
13.9. Tuesday	Module 1.1 - Communication by Dr. Tina Lauer “How to tell your story” – to find donors and reach out for supporters, you need

@ 15:00-16:30	to be able to tell and write your story in a way, others REALLY understand it
16.9. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
20.9. Tuesday @ 15:00-16:30	Module 1.2 - Communication by Dr. Suparna Barnajee (Weltweit e.V.) Psycho-social factors of practical communication: finding confidence when addressing your idea in front of potential donors, being pushy but not intrusive.
23.9. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
27.9. Tuesday @ 15:00-16:30	Module 2 - Institutional Fundraising by Kajo Stelter (Weltweit e.V.) - Overview of Foundation landscape in Germany. - Available databases and search engines - Examples of different application forms/procedures with some selected foundations.
30.9. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
4.10. Tuesday @ 15:00-16:30	Module 2.1 - Institutional Fundraising by Mominul Hasan (University of Flensburg University) From small to big with virtually now impact – the story of Solshare
7.10. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
11.10. Tuesday @ 15:00-16:30	Module 3 - Grants by Dr. Mariana Vidal Merino (BluoVerda e.V.) Regional level: The BMZ small project fund; the CIM fund – How to meet the criteria that seem to be impossible to meet being a young and small organisation
14.10. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
18.10. Tuesday @ 15:00-16:30	Module 3.1 - Grants by Dr. Ibrahim Muritala (LIfe Learning Development e.V, Afridat UG) EU level: How to successfully participate in EU tenders being a small Start-up - International level: African Development Bank - national inclination and challenges with regional funding schemes
21.10. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
25.10. Tuesday @ 15:00-16:30	Module 3.2 - Grants by Segun Ajibola (LIfe Learning Development e.V, Afridat Research & Innovation GmbH) EU level: case studies in the areas of renewable energy, agriculture, climate action, water and others. - -- provided with some templates that would allow you develop your own grant application
28.10. Friday	Group exercise and networking session (optional)

@ 16:00 - 17:30	
8.11. Tuesday @ 15:00-16:30	Module 4 - Impact Investing by Waldo Soto (2811 UG) - Definition, development and methodology of impact investing. - Criteria and Preconditions your project needs to meet in order to receive financing through impact investing mechanisms.
11.11. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
15.11. Tuesday @ 15:00-16:30	Module 5 - Crowd Funding by Sandra Busch (Nomadenhilfe e.V.) -online campaigns: rules and principles one should obey to be successful
18.11. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
22.11. Tuesday @ 15:00-16:30	Module 5.1 - Crowd Funding by Dr. Mariana Vidal Merino (BluoVerda e.V.) - Crowdfunding platforms: Betterplace & Gofundme – step by step guide
25.11. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
29.11. Tuesday @ 15:00-16:30	Module 6 - Face-to-Face Fundraising by Sandra Busch (Nomadenhilfe e.V.) - The potential of classical face to face fundraising: pros and cons - Communication with individual donors
2.12. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
6.12. Tuesday @ 15:00-16:30	Module 7 - Token-based financing models & Regenerative Finance by Dr. Ronald Steyer (positiveblockchain.io) - some basics: blockchain, token, smart contracts, decentralised autonomous organisations - concrete examples: donation platforms, bounties and regenerative finance models
9.12. Friday @ 16:00 - 17:30	Group exercise and networking session (optional)
13.12. Tuesday @ 15:00-16:30	Completion of Workshop - feedback round and evaluation by participants - Invitation to Acton Network Worldwide platform