

Lesson Plan

Module: Crowdsourcing

Learning Unit: Crowdfunding Planning

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> – create a comprehensive and effective crowdfunding plan for their micro, small or medium business and take action to make it happen. 	<p>Benchmark</p> <p>e-platform</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Energise</p>
<p>Professional micro-learning outcomes</p> <p>Learners will</p> <ul style="list-style-type: none"> – create an action plan for executing their crowdfunding campaign and managing their backers – apply the steps of creating a crowdfunding plan, including defining their target audience, crafting their pitch, setting their funding goal and rewards, choosing their platform, and launching their campaign – assess their crowdfunding plan using a self-checkout checklist and feedback from peers and experts. 	
<p>Micro-learning activities</p> <p>Learners will</p> <ol style="list-style-type: none"> 1. watch the video Standard level: Module 3: Energise: Crowdfunding planning https://youtu.be/R0qrgsXclik (3:04) 2. do the following activities: <ol style="list-style-type: none"> a. Creating your own crowdfunding plan <p>You will create your own crowdfunding plan using the Crowdfunding Action Plan Template that guides you through the steps of defining your target audience, crafting your pitch, setting your funding goal and rewards, choosing your platform, and launching your campaign. You may use various</p> 	

tools to help you with each step, such as surveys, online calculators, pitch generators, reward ideas, etc. You may also review some best practices and tips for creating an effective crowdfunding plan you can find in previous lessons of this Module.

b. Evaluating your crowdfunding plan

You will evaluate your crowdfunding plan using the [Self-assessment checklist for your crowdfunding action plan](#) that covers the main aspects of a good crowdfunding plan. You may also share your plan with your peers and experts and receive feedback on how to improve it. You can use the feedback you received to revise your plan and make it more appealing and convincing.

3. have an option to see more resources:
 - a. [Fundamentals of Fundraising | Free Online Course | Alison](#): This free online course offers unique and practical fundraising strategies for those with great business ideas who lack financial capacity to execute them, helping them start and grow their dreams.
 - b. [12 Best Crowdfunding Courses • Benzinga • Learn Crowdfunding Today](#): This webpage is a guide for choosing the best online courses on crowdfunding. It lists 13 courses from different platforms and levels of difficulty, and provides a brief description and price for each one. It also gives some criteria to evaluate the quality and suitability of the courses.
 - c. [10+ Crowdfunding Online Courses for 2023 | Explore Free Courses & Certifications | Class Central](#): This web page is about online courses on crowdfunding from various universities. It tells you how to learn crowdfunding, earn certificates, and read reviews to choose the right course for you.
 - d. [How to Plan a Crowdfunding Campaign in 2023 | Easyship Blog](#): This article is about how to plan, market, and execute a successful crowdfunding campaign. It covers topics such as setting a funding goal, choosing a platform, creating a budget, developing a product, and shipping and fulfillment. It also provides tips and insights from experts in the field.
 - e. [Kickstarter Checklist: Create a Plan for Crowdfunding Success | BackerKit](#): This article is a guide for planning, marketing, and executing a successful crowdfunding campaign. It covers topics such as business plan, legal issues, platform choice, rewards, story, video, and community building. It also provides a checklist and an infographic for reference.
 - f. [The Ultimate Crowdfunding Checklist \(forbes.com\)](#) : This article is a guide for planning, marketing, and executing a successful crowdfunding campaign. It covers topics such as business plan, legal issues, platform choice, rewards, story, video, and community building. It also provides a checklist and an infographic for reference.