

# HOW TO CREATE A CROWDFUNDING CAMPAIGN

**Women Engagement Boost in Technology**  
ESF-SI-2023-SKILLS-01-0011



"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Social Fund Agency. Neither the European Union nor the Granting Authority can be held responsible for them."



# Guide 1 – How to Create a Crowdfunding Campaign

*(Developed within the W.E.B. in Tech Project – Project number: ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency)*

## Introduction: Why Crowdfunding Matters for Women and Migrant Background Communities

In today's digital economy, **crowdfunding** has become more than a financing tool—it is a **social innovation mechanism**. It enables individuals, NGOs, and social entrepreneurs to mobilize thousands of supporters with relatively low resources.

According to **Statista (2023)**, the global crowdfunding market was valued at **\$1.67 billion** in 2022 and is expected to grow to **\$3.6 billion by 2027**. Europe represents one of the fastest-growing regions, with over **600 platforms** operating across the EU.

For the beneficiaries of the **W.E.B. in Tech Project (Project number: ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency)**—young women and mothers with migrant backgrounds—crowdfunding is more than fundraising: it is a **pathway to empowerment**.

## Key Benefits for Women and Migrant Background Communities

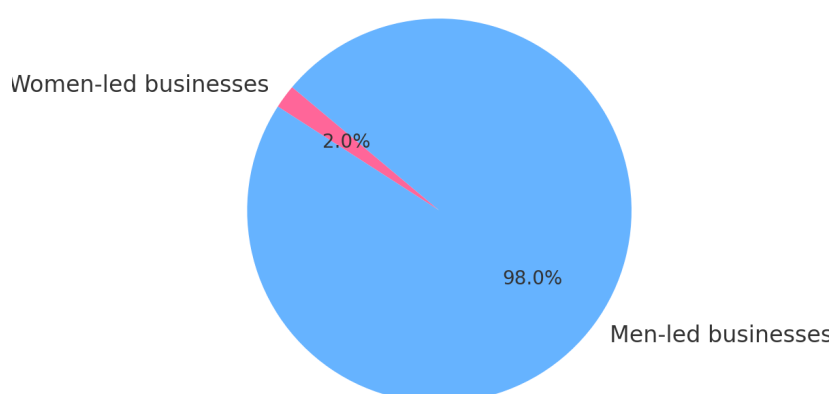
Benefit	Description	Example
<b>Access to Funds</b>	Provides financing without traditional bank loans or grants.	A migrant mother raising €8,000 to launch a local childcare service.
<b>Visibility &amp; Advocacy</b>	Campaigns raise awareness of issues often overlooked.	NGO campaign highlighting migrant women's integration success stories.

<b>Authentic Storytelling</b>	Personal narratives build trust and emotional connection.	Sharing a mother's journey from unemployment to ICT training.
<b>Skills Development</b>	Learning digital marketing, financial planning, and communication through the process.	Training in social media strategy while promoting a campaign.

## Why It Matters Now

- **Gender Gap in Funding:** Only **2% of global venture capital funding** goes to women-led businesses (WEF, 2022).
- **Employment Challenges:** Migrant women in the EU face **double the unemployment rate** compared to native-born women (Eurostat, 2022).
- **Digital Opportunity:** 87% of crowdfunding campaigns use **social media as their main driver** of visibility (CrowdFund Insider, 2023).

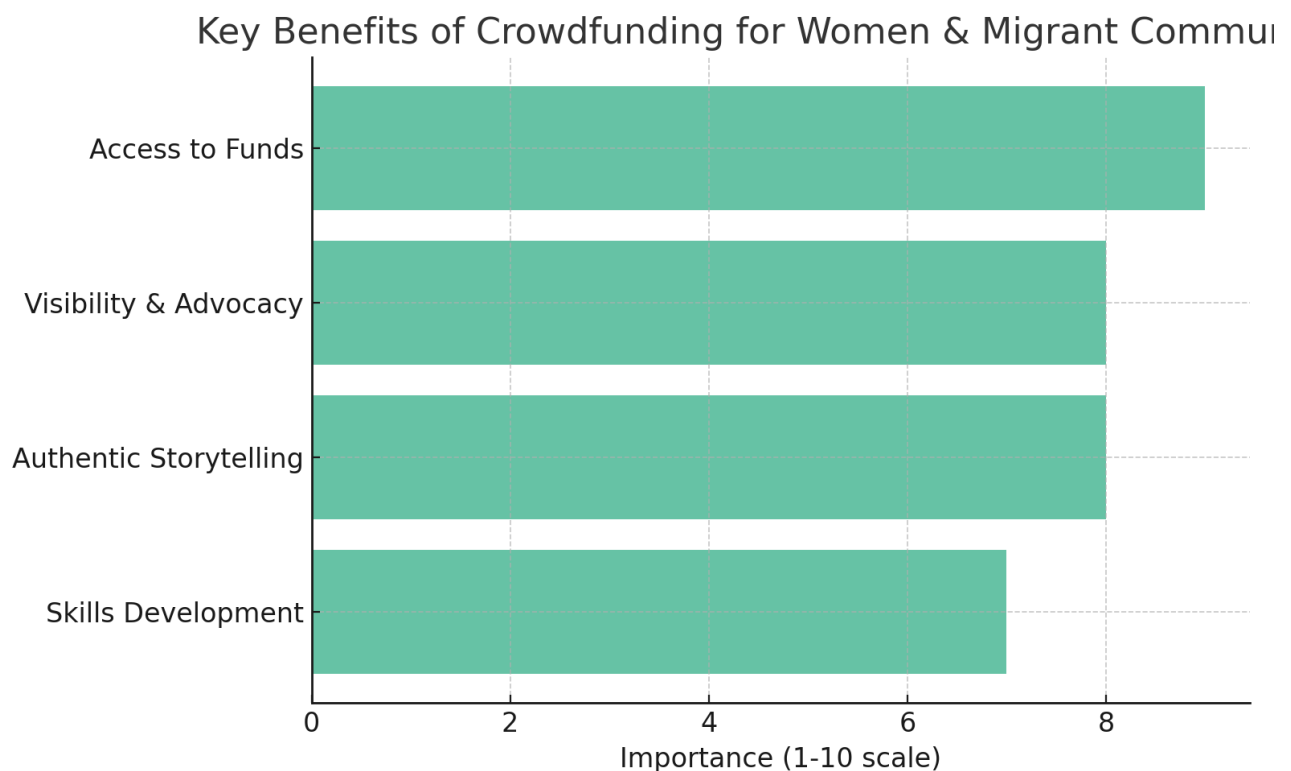
Global Venture Capital Funding Distribution (WEF, 2022)



## The W.E.B. in Tech Contribution

Through its training activities, the **W.E.B. in Tech Project** ensures that **45 young women and mothers with migrant backgrounds**:

- Gain **ICT skills** tailored to the labor market.
- Learn how to **design and manage crowdfunding campaigns**.
- Build **career pathways** in the Third Sector and social entrepreneurship.



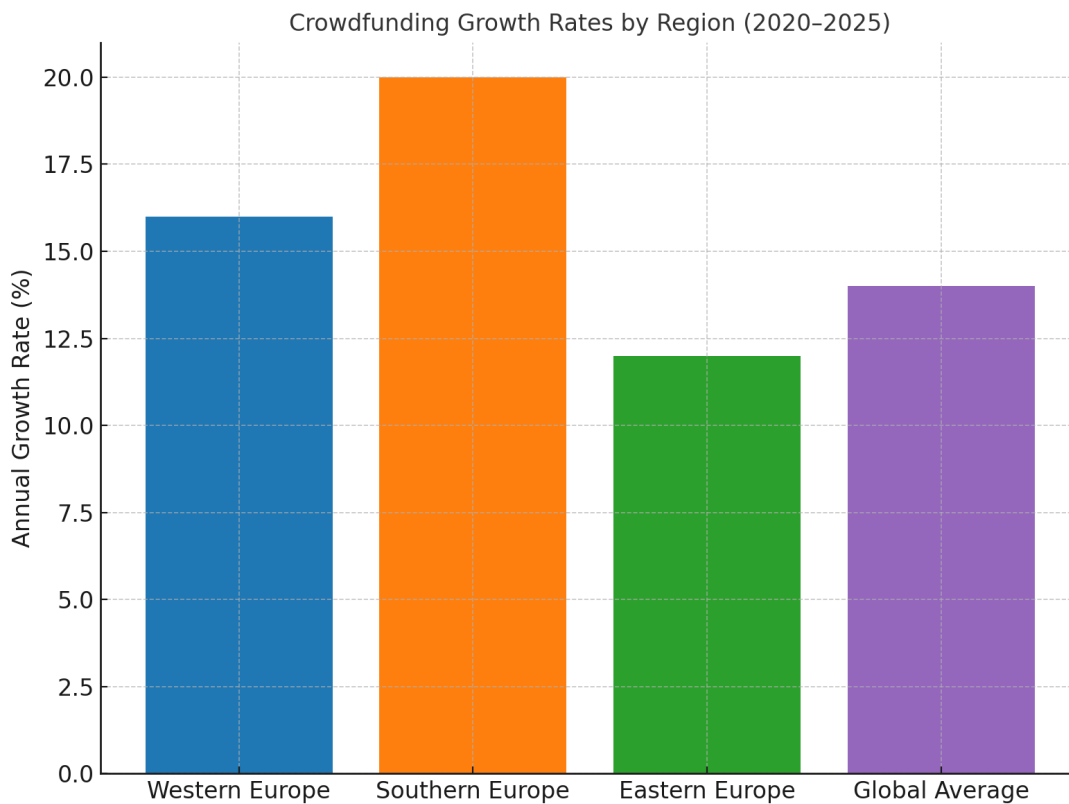
## 1. The Foundations of Crowdfunding

Before launching a campaign, it is essential to understand the mechanics and dynamics of crowdfunding.

## 1.1 Types of Crowdfunding

Type	Description	Typical Users	Market Share (Global, 2022)*	Example
<b>Donation-based</b>	Supporters give money with no return expected.	NGOs, charities, social projects.	~25%	GoFundMe campaigns for community aid.
<b>Reward-based</b>	Donors receive symbolic gifts, products, or recognition.	Creative projects, women entrepreneurs, startups.	~60%	Kickstarter campaigns for books, tech gadgets, crafts.
<b>Equity-based</b>	Contributors acquire shares in the business.	Startups, social enterprises.	~12%	Crowdcube or Seedrs equity campaigns.
<b>Hybrid models</b>	Mix of donations, rewards, and partnerships.	NGOs + social businesses.	~3%	Blended NGO campaigns offering symbolic rewards.

\*Source: Statista 2023, CrowdFund Insider 2022.



## 1.2 Why Crowdfunding Works – Evidence-Based Reasons

### 1. Community Power

- Campaigns are successful when they engage strong personal networks.
- According to a 2022 study, campaigns that reach **30% of their goal in the first week** are **5x more likely** to succeed.

### 2. Network Effect

- Every donor is a potential ambassador.
- On average, **each backer shares a campaign with 3–5 new people**.
- Social media accounts for **over 55% of traffic** to crowdfunding platforms.

### 3. Trust & Transparency

- Campaigns with a clear budget breakdown are **65% more likely** to reach their goal.
- Video-based campaigns increase donor trust, raising **80% more funds on average**.

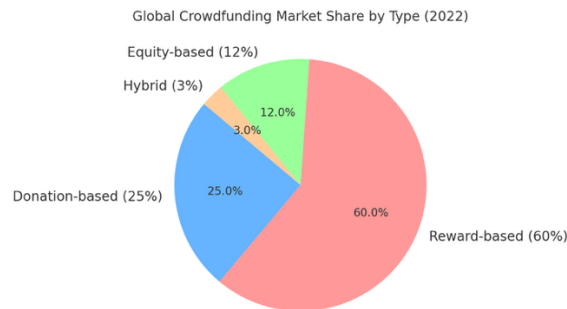
## 1.3 Crowdfunding Growth in Europe

Region	Annual Growth Rate (CAGR 2020–2025)	Notes
Western Europe	16%	Strong adoption in Germany, UK, France.
Southern Europe	20%	Italy and Spain show fast growth in social impact campaigns.
Eastern Europe	12%	Emerging platforms but lower trust levels.
Global Average	14%	Europe is above the global trend.

## Key Insight for W.E.B. in Tech

For the **W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011)**, understanding these foundations is crucial:

- **Donation-based and reward-based** crowdfunding are the most relevant for NGOs and migrant women-led initiatives.
- **Equity crowdfunding** can be an advanced option for social enterprises started by participants.
- Success depends on **community mobilization** and **transparent storytelling**, skills that this project develops through ICT and communication training.



## 2. Preparing Your Campaign –

### Step 1: Defining the Cause and Objectives

Every successful crowdfunding campaign begins with **clarity of purpose**. Before launching, take the time to reflect on the *core mission* of your campaign. Ask yourself:

- **What specific problem am I addressing?**
- **Who will benefit directly from this initiative?**
- **How exactly will the funds be allocated?**
- **What personal or organizational story will inspire supporters to engage?**

Instead of using vague statements like “*Support women in tech*”, create a compelling and measurable narrative:

*“With €10,000, we will train 45 young migrant mothers in ICT skills, equipping them for employment in the Third Sector and social entrepreneurship.”*

### The Power of SMART Goals

To inspire trust and attract supporters, your fundraising objectives should always follow the **SMART framework**:

- **Specific** – Define the exact amount needed and its purpose.
- **Measurable** – Make progress visible, for example by tracking the percentage of funds raised.
- **Achievable** – Set a realistic target based on the size and engagement of your network.
- **Relevant** – Ensure the campaign aligns with genuine community needs and priorities.
- **Time-bound** – Set clear deadlines that create a sense of urgency.

**Pro Tip:** Campaigns with clear, data-driven objectives and a personal story are **three times more likely** to succeed than those with vague goals.

## Numerical Example – Draft Budget

Category	Details	Amount (€)
Training materials (ICT kits, software licenses)	45 participants × €100 each	€4,500
Trainers & mentors	2 trainers × 60 hours × €30/hour	€3,600
Venue, logistics & childcare	Support to ensure participation	€1,200
Campaign promotion (visuals, ads, video)	Social media + flyers	€700
<b>Total</b>		<b>€10,000</b>

## SMART Goal Framework

SMART Dimension	Example for this Campaign
<b>Specific</b>	Raise <b>€10,000</b> to train <b>45 young migrant mothers</b> in ICT.
<b>Measurable</b>	Track funding progress via campaign platform (% of target achieved).
<b>Achievable</b>	Network of 1,000 contacts + expected average donation of €10 = €10,000.
<b>Relevant</b>	Addresses women's digital skills gap and increases employability in the Third Sector.
<b>Time-bound</b>	Reach the funding goal in <b>60 days</b> (campaign duration).

## Step 2: Choosing the Right Platform

Selecting the right platform is a **strategic decision**, not a technicality. Your choice will influence discoverability, fees, payout speed, donor confidence, legal/financial compliance, and the amount of work you'll need to do to promote the campaign. Below you'll find a **decision framework**, **comparative tables**, and **worked examples** designed for NGOs and women-led social initiatives in Europe.

### 2.1 Understand the Models (and What They Imply)

#### Funding models

- **All-or-Nothing (AON):** You receive funds only if you hit the target.  
*Pros:* urgency, credibility, no reputational risk if you miss.  
*Cons:* if you reach 90% you still get €0; needs a strong pre-launch.
- **Keep-What-You-Raise (Flexible):** You keep whatever is pledged.  
*Pros:* safer for pilots; good for ongoing community projects.  
*Cons:* lower urgency; you must clearly explain what happens if you underfund.
- **Donation vs Reward vs Equity:**
  - **Donation-based:** pure social impact; no material return.
  - **Reward-based:** symbolic rewards (thank-you wall, workshops, merch).
  - **Equity-based:** investors receive shares (rare for NGOs; relevant for social enterprises and requires heavier compliance).

#### What this means for W.E.B. in Tech:

- Most pilot training and inclusion projects fit **Donation** (or **Reward** with symbolic perks).
- Prefer **Flexible** if any partial funding still creates impact (e.g., fewer seats).
- Use **AON** when the project *cannot run at all* without a minimum threshold (e.g., paying venue/insurance upfront).

## 2.2 Core Decision Criteria (with why they matter)

1. **Cause Fit & Audience Fit (High)**
  - Does the platform's *community* support social impact, education, inclusion?
  - Are your **likely backers** (local EU donors, diaspora, volunteers) active there?
2. **Fees & Payment Processing (High)**
  - Platform fee + payment processor fee (and fixed per-transaction costs).
  - Small average donations suffer more from fixed fees; plan accordingly.
3. **Currencies, Languages, & Localization (High)**
  - Can you display **EUR**, multiple languages, and local banking options (SEPA, cards, PayPal)?
4. **Payout Speed & Compliance (Medium–High)**
  - KYC/AML checks, charity verification, and payout schedules (e.g., weekly, at campaign end).
  - NGOs may need **official docs** before funds release.
5. **Tools & Integrations (Medium)**
  - Email exports, CRM integrations, pixels (Meta/Google), analytics, webhooks, donation receipts.
6. **Discovery & Network Effects (Medium)**
  - Some platforms offer internal promotion or “featured projects”. Others are **purely DIY**: your reach = your effort.
7. **Support, Accessibility, & Mobile UX (Medium)**
  - Multilingual support, mobile-optimized pages, accessibility for screen readers, easy donor flow.
8. **Legal & Tax Considerations (Medium)**
  - Donation receipts, GDPR, data control, country-specific charity rules. (Always check local advice if needed.)

## 2.3 Comparative Overview (Indicative; verify current terms before launch)

Platform	Best For	Funding Model	Typical Total Fees*	Currencies / Languages	Payout & KYC	Notable Strengths	Common Caveats

<b>GoFundMe</b>	Social & personal causes, humanitarian help, community drives	Mostly <b>Flexible</b> (donation)	Often <b>processing only</b> (~2.9% + fixed/pledge)	Supports EUR; strong in EN; works across EU	KYC required; payouts after verification	Very easy setup; strong trust for social causes; simple donation flow	Less “creative” audience; discovery varies by country
<b>Kickstarter</b>	Creative/innovation campaigns with tangible “project” framing	<b>AON</b> , reward-based	~5% <b>platform</b> + payment processing	Multi-currency; global	Payout after success; strict project rules	Huge global brand; strong urgency	Not ideal for pure social/donation goals; no flexible funding
<b>Indiegogo</b>	Tech & creative; pilots with flexible funding	<b>AON</b> or <b>Flexible</b>	~5% <b>platform</b> + processing	Multi-currency; global	Payout timing varies; KYC	Choice of AON vs Flexible; good for pilots	Social projects must be framed as “innovation” or rewards
<b>Ulule (EU)</b>	Creative & social impact with EU community	Primarily <b>AON</b> ; reward-friendly	~5–8% incl. processing (indicative)	Strong EU reach; FR/EN/others	Verified payouts; country-savvy	Local EU visibility & curation	AON requires robust pre-launch
<b>Goteo (ES/EU)</b>	<b>Civic/social innovation</b> , commons, transparency	Often <b>AON</b> + “matched” second round	~5–7% total (indicative)	ES/EN; EUR-friendly	Charity/NGO-friendly	Social impact DNA; sometimes match-funding	Interface/community strongest in ES; prepare bilingual page

<b>Produttori dal Basso</b> (IT/EU)	Grassroots, NGOs, local community projects	Flexible or target-based	~3–5% (varies by service)	IT/EUR; multilingual options	Local KYC; timely payouts	Good Italy visibility; partnerships	Best reach in Italy; DIY promotion needed
----------------------------------------	--------------------------------------------	--------------------------	---------------------------	------------------------------	---------------------------	-------------------------------------	-------------------------------------------

\*Fees vary by country, category, services, and time. Always confirm current pricing.

## 2.4 Worked Cost Scenarios (so you can see the math)

### Scenario A — €10,000 goal, 400 donors, average pledge €25

- **GoFundMe (donation; processing ~2.9% + fixed €0.25/pledge example)**  
Processing fee  $\approx 2.9\%$  of €10,000 = €290  
Fixed fees  $\approx 400 \times €0.25 = €100$   
**Estimated total fees  $\approx €390 \rightarrow$  Net  $\approx €9,610$**
- **Kickstarter (AON; 5% platform + ~3% processing)**  
Platform  $\approx 5\%$  of €10,000 = €500  
Processing  $\approx 3\%$  of €10,000 = €300  
**Estimated total fees  $\approx €800 \rightarrow$  Net  $\approx €9,200$  (only if fully funded)**
- **Produttori dal Basso (3.5% illustrative total)**  
 $\approx 3.5\% \times €10,000 = €350 \rightarrow$  Net  $\approx €9,650$

### Scenario B — €10,000 goal, 200 donors, average pledge €50

Fixed per-pledge fees weigh less at higher pledges. Expect **slightly better net** under the same fee percentages.

### Back-of-envelope target sizing

Donors needed  $\approx$  **Target / Avg Donation**

- At €25 avg  $\rightarrow$  **400 donors**
- At €40 avg  $\rightarrow$  **250 donors**
- At €100 avg  $\rightarrow$  **100 donors**

Use this to check if your network size + outreach plan are realistic.

## 2.5 Platform–Cause Fit: Fast Heuristics

- **Purely social / inclusion / emergency help** → *GoFundMe, Goteo, Produzioni dal Basso, Ulule*
- **Creative storytelling + rewards (documentary, book, exhibition)** → *Kickstarter, Ulule*
- **Pilot tech or service innovation with perks** → *Indiegogo*
- **Italy-centric community** → *Produzioni dal Basso*
- **Spain/EU social innovation with transparency & commons** → *Goteo*
- **Pan-EU bilingual outreach (FR/EN or local languages)** → *Ulule* + multilingual page

## 2.6 A 10-Point Scoring Rubric (with a worked example)

### Weights (adjust to your context):

- Cause & Audience Fit **25%**
- Fees (Total Cost) **20%**
- Localization (EUR, languages, local payments) **20%**
- Payout/KYC & NGO suitability **15%**
- Tools/Integrations/Analytics **10%**
- Discovery/Editorial Support **10%**

Score 1–5 on each, multiply by weight.

### Illustrative scores for a W.E.B. in Tech training campaign (EU social impact):

Platform	Fit (25)	Fees (20)	Local (20)	Payout (15)	Tools (10)	Discovery (10)	Total /100
GoFundMe	20	16	16	12	7	6	<b>77</b>
Ulule	21	14	17	12	7	8	<b>79</b>
Goteo	23	15	16	12	7	7	<b>80</b>
PdB	20	17	16	12	6	6	<b>77</b>
Kickstarter	12	12	16	12	8	9	<b>69</b>
Indiegogo	14	12	16	12	8	7	<b>69</b>

*Interpretation:* For a **social-impact training** focused on EU communities, **Goteo/Ulule/PdB** often edge ahead on *fit*, while GoFundMe remains strong on *ease and fees*. If your story is **creative with rewards**, Kickstarter/Indiegogo can outperform due to discovery and campaign culture.

## 2.7 Compliance & Practicalities You Should Not Skip

- **NGO verification & KYC/AML:** Be ready with statutes, proof of bank account, legal representative ID.
- **Donation receipts & GDPR:** Clarify who issues receipts, how donor data is stored/processed, and how you'll stay GDPR-compliant (privacy notice, consent, retention).
- **Payout timing:** Some platforms pay only **after campaign ends**; others have rolling payouts. Build cash-flow buffers.
- **Matched funding / co-funding:** A few EU-centric platforms or partners sometimes offer match rounds—ask!
- **Tax/charity rules:** Cross-border giving may have different rules. If donors ask about tax deductibility, be transparent and provide what you can (without giving legal advice).

## 2.8 Promotion & Discovery: What the Platform Can (and Can't) Do

- **Internal discovery:** Editorial picks, trending lists, category pages—helpful but not guaranteed.
- **You still drive most of the traffic:** Pre-launch sign-ups, email lists, WhatsApp groups, diaspora networks, and partner NGOs matter more than algorithms.
- **Pixels & analytics:** If the platform lets you add **Meta/Google pixels**, you can run ads and retarget visitors (ask support how to set it up).
- **Embeds & widgets:** Some platforms provide embeddable donation widgets for your website—handy for multi-channel fundraising.

## 2.9 Accessibility & Inclusion Checklist

- **Mobile-first page & checkout** (most donors give on phones).

- **Readable typography and alt text** for images.
- **Captions on videos** (multilingual if possible).
- **Language toggles** (EN + local language of your key donor base).
- **Short, clear checkout** with trusted payment logos (card, PayPal, SEPA).

## 2.10 Quick Decision Flow (Use This Before You Lock In)

1. Is your project **social impact / training / community**?  
→ Prefer **GoFundMe / Goteo / PdB / Ulule**.
2. Do you need **Flexible** or **AON**?  
→ If partial funding still helps, choose **Flexible**.
3. Where are most donors?  
→ Italy: **PdB**; Spain: **Goteo**; Pan-EU FR/EN: **Ulule**; Global diaspora: **GoFundMe**.
4. Are you offering **rewards** and a creative output?  
→ Consider **Kickstarter** (AON) or **Indiegogo** (AON/Flexible).
5. Which platform gives the **lowest effective fee** for your **average donation size**?  
→ Run the math (see scenarios above).

## 2.11 What We Recommend for W.E.B. in Tech (Pragmatic Paths)

- If your campaign message is **social inclusion + training for migrant mothers**, and donors are mainly in **Italy/Spain/EU**, start with:
  - **Primary:** *Goteo* or *Produzioni dal Basso* (local trust + cause fit).
  - **Alternative / broader reach:** *Ulule* (EU visibility) or *GoFundMe* (ease + low friction donations).
- If you plan **symbolic rewards** (graduation kits, digital thank-you packs, webinar seats) and a storytelling mini-film, evaluate **Kickstarter/Ulule** for an **AON** push (create urgency) backed by a strong pre-launch.
- For **pilot innovation** (e.g., a new digital learning tool), **Indiegogo Flexible** can work—frame it as *tech-for-good*, with clear impact metrics.

## 2.12 Final Prep Checklist (before you choose)

- Confirm **fees** (platform + processor + fixed per pledge).
- Check **EUR, languages, payment methods** offered.
- Ask support about **NGO verification, payout timing, and donation receipts**.
- Verify **GDPR** terms and donor data export.
- Ensure **mobile UX** is frictionless; test the full donation flow.
- Secure **pre-launch pledges** (aim for 20–30% lined up before Day 1).
- Decide **AON vs Flexible** (and explain to donors what happens if underfunded).

## Step 3: Crafting the Campaign Page

Your crowdfunding campaign page is not just a formality—it is the **digital showcase of your project**. Think of it as your shop window: it must immediately attract attention, inspire trust, and connect emotionally with the visitor. When potential donors land on your page, you have only a few seconds to convince them that your cause is worth their support.

A well-designed campaign page combines **credibility** (clear facts, transparent budget, realistic goals) with **emotion** (stories, images, human connection). Both are equally important: credibility reassures donors that their money is in good hands, while emotion inspires them to act.

### 1. Title: The First Hook

Your campaign title is the first thing people see, often even before they click into the page. It should be:

- **Short:** under 10 words if possible.
- **Emotional:** convey urgency or empowerment.
- **Memorable:** easy to recall and share.

Example:

- Generic: “ICT Training Program for Women”
- Engaging: “Tech for Mothers: Empowering Migrant Women in the EU”

The second option is more powerful because it highlights both the target group (*mothers, migrant women*) and the transformation (*empowerment through technology*).

## 2. Visual Identity: More Than Decoration

Visuals are not only about aesthetics—they build trust and brand recognition. Choose:

- **A consistent color palette** (for example, blue for trust, orange for energy, green for growth).
- **Clear fonts** that are easy to read on mobile devices.
- **Logos and project branding**, including the official **W.E.B. in Tech identity** and partners (SOS Europa, Euro Mamme, IELI, Kultur und Art Initiative).
- **High-quality photos and videos** featuring real women, mothers, and trainers involved in the project.

Visual identity should tell visitors: “*This is a professional, credible initiative backed by real organizations.*”

## 3. Storytelling: The Human Connection

Facts and numbers alone rarely motivate donations. What drives people to give is the **story**. In your campaign page:

- Share the **personal journey of a mother** who wants to improve her future through ICT skills.
- Highlight the **obstacles she faces**—such as childcare, lack of access to training, or feeling excluded from the digital world.
- Present the **solution**—how W.E.B. in Tech, with funding, will give her concrete opportunities to study, grow, and find employment.
- Offer a **vision of the future**—what will change for her, her children, and her community if the project succeeds.

Example: *“Fatima is a 27-year-old mother of two who migrated to Italy five years ago. Despite her strong motivation, she has been unable to find stable work. Through W.E.B. in Tech, she will receive ICT training and mentorship, opening doors to the Third Sector and social entrepreneurship. With your support, her dream of financial independence and a brighter future for her children can become reality.”*

## 4. Fundraising Goal: Numbers With Meaning

One of the most common mistakes in crowdfunding campaigns is asking for a vague amount of money, such as *“Support us with whatever you can”* or *“We need as much as possible.”* While this may sound flexible, it rarely inspires confidence. Donors—especially those supporting women-led or community initiatives—want to understand exactly *why* a specific amount is needed, how it will be used, and what concrete impact it will generate.

### Why Specific Goals Matter

- **Transparency builds trust:** Donors are more likely to contribute if they see exactly where their money goes.
- **Clarity increases motivation:** People give more when they understand the impact of their contribution.
- **Accountability ensures sustainability:** Clear numbers make it easier to report back after the campaign.

### Example – Turning Numbers Into Impact

Instead of writing:

“We need €10,000.”

Frame it like this:


“We need **€10,000** to train **45 young migrant mothers** in ICT skills.

- €4,500 will be invested in ICT kits and essential software.
- €3,600 will cover the fees of professional trainers.

- €1,200 will provide childcare and logistics, enabling mothers to attend training sessions.
- €700 will support campaign outreach and community engagement.”

This way, every euro has a **purpose** and every donor knows what they are contributing to.

## Visual Example: Budget Breakdown

 Here is a simple **pie chart** that illustrates the breakdown:

- **45% – ICT Kits & Software** (€4,500)
- **36% – Trainers** (€3,600)
- **12% – Childcare & Logistics** (€1,200)
- **7% – Outreach & Engagement** (€700)

By presenting your fundraising goal as a **story backed by numbers**, you not only show professionalism but also make it emotionally easier for donors to connect. A clear breakdown transforms a financial request into a **shared mission** where donors feel part of the solution.

## 5. Rewards (Optional but Effective)

While donation-based crowdfunding does not require rewards, offering even symbolic ones can increase engagement. Examples:

- **Certificates of Appreciation** sent by email.
- **Personalized thank-you letters** from participants.
- **Public shoutouts** on social media or the campaign page.
- **Invitations to online events** (e.g., final project presentation or digital storytelling session).

Rewards don't need to be expensive—they just need to make donors feel **seen and appreciated**.

## 6. Transparency: The Trust Factor

Trust is the backbone of crowdfunding. Donors want reassurance that their contribution will not disappear into a “black hole.”

Show transparency by:

- Including a **clear budget breakdown**.
- Indicating **who manages the funds** (e.g., SOS Europa as lead partner).
- Explaining the **timeline** (when training starts, how many women per cohort, expected completion date).
- Publishing **regular updates** on the campaign page and social media.

This transforms one-time donors into long-term supporters.

## The Power of Storytelling

While statistics, charts, and numbers provide clarity on what a campaign intends to achieve, it is storytelling that makes people care. Numbers may show the *what*, but stories explain the *why*. A well-told story transforms abstract goals into human experiences that donors can relate to, empathize with, and feel motivated to support.

Every successful crowdfunding campaign should include:

### 1. A Personal Story

Share the journey of one woman or mother who represents the larger community you aim to empower. Use her voice whenever possible: quotes, daily struggles, moments of resilience. This creates a human face for your cause.

### 2. A Testimonial from the Past

Include a testimonial from someone who has already benefited from a similar initiative—perhaps a young migrant mother who completed ICT training and now works in the Third Sector. This shows potential donors that change is not just possible but already happening.

### 3. A Vision of the Future

Paint a clear picture of what success will look like. Instead of abstract goals, describe the tangible outcomes: “Imagine 50 young women entering the job market with digital skills, ready to contribute to their communities and support their families.”

Humans rarely remember statistics—but they remember faces, names, and emotional journeys. A single story can mobilize more support than a hundred graphs. By combining data with authentic narratives, you create both *credibility* and *connection*.

**In summary:** Your campaign page is not just information—it is **a digital experience**. By combining strong visuals, authentic storytelling, transparent budgeting, and emotional connection, you transform visitors into committed supporters who feel part of the W.E.B. in Tech journey.

## Step 4: Launch & Promotion Strategy

Designing a powerful campaign page is only half the battle. The true challenge begins the moment you press the “launch” button. A crowdfunding campaign, no matter how well-prepared, will not succeed if nobody knows about it. Promotion is the engine that gives life to your campaign, transforms visibility into trust, and trust into donations.

Launching a campaign requires both **strategy and consistency**. It is not enough to post once or twice—you need to build momentum, maintain engagement, and sustain visibility throughout the entire fundraising period. Let’s break down the key steps.

### 1. Building Momentum from Day One

The first 7–10 days of a campaign are absolutely critical. Research shows that campaigns reaching **20–30% of their target in the first week** are far more likely to succeed. Why? Because early traction signals credibility. New visitors think: *“Others already trust this project, so I can trust it too.”*

How do you achieve this?

- **Start with your inner circle:** friends, family, colleagues, and local community members. These are the people most likely to support you immediately.

- **Mobilize project partners:** in W.E.B. in Tech, partners like SOS Europa and Euro Mamme can activate their networks to contribute the first wave of donations.
- **Set a soft launch:** a private pre-launch phase where you invite your closest supporters before going public. This ensures that your campaign does not look “empty” when strangers see it for the first time.

Think of it like lighting a fire—you need kindling before the flames spread.

## 2. Promotion Channels: Where and How to Share

Different audiences are active on different platforms. A successful strategy uses multiple channels at once, reinforcing your message everywhere.

### Social Media

- **Facebook & Instagram:** perfect for storytelling, photos, reels, and emotional updates.
- **LinkedIn:** powerful for reaching professionals, NGOs, and potential institutional supporters.
- **TikTok:** short, creative videos showing the human side of your project.
- **YouTube:** longer videos, behind-the-scenes, or participant testimonials.

Post **daily or almost daily** during the campaign. Content should be varied: updates on progress, personal stories, short “thank-you” videos, and calls to action.

### Email Marketing

Emails feel more personal and direct than social posts.

- Send a **launch email** to your network.
- Prepare **weekly updates** with progress, milestones, and stories.
- Personalize messages whenever possible—“Dear Anna, with your help we reached 25% of our goal!”

## NGO & Community Networks

- Ask partner organizations to promote your campaign on their websites, newsletters, and social media.
- Involve local community groups, cultural centers, and associations working with women and migrants.
- Remember: networks multiply reach exponentially.

## Press & Media Coverage

- Write a **press release** explaining the project, its social impact, and the crowdfunding goal.
- Send it to local newspapers, online magazines, and radio stations.
- Offer interviews with project leaders or beneficiaries to personalize the story.

## Events: Online & Offline

- Host a **digital launch event** (Zoom/Facebook Live) where you explain the campaign and answer questions.
- Organize **local gatherings**—small community events, workshops, or info sessions in cultural centers.
- Invite journalists, local politicians, and potential donors to participate.

## 3. Creating a Campaign Calendar

Promotion without organization leads to chaos. A **campaign calendar** is your roadmap.

- **Week 1:** Big launch, mobilize core supporters, daily updates.
- **Week 2–3:** Storytelling focus—testimonials, behind-the-scenes videos, collaborations with influencers.
- **Week 4:** Mid-campaign push—remind people of the goal, introduce new rewards or stretch goals.
- **Final week:** Urgency mode—daily countdown posts, “last chance to support,” intensive outreach.

Use tools like **Trello, Notion, or Google Calendar** to schedule posts, emails, and media appearances. Consistency is what keeps momentum alive.

## 4. Tone and Messaging

Your campaign should not sound like an advertisement—it should sound like a **movement**. Use a voice that is:

- **Authentic:** speak honestly about challenges and hopes.
- **Inclusive:** emphasize “we” and “together.”
- **Empowering:** highlight the positive transformation donations will create.

Example message:

*“With just €20, you can help a young migrant mother gain the ICT skills needed to enter the job market. Together, we can empower 45 women to build brighter futures for their families and communities.”*

## 5. Keeping Donors Engaged

Promotion does not stop once people donate. Keep them involved by:

- Posting **thank-you messages** publicly.
- Sharing **weekly progress reports** (“We have reached 60% of our target!”).
- Highlighting the **impact of their support** (e.g., showing women attending their first ICT workshop).

When donors feel part of the journey, they are more likely to share your campaign with others.

**In summary:** Launching and promoting a campaign is about creating momentum, spreading the message across multiple channels, and maintaining energy until the very last day. A campaign that feels alive and dynamic will attract donors who want to be part of something bigger than themselves.

## Step 5: Donor Engagement During the Campaign

Launching a crowdfunding campaign is only the beginning. The true challenge is not just to attract donations, but to **keep donors emotionally invested throughout the entire campaign**. Many people are willing to give once, but only those who feel a genuine connection will continue to support, share, and advocate for your cause. In fact, studies show that campaigns with active donor engagement raise up to **60% more funds** than those with minimal interaction.

Your task is to transform donors from passive contributors into **active ambassadors** of your campaign. Let's explore how.

### 1. Communicate Milestones Clearly

Donors want to feel part of the journey. Instead of waiting until the end of the campaign, celebrate every step along the way.

- **25% milestone:** "We've reached a quarter of our goal in just one week! This means 10 migrant mothers can already start ICT training."
- **50% milestone:** "Halfway there! Thanks to your support, we are one step closer to providing full digital skills training to 45 women."
- **75% milestone:** "Almost at the finish line! With your help, we are building unstoppable momentum."

Milestone updates make donors feel their contribution is having a **direct impact**.

### 2. Behind-the-Scenes Content

Donors are not only interested in the final result—they want to see the **human process**. Share:

- **Photos of training sessions** (with participants' consent).
- **Short videos** of women talking about their hopes.
- **Snapshots of preparation**—the team setting up laptops, trainers explaining ICT basics, or children in the play area during workshops.

Behind-the-scenes content builds intimacy. It gives donors a window into the real lives being impacted, making them feel closer to the cause.

## 3. Testimonials from Beneficiaries

Nothing is more powerful than a direct voice. Share stories from women who are part of the program:

*“Before W.E.B. in Tech, I felt excluded from the job market. Now, thanks to the ICT training, I am confident that I can apply for roles in NGOs and contribute to society.”* – Amina, 26, participant

These testimonials remind donors that they are not just giving money—they are **changing lives**.

## 4. Public Recognition of Donors

Acknowledgment is a simple but powerful motivator. Public recognition creates a sense of pride and belonging. Examples:

- Social media posts: *“A huge thank you to our 100th donor—together we are building futures!”*
- Campaign updates: list donors' names (with their permission).
- “Donor of the Week” highlights: share a small story about why someone chose to support.

This kind of recognition encourages donors to **share your campaign** with their own networks, amplifying visibility.

## 5. Interactive Engagement

One of the most powerful lessons in crowdfunding is that **donors don't just want to give—they want to belong**. If your campaign feels like a one-way request for money, enthusiasm fades quickly. But if you transform it into an ongoing **conversation**, where donors feel seen, heard, and valued, you create loyal supporters who will stay with your initiative long after the campaign ends.

### Ways to Make Engagement Truly Interactive

- **Polls & Voting**

Invite your supporters to co-create parts of the campaign. For example, run a quick poll on Instagram or Twitter asking:

- “Which slogan best represents our mission?”
- “Which reward would you prefer: a thank-you video or a digital certificate?”
- “Which visual style do you find most inspiring?”

When donors help shape decisions—even small ones—they feel ownership of the project.

- **Live Q&A Sessions**

Schedule short **Facebook Live, Instagram Live, or Zoom events** where project leaders, trainers, or even beneficiaries share updates and answer questions. A 20-minute Q&A gives donors direct access, turning them from observers into active partners. This also increases transparency and trust.

- **Exclusive Donor Updates**

Go beyond generic updates. Offer donors **special content**—behind-the-scenes videos, early access to campaign milestones, or personal thank-you messages—before releasing them publicly. This “insider access” creates a sense of privilege and strengthens the emotional bond between donor and campaign.

- **Interactive Challenges**

Consider creating mini-campaign challenges, such as:

- “If we reach €2,000 this week, our team will host a special online workshop just for donors.”
- “Every time we gain 50 new supporters, we’ll release a behind-the-scenes video.”

These small, achievable goals gamify the process and keep donors checking in.

## Why It Matters

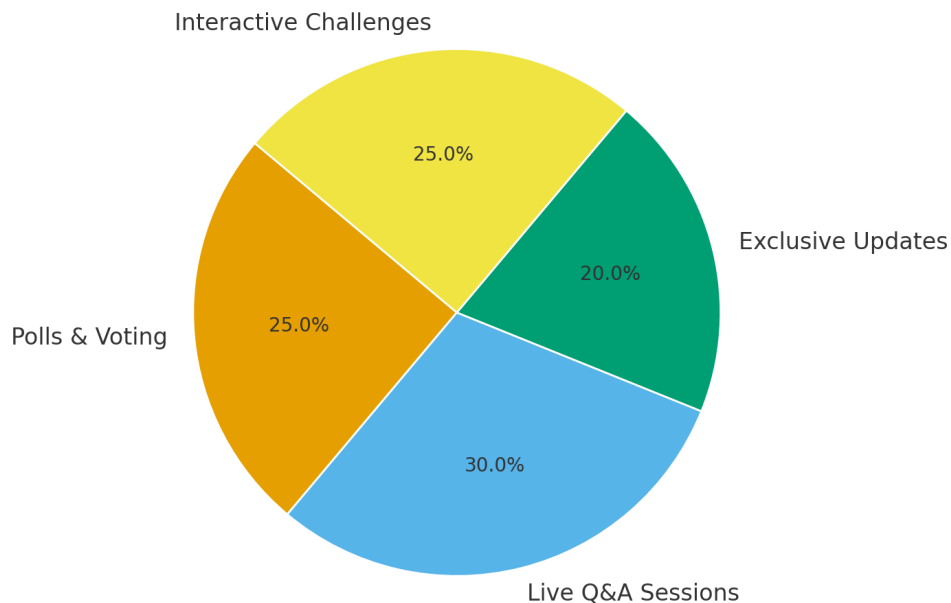
Engagement that is **two-way and participatory** fosters a community spirit. Donors stop being “outsiders giving money” and instead become **active stakeholders** in the mission. This is especially important for initiatives like the *W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency)*, where the focus is not only on fundraising but also on building inclusive communities that empower women and mothers with migrant backgrounds.

When people feel part of the journey, they are far more likely to:

- Donate again.
- Share the campaign with their networks.
- Become long-term advocates for your cause.

**Key Message:** Crowdfunding is not a broadcast. It is a dialogue. The stronger the dialogue, the stronger the community.

## Donor Engagement Activities Impact



## 6. Emotional Storytelling Throughout

Remember: fundraising is not about money—it is about meaning. Keep weaving stories that remind donors why this campaign matters. Instead of simply saying “We still need €2,000,” say:

*“With €2,000 more, we can purchase 10 laptops that will allow 10 young mothers to attend ICT training without worrying about technology barriers.”*

Numbers explain the *what*, but stories explain the *why*.

## 7. Transforming One-Time Donors into Long-Term Supporters

The ultimate goal is not just to fund one campaign, but to **build a sustainable community of allies**.

To achieve this:

- Provide **regular updates even after the campaign ends** (progress reports, photos of women completing training).
- Invite donors to **future events**—webinars, local celebrations, or online showcases.
- Encourage them to become **volunteers, mentors, or ambassadors** for the next phase.

When donors see that their contribution leads to **lasting change**, they become long-term supporters—not just for this campaign, but for future initiatives as well.

**In summary:** Donor engagement is about nurturing relationships, not just collecting funds. By celebrating milestones, showing behind-the-scenes content, amplifying beneficiary voices, recognizing donors publicly, and involving them interactively, your campaign becomes more than fundraising—it becomes a **shared movement of empowerment and inclusion** under the W.E.B. in Tech project.

## Step 6: Closing & Post-Campaign Activities

Many people mistakenly think that a crowdfunding campaign ends the moment the deadline arrives. In reality, the most important phase begins **after the campaign closes**. This is when you transform one-time contributions into **long-lasting relationships** and ensure that the energy built during the campaign does not fade away.

Post-campaign activities are not just about saying thank you; they are about **building trust, demonstrating accountability, and creating a sustainable community** around your cause.

## 1. Expressing Gratitude – Turning Donors into Long-Term Allies

Gratitude is not just about good manners—it is the foundation of every strong and lasting donor relationship. Whether someone contributes **€5 or €500**, their action is an expression of trust. Acknowledging this trust with sincerity and creativity is what transforms a **one-time donor into a lifelong supporter**.

### Why Gratitude Matters

Studies show that campaigns which properly thank their donors are up to **40% more likely** to receive repeat contributions in future projects. Gratitude makes donors feel **seen, valued, and connected** to the mission—not just financially involved, but emotionally invested.

## Practical Ways to Express Gratitude

### 1. Personalized Thank-You Messages

- **Emails or handwritten notes:** Whenever possible, address donors by name and refer to their specific impact. Example:  
*“Dear Maria, thanks to your contribution, one mother will receive childcare support during her ICT training. You are directly helping women enter the job market.”*
- **Quick response time:** Send a thank-you within 48 hours of receiving the donation. Speed shows professionalism and appreciation.

### 2. Public Acknowledgment

- **Social Media Posts:** Create posts that highlight collective achievements:  
*“Together, 120 donors helped us reach 75% of our campaign goal in just three weeks!”*
- **Donor Walls:** Set up a digital or physical space (on your website, campaign page, or in your NGO’s office) where donor names are displayed.

- **Community Recognition:** If your campaign ends with an event, take a moment to publicly thank donors during speeches.

### 3. Creative Gestures

- **Digital Certificates:** Send supporters a personalized certificate of appreciation.
- **Video Messages:** Record a short thank-you video featuring beneficiaries. Even a 30-second clip of a mother saying “*Thank you for helping me learn ICT skills*” has a powerful emotional effect.
- **Social Media Shout-Outs:** Tag and thank donors (with their consent) on platforms like Instagram, Facebook, or LinkedIn.

### Best Practices for Gratitude in Crowdfunding

1. **Be Specific** – Instead of generic “thank you,” explain *how their donation is making a difference*.
2. **Be Consistent** – Gratitude is not a one-time action. Continue acknowledging donors at milestones (25%, 50%, 75% of goal).
3. **Be Inclusive** – Recognize every contribution, no matter the amount. Small donors often become your most loyal advocates.
4. **Be Creative** – Mix traditional and digital methods. For example, send a thank-you postcard featuring a drawing made by beneficiaries’ children.

### Impact of Gratitude on Donor Loyalty

When donors feel appreciated:

- **Retention increases:** 70% of donors who receive personalized thanks give again, versus only 30% who don’t.
- **Engagement deepens:** Gratitude creates emotional attachment, turning donors into **ambassadors** who share your cause with others.

- **Trust grows:** Transparency and appreciation demonstrate that your organization values relationships, not just money.

**In summary:** Expressing gratitude is not the last step of a crowdfunding campaign—it is the first step of building a sustainable community around your project. For the participants of **W.E.B. in Tech**, learning to thank effectively means creating a network of supporters who will continue to stand by their side, campaign after campaign.

## 2. Sharing Results with Transparency

Donors gave because they believed in your story. Now, they expect to see what their support achieved.

- **Financial transparency:** Provide a simple budget breakdown (e.g., a pie chart showing percentages spent on training, technology, outreach).
- **Impact updates:** Share photos, videos, and testimonials from participants who benefited from the campaign.
- **Reporting progress:** Let donors know the timeline of the next steps (e.g., when training will begin, how many women are enrolled).

Transparency builds **trust and credibility**, making donors more likely to engage in future projects.

## 3. Creating a Post-Campaign Impact Report

An impact report is a professional way to **close the loop**. It can be a simple PDF or a visually engaging infographic. Key elements include:

- Campaign overview (objectives, funds raised, number of donors).
- How the funds were used.
- Stories and testimonials from beneficiaries.

- A vision of what comes next.

Think of it as a **legacy document** that not only thanks donors but also inspires new supporters when shared publicly.

## 4. Sustaining Donor Relationships

Closing a campaign should not mean closing the relationship. Invite donors to remain part of your journey by offering ways to stay engaged:

- **Newsletter subscription:** Provide regular updates on progress, events, and success stories.
- **Membership program:** Create a community of recurring supporters with exclusive benefits, such as behind-the-scenes content or invitations to events.
- **Volunteer opportunities:** Encourage donors to participate not only financially but also with their time and expertise.
- **Mentorship opportunities:** Some donors may be professionals willing to mentor women in ICT, entrepreneurship, or communication.

This transforms donors from occasional contributors into **long-term allies**.

## 5. Leveraging Momentum for the Future

Every successful campaign generates energy and visibility. Don't let it go to waste.

- Use the new network of donors and supporters to **launch future training programs**.
- Invite donors to attend **closing events or celebration webinars**, where you share results and upcoming initiatives.
- Encourage them to **spread the word** about future campaigns or projects.

By turning momentum into action, you ensure that the campaign is not just a one-time fundraising event, but part of a **continuous growth strategy**.

**In summary:** A campaign does not end at its deadline—it evolves. By expressing gratitude, sharing transparent results, producing an impact report, and creating opportunities for donors to remain involved, you turn short-term support into long-term sustainability. For the W.E.B. in Tech project, this means building not only digital and entrepreneurial skills for women but also a **community of lasting empowerment and solidarity**.

## Step 7: Practical Toolkit for Crowdfunding Campaigns

One of the main goals of the **W.E.B. in Tech Project** is not only to provide theoretical knowledge but also to equip young women and mothers with migrant backgrounds with **ready-to-use tools** that can be directly applied in real campaigns. This **Practical Toolkit** offers templates, checklists, and timelines to guide participants step by step.

### 1. Editable Campaign Template (Word/PDF)











This template allows participants to structure their campaign from the very beginning. It includes:

- **Campaign Title:** Short, powerful, and memorable.
- **Fundraising Goal:** Exact amount + purpose (e.g., “€10,000 for ICT training of 45 migrant mothers”).
- **Campaign Story:** A narrative that connects emotionally and explains the problem, the solution, and the impact.
- **Visuals:** Photos, graphics, and optional campaign video.
- **Budget Breakdown:** A clear table or chart showing how funds will be used (training, materials, childcare support, digital tools).

This editable document can be adapted for NGOs, social enterprises, or individual initiatives.

## 2. Crowdfunding Success Checklist – The 10 Essentials

Before launching a campaign, participants should make sure all the following boxes are ticked:

1.  **Clear and specific goal** – Exact fundraising target with SMART objectives.
2.  **Target audience defined** – Who will support you? (local community, diaspora networks, NGOs, students).
3.  **Right platform chosen** – Match your campaign with the most suitable crowdfunding site.
4.  **Strong storytelling** – Compelling narrative with personal stories and emotional connection.
5.  **Engaging visuals & video** – At least 1 short video + high-quality photos.
6.  **Rewards designed (if applicable)** – Certificates, shout-outs, or symbolic gifts.
7.  **Launch with inner circle support** – Friends, family, and close contacts are the first donors.
8.  **Consistent promotion strategy** – Use social media, email, and NGO networks daily.
9.  **Regular donor engagement** – Updates at 25%, 50%, and 75% milestones.
10.  **Transparent post-campaign follow-up** – Public thank-you, impact report, future opportunities.

This checklist works as a **quality control tool**: campaigns that meet all 10 points have a much higher success rate.

## 3. Sample Campaign Timeline (8 Weeks)

Crowdfunding works best with a **clear roadmap**. Below is a model timeline that participants can adapt to their needs:

- **Weeks 1–2: Preparation**  
Create campaign content (story, visuals, video), build networks, prepare press materials, and schedule posts.
- **Week 3: Launch**  
Go live! Start with your **inner circle** to secure the first 20–30% of the goal.

- **Weeks 4–6: Promotion & Engagement**

Daily social media updates, weekly email newsletters, live Q&A sessions, and posting testimonials from supporters or beneficiaries.

- **Week 7: Final Push**

Intensify efforts with countdown posts, urgent calls to action, and online/offline events.

- **Week 8: Closing & Follow-Up**

Celebrate success, thank donors, publish financial and impact updates, and invite donors to stay connected.

**In summary:** This **Practical Toolkit** transforms crowdfunding from a vague concept into a **step-by-step roadmap**. By combining structure (template), accountability (checklist), and planning (timeline), participants of **W.E.B. in Tech** will be ready to design, launch, and sustain impactful campaigns.

## Step 8: European Case Examples of Crowdfunding Success

Crowdfunding is not only a fundraising tool, but also a **social innovation driver** across Europe. Many NGOs, women-led initiatives, and grassroots organizations have successfully used crowdfunding to finance training, create opportunities, and foster inclusion. Here are three European case studies that show how powerful this tool can be when linked to empowerment, gender equality, and digital skills.

### 1. SheCodes (Portugal)

SheCodes is a **women-focused coding bootcamp** based in Portugal that empowers women with programming and ICT skills. While initially supported by private investors and EU funds, the organization launched a **crowdfunding campaign** to finance scholarships for women from disadvantaged backgrounds.

- **Objective:** Raise €25,000 to cover scholarships for 50 women.
- **Strategy:** Used **reward-based crowdfunding**—donors received access to mini coding tutorials and digital certificates.
- **Result:** They exceeded their target, collecting €31,000 in six weeks.
- **Impact:** Over 50 women completed the program, and within a year, 60% found jobs in tech companies.

✓ **Lesson for W.E.B. in Tech:** A well-designed campaign that links **clear outcomes (jobs)** to **training opportunities** can attract both individual donors and corporate sponsors.

## 2. Techfugees (France)

Techfugees is a **global social enterprise based in France** that supports refugees through digital inclusion. One of its flagship initiatives was a **crowdfunding campaign** to launch ICT training specifically for **refugee women**.

- **Objective:** Secure €50,000 to establish a pilot ICT training hub for 100 women.
- **Strategy:**
  - Partnered with local NGOs and women's associations.
  - Used **storytelling videos** featuring refugee women sharing their dreams and challenges.
  - Mobilized **diaspora networks** and the international tech community.
- **Result:** The campaign reached 120% of its goal, raising €60,000.
- **Impact:** The funds supported not only training but also **childcare services**, enabling mothers to participate.

✓ **Lesson for W.E.B. in Tech:** Combining **digital skills training** with **supportive services (like childcare)** makes campaigns highly attractive to donors, especially when framed as both **empowerment and social justice**.

## 3. Euro Mamme Initiatives (Italy)

Euro Mamme, an Italian NGO, has piloted several **community-based initiatives** to support migrant mothers. In one campaign, they used crowdfunding to **finance a peer-to-peer mentoring program** where mothers with ICT and social enterprise experience guided newcomers.

- **Objective:** Raise €12,000 to fund workshops, materials, and small digital toolkits (laptops, software).
- **Strategy:**
  - Focused on **local community networks** and Italian diaspora abroad.
  - Organized small offline events (cultural evenings, solidarity dinners) linked with the online campaign.
  - Offered symbolic rewards such as hand-crafted products made by participants.
- **Result:** They raised €15,500, surpassing their target.
- **Impact:** 30 mothers gained ICT and entrepreneurship skills, and several small community projects were launched.

**Lesson for W.E.B. in Tech:** Blending **online crowdfunding with offline community engagement** strengthens trust, mobilizes supporters, and makes campaigns more resilient.

## Key Insights from European Practice

From these examples, three common success factors emerge:

1. **Clear Social Impact** – Donors want to see how their contribution directly improves women's lives.
2. **Authentic Storytelling** – Real stories of migrant women, their challenges, and their resilience drive empathy.
3. **Hybrid Engagement** – Combining online platforms with local community activities increases visibility and trust.

For the participants of **W.E.B. in Tech**, these lessons highlight that crowdfunding is not only about money—it is about **building communities, creating visibility, and empowering women as agents of change**.

## Conclusion: Beyond Fundraising – Building Empowerment

Crowdfunding is not just about raising money. It is about **building communities, amplifying voices, and creating opportunities** that last far beyond a single campaign. When done with clarity, transparency, and authenticity, it becomes a tool of **social transformation**, especially for those who are too often left behind in traditional funding systems—such as young women and mothers with migrant backgrounds.

Through this **Guide 1**, developed under the **W.E.B. in Tech Project (ESF-SI-2023-SKILLS-01-0011, funded by the European Social Fund Agency)**, participants are not simply learning how to design campaigns. They are being equipped with the tools to **turn their ideas into sustainable, impactful initiatives** that can:

- Empower women to take control of their professional and personal future.
- Strengthen NGOs and grassroots organizations by providing new funding opportunities.
- Foster **social innovation across Europe**, bridging gaps between communities, institutions, and individuals.

The most important lesson is this: **People do not fund projects. They fund people, stories, and visions they believe in.** Numbers and budgets matter, but what truly inspires support is the human connection—the courage of a young mother entering the digital world, the resilience of a migrant woman who wants to build a better life, the collective power of communities coming together.

Every campaign is a story of empowerment. Every donation is a step toward inclusion. And every participant in **W.E.B. in Tech** has the potential to become not just a fundraiser, but a **changemaker**.

## Editable Campaign Template – Crowdfunding Campaign

Developed within the W.E.B. in Tech Project – Project number: ESF-SI-2023-SKILLS-01-0011

Funded by the European Social Fund Agency

This template is designed to guide NGOs, social enterprises, and women-led initiatives in creating a complete crowdfunding campaign page. Fill in each section clearly and concisely.

### 1. Campaign Title

Write a short, catchy, and inspiring title for your campaign.

.....

.....

.....

### 2. Campaign Goal

Specify the exact fundraising target (amount in EUR) and explain why this amount is needed.

.....

.....

.....

### 3. Campaign Story

Describe the purpose of your campaign. Include:

- The social problem you are addressing
- Who will benefit directly
- Why this project matters
- Your personal/organizational story

.....

.....

.....

### 4. Visuals

List and prepare the visuals you will use:

- Campaign photo (high resolution)
- Short video (1–2 minutes)
- Infographics or charts

.....  
.....  
.....

## 5. Budget Breakdown

Provide a transparent breakdown of how funds will be used:

- Training costs: €\_\_\_\_\_
- Materials/equipment: €\_\_\_\_\_
- Communication & outreach: €\_\_\_\_\_
- Other: €\_\_\_\_\_

Total: €\_\_\_\_\_

.....  
.....  
.....