

FACE

WebQuest 2

March 2024

IDEC S.A.



FOSTERING AWARENESS
CULTURAL

ON YOUTH
ENTREPRENEURSHIP

Crowdfunding Culture: A Strategic Guide



[Download the Webquest in a pdf](#)



SKILLS

Spotting opportunities, Motivation and perseverance, Taking the initiative, Financial and economic literacy



MODULE

Fundraising in the cultural field



TIME FRAME

20-40 minutes



FACILITATION LEVEL

Intermediate

Discover effective crowdfunding strategies. Learn to communicate with sponsors, analyze trends, and create compelling campaigns to support your cultural initiatives.

Introduction



Fundraising plays a pivotal role in fostering cultural entrepreneurship and enriching the collective experience of a cultural initiative. However, seeking financial contributions and engaging stakeholders can be a tricky business. Nowadays, there are many fundraising techniques, but a crowdfunding campaign seems appropriate for a cultural initiative to use, given also the fact that it is usually facilitated through online platforms and can engage the supporters in various ways.

Learning objectives

By completing this quest, you will be able to:

- Communicate effectively in order to attract sponsors.
- Understand the current trends about crowdfunding campaigns.
- Evaluate and analyze crowdfunding techniques.
- Assess the role that data analytics and customization play in digital marketing.
- Improve your campaigns by using customization concepts.
- Create a thorough crowdfunding campaign for a cultural initiative.

Task



You and your team are thinking of launching a crowdfunding campaign to raise money for your next project. Nevertheless, you're not quite sure of everything that you should take into consideration in order for your campaign to succeed. By the end of this quest, you'll have the knowledge and tools needed to kickstart your crowdfunding campaign and support your enterprise.

Process

In the resources section you can find every resource that you have to use to complete your task. There will be detailed instructions on what you need to know and how you can use them.

1. Firstly you should watch the video "Why Crowdfund? To Make Your Idea A Reality | Simon Walker | TEDxStPeterPort" to get an idea of how crowdfunding can actually help your enterprise.
2. You need to identify what type of crowdfunding campaign is the best for addressing your need. The article "4 Types of Crowdfunding Campaigns and Why They Work" can be of help.
3. After having a look at "5 Must-See Examples of Successful Crowdfunding Campaigns" write down some successful crowdfunding components. The campaigns are not limited to cultural entrepreneurship, but they could be very useful to identify aspects like campaign goals, storytelling techniques, and reward structures. Create an extensive plan for your own crowdsourcing campaign that includes a financing goal, a schedule, and enticing awards for the contributors. You should check out "Creating a Crowdfunding Campaign Plan (With Steps and Tips)".

4. Choose your desired Crowdfunding Platform. Have a look at the article “Best Crowdfunding Platforms of 2024” in the resources. Assess and compare each platform's features, fees, and success stories. Select the option that best fits the objectives of your project/ enterprise.
5. With the aid of “How to run a successful crowdfunding campaign: 12 useful tips”, identify possible supporters that could support your project before launching the campaign. To optimize exposure, create an outreach plan that include email marketing, social media initiatives, and partnerships.
6. Organize your campaign outreach.

Conclusion

You have successfully completed your task and made your own crowdfunding campaign. By familiarizing yourself with current trends and needs in your field, you've equipped yourself with the knowledge necessary to create a campaign that resonates with your target audience. Now, armed with this insight and a well-crafted plan, you should feel confident and prepared to launch your crowdfunding campaign and take the first step towards bringing your cultural entrepreneurship project to life.

Self - Evaluation

1. What is the main advantage of using a crowdfunding campaign for a cultural initiative?
 - a) It requires minimal effort and resources.
 - b) It allows for deeper engagement with potential supporters.
 - c) It is the only online fundraising method available.
 - d) It guarantees reaching a large audience regardless of the campaign's quality.
2. When choosing a crowdfunding platform, what factors should be most heavily considered?
 - a) The platform's popularity regardless of its fees and success stories.
 - b) The platform's alignment with your project's goals and target audience.
 - c) The platform's fees without considering its features and success stories.
 - d) The platform's success stories in completely unrelated fields.

3. According to the webquest, what are some effective techniques to optimize exposure and gain support for your campaign?

- a) Rely solely on the chosen crowdfunding platform for promotion.
- b) Utilize various methods like email marketing, social media, and partnerships.
- c) Focus on reaching a broad audience without targeting specific potential supporters.
- d) Avoid interacting with potential supporters before launching the campaign.

Right answers: B, B, B

Resources

Click each section below to see all resources available

Websites

- 4 Types of Crowdfunding Campaigns and Why They Work

<https://www.nextafter.com/blog/4-types-of-crowdfunding-campaigns-and-why-they-work/>

- 5 Must-See Examples of Successful Crowdfunding Campaigns

<https://www.classy.org/blog/simple-blueprint-successful-crowdfunding-campaigns/>

- Best Crowdfunding Platforms of 2024

<https://www.investopedia.com/best-crowdfunding-platforms-5079933>

- Creating a Crowdfunding Campaign Plan (With Steps and Tips)

<https://www.indeed.com/career-advice/career-development/crowdfunding-campaign-plan>

- How to run a successful crowdfunding campaign: 12 useful tips

<https://thecrowdspace.com/blog/what-does-it-take-to-create-a-great-crowdfunding-campaign/>

Videos

- Why Crowdfund? To Make Your Idea A Reality | Simon Walker | TEDxStPeterPort

https://youtu.be/hlO0KH9JfsE?si=AXTy_tGLYSmXz2Ym