



FUNDRAISING TRACK

Stage 1: Identify Desired Results

Established Goals

1. Understand how to assess financial needs for a project;
2. Understand what to consider in presenting financial needs to different audiences;
3. Understand different forms of income (in-kind, donations, dollars) and basic strategies behind crowdfunding (with a focus on specific capacity needs to run a successful campaign);
4. Understand how to craft a narrative/proposal that represents the project and honors funder interests; and
5. Exposure to review processes and how more traditional funders tend to make decisions.

Enduring Understandings

Participants will understand ...

- A. How to determine what dollar needs exist to move a project forward;
- B. How to determine the capacity needed to successfully run a crowdfunding campaign;
- C. Why and how a budget can be used as a supporting tool to 'make the case' for funding;
- D. Strategies for effectively presenting a project and its financial needs to a range of audiences;
- E. How funders tend to conduct review and make funding decisions.

Essential Questions

Participants will seek deeper understanding through considering...

- A. What funding do I need to move this project forward?
- B. What capacity do I have to fundraise, and which available strategies are best suited to this capacity?
- C. How can my budget help me tell a compelling story about my project?
- D. Who are my potential audiences, and how will I tailor my story to best appeal to each while remaining true to my project?
- E. Are foundations a realistic part of my fundraising strategy? Why or why not?

As a result of this track, participants will be able to...

1. Accurately determine financial needs for a project and understand how to present them as part of an effective fundraising campaign;
2. Understand different ways to generate income and develop a fundraising approach suited to group capacity;
3. Competently employ basic strategies to present a project to a variety of audiences and begin fundraising; and
4. Draw upon their understanding of 'traditional philanthropy' to determine the likelihood of it being a wise use of their group's capacity.

Adapted From— Wiggins & McTighe, *Understanding by Design*