

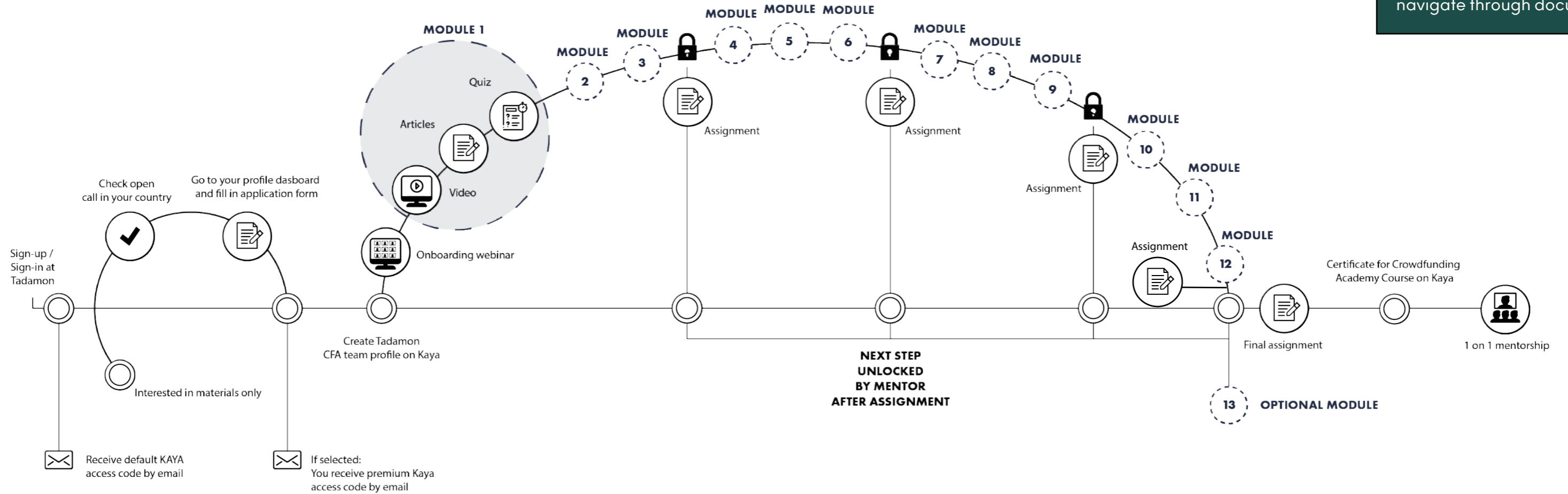
TADAMON CROWDFUNDING ACADEMY

CSO VERSION



TADAMON CROWDFUNDING ACADEMY

This document is interactive.
 Click on the steps, circles and links to find out more and navigate through document



WELCOME - TADAMON CROWDFUNDING ACADEMY

TADAMON CROWDFUNDING ACADEMY

Tadamon Crowdfunding Academy is an interactive training program that empowers and builds capacities to help organizations gain the necessary knowledge and skills on how to prepare and run a successful crowdfunding campaign. This program is intended for you, Civil Society Organizations (CSOs) that want to start, expand, or rebuild their programs or social business using online tools and innovative technologies. Through interactive online modules and tools, organizations will learn how to create and run elements of crowdfunding campaigns to mobilize the community, gather funds, and improve their presence so that they will be able in the end to launch their crowdfunding campaign.

As a civil society organization participating in the Tadamon Crowdfunding Academy, you will have a chance to work with top crowdfunding experts from around the world. Our focus is interaction: organizations will get an opportunity to receive guidance and feedback from our mentors. If you follow the course closely and work hard, you will develop all the necessary crowdfunding elements such as communication strategy, visual and textual elements, and rewards to successfully launch your crowdfunding campaign by the end of this course.

Start the course today:

<https://kayaconnect.org/course/info.php?id=2789>

STRUCTURE OF THE PROGRAM

The Tadamon Crowdfunding Academy modules are tailored to fit your needs and improve your skills to launch your own successful crowdfunding campaign. Each module contains the following elements:

- a video
- a presentation
- supporting materials
- a quiz

Modules 3, 6, 9, and 12 contain mandatory assignments. They are not only meant to test your knowledge: by submitting them you are also creating elements of your crowdfunding campaign. Once you complete all the assignments, you should be almost ready to launch your own campaign! Whenever you upload an assignment, you will get feedback from your mentor.

After you complete all modules and submit the final assignment, you will earn your course completion certificate. The final assignment is the final draft of your crowdfunding campaign, and needs to be approved by the mentor. Don't worry, we will make it easy for you. Just follow the steps below to complete the course.

CIVIL SOCIETY ORGANIZATION (CSO) RESPONSIBILITIES

- Submit quality assignments by following the deadline set up by your mentor (code)
- Regularly communicate work completed
- Ask for help when something is not clear in your Crowdfunding Academy (CFA) journey
- Give indication that you are working daily
- Communicate with your mentor and your CFA community
- If your work capacity and involvement has to be reduced due to family, health or work issues, please inform us as early as possible
- Listen and respond to feedback

CONTACT

If you have any questions in general about Tadamon platform and Crowdfunding Academy, reach out to us at: team@tadamon.community

If you have questions regarding a country specific program, please contact your local UNDP department.

LINKS AND REFERENCES

<https://tadamon.community/cfa>

STEP 1 - SIGN-UP

INSTRUCTION

1. Go to Tadamon Community platform - <https://tadamon.community/cfa>
2. Sign up and create your organisation account

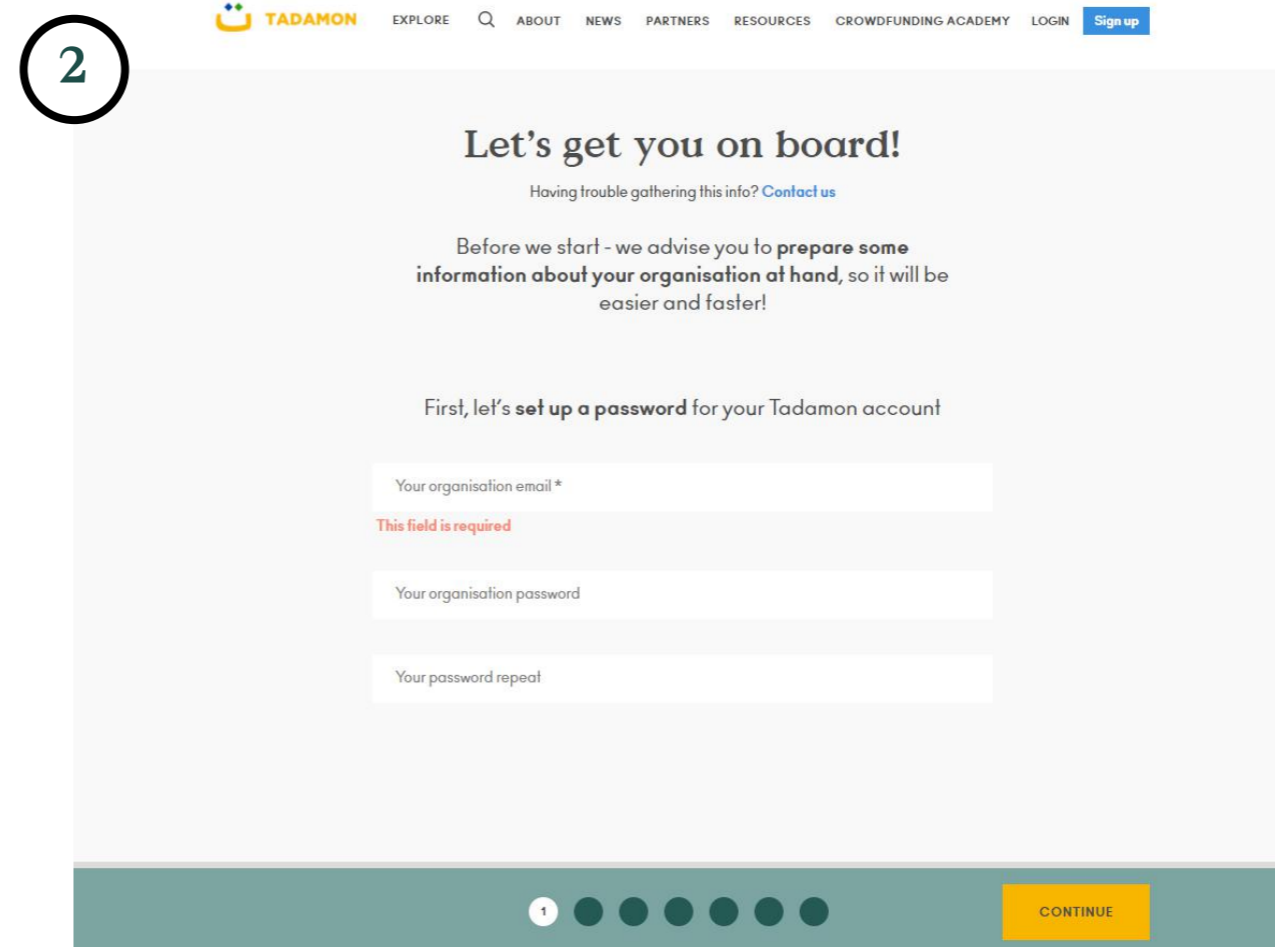
TIMEFRAME

7 minutes

CONTACT

If you encounter any (technical) problems, please contact team@tadamon.community

PROCESS



STEP 2 - APPLICATION

INSTRUCTION

Once the call for project idea is open in your country, go to your account and fill in and submit the application form. You can access your application form from the "My Applications" tab in [your Tadamon profile dashboard](#)

In order to join the Tadamon Crowdfunding Academy (CFA), you need to fill in an application to be able to join, as presented in the screenshot.

TIMEFRAME

You will receive a response within a period of two weeks after the deadline for submission. You either are selected for the regular or premium version of the academy.

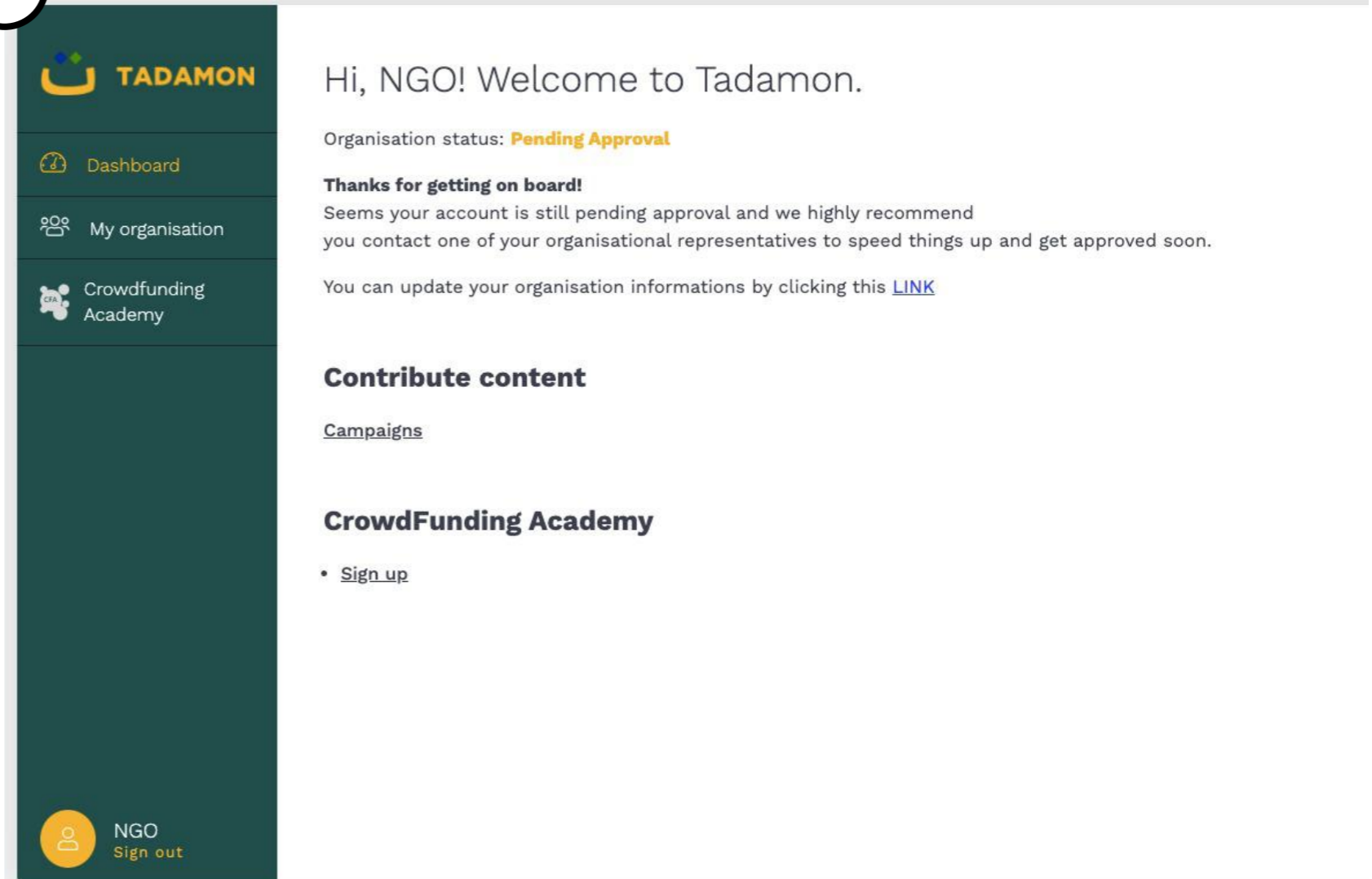
CONTACT

For any questions regarding the application or selection, please get in touch with team@tadamon.community

PROCESS



3



TADAMON

- Dashboard
- My organisation
- Crowdfunding Academy

Hi, NGO! Welcome to Tadamon.

Organisation status: **Pending Approval**

Thanks for getting on board!
Seems your account is still pending approval and we highly recommend you contact one of your organisational representatives to speed things up and get approved soon.

You can update your organisation informations by clicking this [LINK](#)

Contribute content

[Campaigns](#)

CrowdFunding Academy

- [Sign up](#)

NGO Sign out

STEP 3 - SELECTION

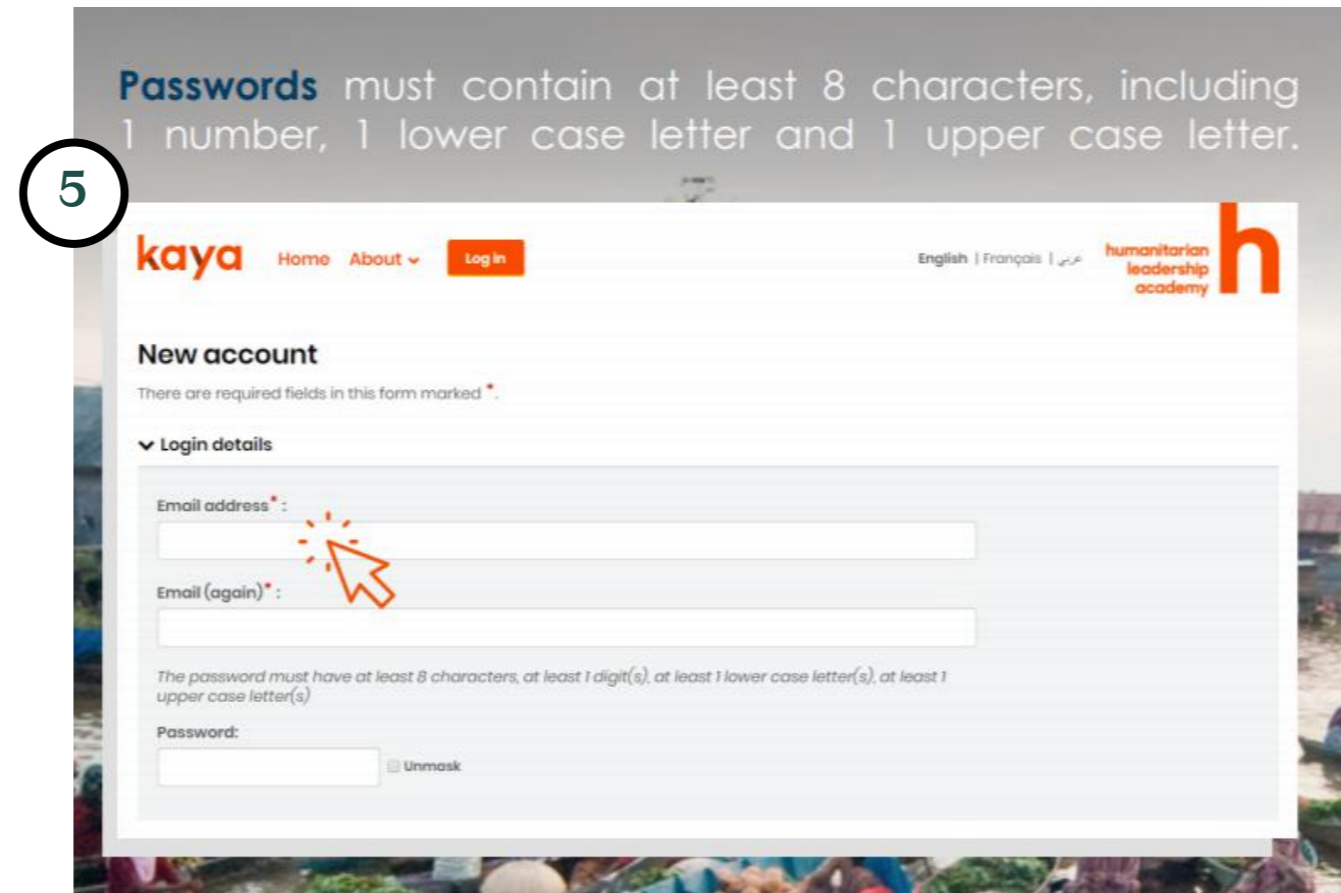
INSTRUCTION

1. Check your email to find out if your organization is selected to participate in Tadamon Crowdfunding Academy.
2. If you are selected, you will receive a premium code for the Kaya platform (full access to training materials)
3. Create one account per organization. One person from the organization is creating an account in her/his name for the whole team, that you will be using during the whole Tadamon Crowdfunding Academy.
4. If you are not selected, please contact team@tadamon community to receive a regular code (limited access to trainings materials).

DOCUMENTS

[Quick Start Guide KAYA version English](#)

PROCESS



AGENDA: ONBOARDING WEBINAR

INTRODUCTION

Meet your Mentors & Tadamon team.

The goal of the onboarding webinar is to introduce the Tadamon Crowdfunding Academy program, timeline and expectation, work with mentors, Tadamon Aggregating Platform, and what are the criteria for receiving the Tadamon grant to selected CSOs.

After the Onboarding Webinar participating CSO should have a clear understanding about the program, Tadamon Crowdfunding Academy agenda, modules and timeline, Tadamon Aggregating Platform, and how to apply for Tadamon CSO grant.

TIMEFRAME

The webinar is planned within a period of two weeks before the start of the academy.

PROCESS



CONTACT

If you have any questions, contact your mentor directly.

ABOUT FACE-TO-FACE WORKSHOPS

Face-to-face workshops with local crowdfunding experts will be organized in countries where it is possible is due to the COVID - 19 pandemic situation. You will be informed on time about the program and dates.



STEP 4 - TADAMON CROWDFUNDING ACADEMY

INSTRUCTION

Check Tadamon Crowdfunding Academy Modules. Start with the Module 1, and then move to next Module.

After every third module you have an assignment, which you should complete on your laptop and submit as a PDF file. Only PDF files will be evaluated.

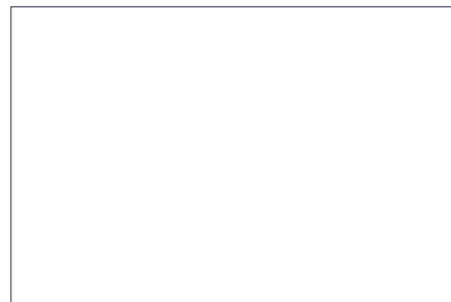
TIMEFRAME

Make sure to note all the deadlines set by your mentor.

CONTACT

If you have any questions about the modules or assignments, contact your mentor.

PROCESS



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TADAMON CROWDFUNDING ACADEMY MODULES

ABOUT THE MODULES

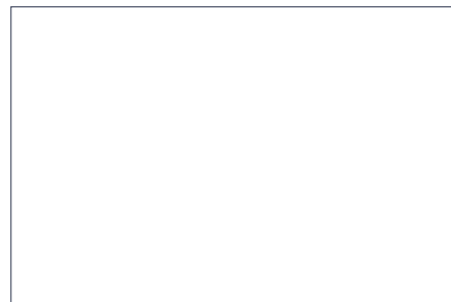
Each module contains:

- * a video
- * a presentation
- * supporting materials
- * a quiz

CONTACT

If you have any questions regarding the modules, contact your mentor.

PROCESS



Module 1: Introduction to Crowdfunding

Crowdfunding is not only about money !

1. Description:

Crowdfunding is the process of funding a project or a service by raising small amounts of money from a large group of people. But crowdfunding is about much more than raising money. This module will introduce the general aspects of crowdfunding such as crowdfunding models, crowdfunding platforms, crowdfunding attitudes, and inspire you with successful crowdfunding examples.

2.Video:

Crowdfunding and innovation expert, **Robert** will share why crowdfunding is important and why you need to have a successful crowdfunding campaign.



Module 1: Introduction to Crowdfunding presentation

Please click the link above. The course will open in a new window.

Let's practice !

Quiz:

This is the first quiz in this course. You need to fill it out to unlock the next topic and find out more about how to prepare and run a crowdfunding campaign.

Extra supporting materials:

- **From crowdfunding to development platforms:**
<https://www.undp.org/content/undp/en/home/blog/2018/from-crowdfunding-to-development-platforms--8-ways-to-make-use-o.html>
- **10 steps to successful campaigns:**
<http://altfinlab.org/blog/10-steps-to-successful-crowdfunding>

TADAMON CROWDFUNDING ACADEMY MODULES

If you are already registered, click on the topics below to read the description on the Kaya platform.

Module 1: Introduction to Crowdfunding	Module 2: Crowdfunding Campaign Strategy	Module 3: Crowdfunding ecosystem
Assignment 1	Module 4: Financial goal	Module 5: Resource mobilization
Module 6: Storytelling	Assignment 2	Module 7: Communication strategy
Module 8: Press Release	Module 9: Social media	Assignment 3
Module 10: Crowdfunding visuals	Module 11: Crowdfunding video	Module 12: Perks
Assignment 4	Final Assignment	Module 13: Additional videos
Feedback	Completion certificate	Acknowledgements

MODULS

Module 1: Introduction to Crowdfunding
 Module 2: Crowdfunding Campaign Strategy
 Module 3: Crowdfunding ecosystem
 Assignment 1

Module 4: Financial goal
 Module 5: Resource mobilization
 Module 6: Storytelling
 Assignment 2

Module 7: Communication strategy
 Module 8: Press Release
 Module 9: Social media
 Assignment 3

Module 10: Crowdfunding visuals
 Module 11: Crowdfunding video
 Module 12: Perks
 Assignment 4

Final Assignment
 Completion certificate

TADAMON CROWDFUNDING ACADEMY ASSIGNMENTS

INSTRUCTION

After every third module, you'll have to complete an assignment on your laptop and submit it as a PDF file. Only PDF files will be evaluated.

All assignments need to be submitted in this format:
NAME OF THE ORGANIZATION_ASSIGNMENT 1, 2, 3, OR 4

TIMEFRAME

Make sure to note all the deadlines set by your mentor.

CONTACT

If you have any questions regarding the modules, contact your mentor.

PROCESS



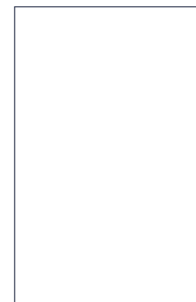
STEP 5 - COMPLETE THE ACADEMY - RUN A CAMPAIGN!

INSTRUCTION

Getting final feedback is essential for making any necessary improvements before launching a crowdfunding campaign. All parts of the crowdfunding campaign will be reviewed and approved by your mentor. Therefore, follow the steps below to submit final assignments and complete the Tadamon Crowdfunding Academy course.

1. Improve assignments according to comments received from mentors earlier
2. Upload the final documents and name the document Name of organization_Final Assignment
3. The mentor will give final comments and approval

PROCESS



COMPLETION CERTIFICATE

Earn the Tadamon Crowdfunding Academy certificate by completing the course on Kaya.

MENTORING

After completing the Tadamon Crowdfunding Academy course on the Kaya platform, you should launch your crowdfunding campaign, maximum within 3-5 months. During the implementation of your crowdfunding campaign, your mentor will be available for one-on-one sessions to answer questions and offer guidance. It is best for each team to arrange the schedule with their mentor before launching the campaign.



CAMPAIGNS DEVELOPED IN PREVIOUS CROWDFUNDING ACADEMIES

<https://tadamon.community/> -

Lets open Kunde - A cafe for Everyone! Kunde is about creating opportunities and inclusive society for people with special need <https://tadamon.community/campaigns/lets-open-kunde-a-cafe-for-everyone->

Ensa Joura: To fill potholes for smoother and safer roads, Live Lebanon and MTV Lebanon launched Ensa Joura in May 2017 <https://tadamon.community/campaigns/ensa-joura>

Guzgef Solar School - Help improve education facilities in rural Tajikistan and provide better education for children. <https://tadamon.community/campaigns/guzgef-solar-school>

Dushanbe Solar City - Help us crowdfund a solar food truck, which will showcase the potential of solar power and kickstart a wave of projects in Dushanbe. Let's make Dushanbe a Solar City! <https://tadamon.community/campaigns/dushanbe-solar-city>

Toyi - Turn everything into toys! Toyi is a limitless creative play kit without instructions that enables children to transform everything around them into unique toys. <https://tadamon.community/campaigns/toyi>

Green Aral Sea Initiative - Planting the drought-resistant saxaul tree on the Aral Sea's dried seabed is the best way to turn tragedy into new opportunities for all. <https://tadamon.community/campaigns/green-aral-sea-initiative>



**450 +
PEOPLE
TRAINED**

ABOUT TADAMON PLATFORM AND ISDB - ISFD NGO EMPOWERMENT FOR POVERTY REDUCTION PROGRAM

TADAMON CROWDFUNDING ACADEMY

Tadamon Crowdfunding Academy is part of the “IsDB - ISFD NGO Empowerment for Poverty Reduction Program”, which is sponsored by the Islamic Solidarity Fund for Development (ISFD), managed by the Islamic Development Bank (IsDB) and implemented by the United Nations Development Programme (UNDP) and other strategic partners. The mission of the program is to provide visibility to CSOs` projects and activities, support them to have better access to alternative finance, and connect them to other potential partners and supporters. In an effort to strengthen the capacity of the selected CSOs, the IsDB and ISFD are partnering up with the Kaya platform, a global learning platform of the Humanitarian Leadership Academy.

Take a look at:

<https://kayaconnect.org/course/info.php?id=2789>

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The content of this booklet was created by the Tadamon team in 2020. The booklet was created as part of a project which designed the program of Crowdfunding Academy to fully digitalize the training program.

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