



## **Template for the development of training material**

**Module:** Growth Strategies, Marketing and Fundraising for SEs

**LU:** Fundraising and Funding model for SE (N.23)

**Partner: University of Ljubljana, Slovenia**



## WORK-BASED LEARNING (10 Hours)

Select a Social Enterprise which is operating in your community, and which has experience in crowdfunding, and analyse their alternative fundraising approaches. Arrange a meeting with a funder, a director or the staff member responsible for fundraising, and do an interview (approx. 30-45 mins). Record the interview. Wrap-up the findings from the interview and provide a short video presentation (5-7 mins).

The proposed activities might be implemented individually or in groups of learners that implement the WBL as part of their training in a Social Enterprise.

For the interview, prepare different questions in advance. To guide you, you can follow the proposed questions:

1. What sources of finance are available to social entrepreneurs?
2. How do you finance your Social Enterprise? Why have you decided on certain types of financing?
3. How did you get in to crowdfunding?
4. What type of crowdfunding have you opted for and why?
5. How did you run a crowdfunding campaign? Have you opted for crowdfunding with or without platform? Which platform did you choose and why?
6. How do you maintain the “crowd”/build your community?
7. What are some of the non-financial benefits of crowdfunding?
8. What is the risk of crowdfunding from your business’ point of view?
9. What is your advice to social entrepreneurs interested in crowdsourcing?