

## Lesson Plan

### Module: Crowdsourcing

### Learning Unit: Crowdfunding for Business

<p><b>Desired Core professional goal</b></p> <p>Learners will be able to</p> <ul style="list-style-type: none"> <li>- use crowdfunding as a way of raising funds for their business projects</li> </ul>	<p><b>Benchmark</b></p> <p>e-platform</p>
<p><b>Level</b></p> <p>Standard</p>	<p><b>Framework</b></p> <p>Empower</p>
<p><b>Professional micro-learning outcomes</b></p> <p>Learners will</p> <ul style="list-style-type: none"> <li>- understand the concept and benefits of crowdfunding</li> <li>- identify and analyse the key elements of a successful crowdfunding campaign</li> <li>- design a successful crowdfunding campaign that attracts and engages potential backers</li> <li>- guide and self-monitor the development of a successful crowdfunding campaign</li> <li>- evaluate a crowdfunding campaign</li> </ul>	
<p><b>Micro-learning activities</b></p> <p>Learners will</p> <ol style="list-style-type: none"> <li>1. watch the video Standard level: Module 3: Empower: Crowdfunding for Business <a href="https://youtu.be/-6jBcfQT85U">https://youtu.be/-6jBcfQT85U</a> (3:08)</li> <li>2. Listen to the Podcast: Crowdfunding for Business:             <ol style="list-style-type: none"> <li>a. Podcast: Criteria and best practices for a successful crowdfunding campaign <a href="https://youtu.be/Lb3Yr9i4lcU">https://youtu.be/Lb3Yr9i4lcU</a> (2:19)</li> <li>b. Podcast: Guidelines on how to create and pitch a crowdfunding campaign <a href="https://youtu.be/zKu-pb2wGLE">https://youtu.be/zKu-pb2wGLE</a>. (4:12)</li> </ol> </li> <li>3. have an option to do the following activities:             <ol style="list-style-type: none"> <li>a. <b>Creating a draft of your crowdfunding campaign</b></li> </ol> </li> </ol>	

To help you apply the principles you learned in the video to your own SMEs and to create a draft of your crowdfunding campaign use the [Template for a crowdfunding campaign](#) provided to you with examples to facilitate you with this process. The template includes sections for each of the factors mentioned in the video. You can use the examples you explored earlier in the Enlighten section as inspiration or reference. You can also use your own devices to access more resources and information on how to design and launch a successful crowdfunding campaign.

Share your drafts with other learners exchanging feedback for collaborative and mutual improvement using our course forum our chatroom. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

**b. Evaluating the draft of your crowdfunding campaign for your SME**

To help you with this process, you can use the following [Self-assessment checklist for your crowdfunding campaign](#). You may give and receive feedback on your drafts from your peers. Please exchange your drafts with another learner or team and review their draft using the checklist provided. The checklist includes some criteria and questions for each step of the guidelines you have learned. You can also rate their draft on a scale from 1 (poor) to 5 (excellent). Reflect or discuss with your team on your feedback and ratings for further feedback and improvement.

4. have an option to see more resources:
  - a. [The Fundraiser's Guide to Successful Crowdfunding \(shopify.com\)](#): The webpage provides a comprehensive guide on running a successful crowdfunding campaign, discussing the concept of crowdfunding, its advantages, steps to launch a campaign, and strategies to fulfill promises and grow the business.
  - b. [Elements of a Successful Crowdfunding Campaign | CrowdFund.News](#): The webpage discusses the 7 key elements for a successful crowdfunding campaign: planning, setting realistic goals, creating a pitch video, building trust, communicating with backers, offering rewards, and planning for the end.
  - c. [7 Key Elements of a Successful Crowdfunding Campaign | BusinessCollective](#): The webpage discusses the 7 key elements for a successful crowdfunding campaign: planning, setting realistic goals, creating a pitch video, building trust, communicating with backers, offering rewards, and planning for the end.
  - d. [First Steps Toward A Successful Crowdfunding Campaign by Emily Best \(Seed&Spark Founder / CEO\) - YouTube](#): The video by Emily Best, CEO of

Seed&Spark, outlines the importance of a compelling video, direct outreach, concise communication, and meaningful rewards for a successful crowdfunding campaign.

- e. [Patreon Tips for a Successful Crowdfunding Campaign - YouTube](#): The video tutorial guides viewers on setting up a Patreon page, emphasizing the importance of identifying your niche, creating an engaging profile, setting up appropriate reward tiers, promoting your page, and maintaining regular engagement with patrons.