

IsDB-ISFD NGO EMPOWERMENT FOR POVERTY REDUCTION PROGRAM

# GUIDE

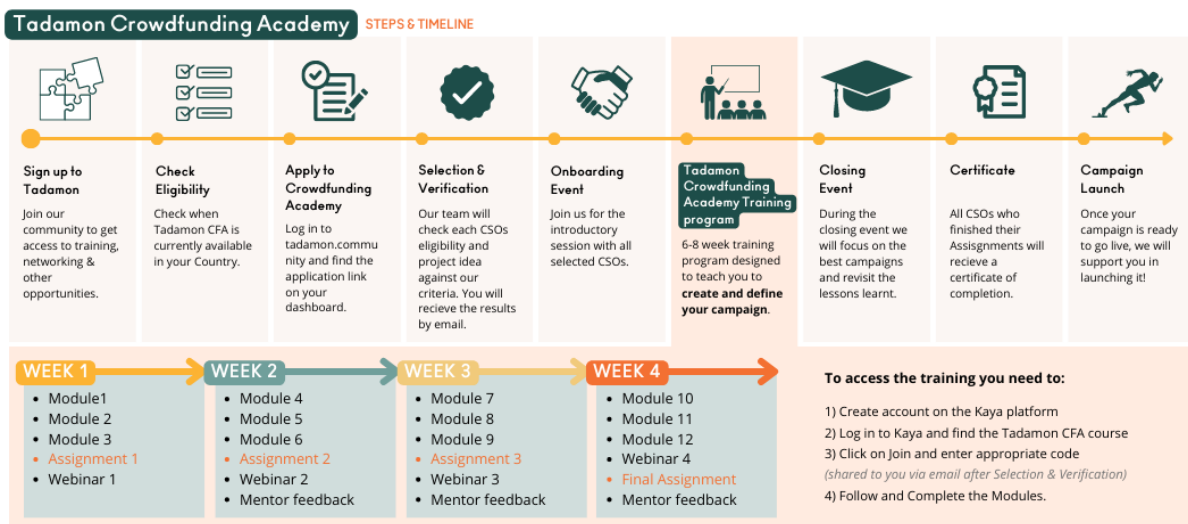
TADAMON CROWDFUNDING ACADEMY

## **OPEN CALL FOR PROPOSALS: ELIGIBILITY AND EVALUATION CRITERIA**

## **INTRODUCTION**

This document provides guidelines for civil society organizations from OIC Member Countries to propose their project ideas to the capacity building program - **Tadamon Crowdfunding Academy**, with Eligibility and Evaluation Criteria. To get selected, CSOs need to submit proposals that supply all necessary supporting information and meet eligibility criteria before they can be evaluated.

## Tadamon Crowdfunding Academy



### A. ROADMAP - Application to Tadamon Crowdfunding Academy

**Step 1:** CSO should create an organization's profile on the Tadamon website by signing up via the following link: <https://tadamon.community/sign-up>.

Once a CSO creates their profile, the Tadamon team checks and pre-approves it if there is no objection to the filled information. The final approval comes after applying to the Tadamon Crowdfunding Academy and the verification process by UNDP CO and Country's Government.

**Important note: the CSO registration document needs to be uploaded as PDF, otherwise your CSO will be automatically rejected.**

**Step 2.** Once CSO's profile is pre-approved, CSO can apply its project proposal to the Tadamon Crowdfunding Academy. The application form can be found on the profile dashboard.

**Step 3:** After closing the Call for proposals, and upon screening and evaluating the applications against **evaluation** and **eligibility** criteria, a jury (at least 3 members from IsDB, UNDP, and local partners) selects 20-25 organizations for the capacity building program.

**Step 4.** Signed CSOs need to be checked and **verified** by UNDP CO and the Country Government

**Step 5:** Organizations that are selected and verified are informed via e-mail about their participation in the Tadamon CFA training program organized in their country through the UNDP country office and strategic partners.

## **B. Eligibility criteria to participate at Tadamon Crowdfunding Academy**

Only CSOs that submit all the information required by the application form will be eligible to go through the next level. The list below sets out the eligibility requirements. CSOs might be asked for additional documentary evidence to support their statements on the forms.

### **Checklist**

- Crowdfunding Academy project proposal application form is submitted
- Full breakdown of project costs with clearly identified costs of each element of the project
- A copy of your official registration in the IDB Member country is uploaded
- Project will take place within the program Fully Eligible Area (57 MCs of IsDB Group)
- Signed letter of commitment for CSO/NGO to participate at Tadamon Crowdfunding Academy and implement crowdfunding campaign (\*provided in the Annex)

## **C. Application forms in English,, Arabic and French**

### **English version:**

1. Your first and last name:
2. Phone number:

3. Mail address:
4. Country and city of residence:
5. Name of your Civil Society Organization (CSO) / Non-Governmental Organization (NGO)?:
6. What is the date of establishment of your organization?
7. In which country is your organization officially registered?
8. How did you hear about the Tadamon platform and the IDB / ISFD NGO Empowerment for Poverty Reduction program?
9. Why do you want to participate in Tadamon Crowdfunding Academy? (max 200 words)
10. Describe your project idea and what part of it would you like to finance through crowdfunding (max. 200 words)
11. What are the target groups of your project? (max. 100 words)
12. Do you plan to cooperate with some local partners in your campaign (NGO; startup incubator, social entrepreneurship, University...)? Please explain how you intend to incorporate them in the project (up to 100 words).
13. How much would you like to collect through crowdfunding (USD)?
14. Please clarify your financial contribution to the campaign (in-kind, other donors, own resources):
15. Insert the link of your website and/or social networks if they exist.
16. How many members of your team will participate at Tadamon Crowdfunding Academy?
17. Do you speak English?
18. Do you commit to attending the full crowdfunding academy training, preparing and launching your crowdfunding campaign?
19. How much time per week can you and your team invest in the Tadamon Crowdfunding Academy?

### **Arabic version**

1. الاسم الكامل:
2. رقم الهاتف
3. عنوان البريد:
4. بلد ومدينة الإقامة:
5. اسم منظمة المجتمع المدني (CSO) / المنظمة غير الحكومية (NGO) ؟:
6. ما هو تاريخ تأسيس منظمتك؟

7. في أي بلد تم تسجيل منطمتك رسميًا؟
8. كيف سمعت عن منصة التضامن وبرنامج تمكين المنظمات غير الحكومية للبنك الإسلامي للتنمية / صندوق التضامن الإسلامي للتنمية من أجل الحد من الفقر؟
9. لماذا تريد المشاركة في أكاديمية تضامن للتمويل الجماعي؟ (بحد أقصى ٢٠٠ كلمة)؟
10. صيف مشروعك وما هو الجزء الذي ترغب في تمويله من خلال التمويل الجماعي (بحد أقصى ٥٠٠ كلمة)؟
11. ما هي الشريحة المستهدفة من خلال مشروعك؟ (بحد أقصى 100 كلمة)
12. هل تخطط للتعاون مع بعض الشركاء المحليين في حملتك (منظمة غير حكومية ، حاضنة بدء التشغيل ، ريادة أعمال اجتماعية ، جامعة ...)؟ يرجى شرح كيف تنوي دمجهم في المشروع (حتى 100 كلمة).
13. ما هي الميزانية الإجمالية المطلوبة لتنفيذ المشروع؟ (دولار أمريكي)؟
14. هل تخطط للتعاون مع بعض الشركاء المحليين في حملتك (منظمات غير حكومية ، ريادة أعمال اجتماعية ، جامعة ...)؟ يرجى توضيح كيف تنوي دمجهم في المشروع (حتى 100 كلمة)
15. أدخل رابط موقع الويب الخاص بك و / أو الشبكات الاجتماعية إذا كانت موجودة.
16. كم عدد أعضاء فريقك الذين سيشاركون في أكاديمية تضامن للتمويل الجماعي؟
17. هل تتحدث الانجليزية؟ (نعم / لا)
18. هل تلتزم بالمشاركة في المشروع من خلال أكاديمية التمويل الجماعي؟ (نعم ، لا ، جزئيًا)
19. كم من الوقت اسبوعيا يمكنكك أنت وفريقك الاستثمار في أكاديمية تضامن للتمويل الجماعي؟

### **French Version:**

1. Votre nom et prénom
2. Numéro de téléphone
3. Adresse mail
4. Pays et ville de résidence
5. Nom de votre Organisation de la société civile (OSC)/ Organisation non gouvernementale (ONG) ?
6. Quelle est la date d'établissement de votre organisation ?
7. Dans quel pays votre organisation est-elle officiellement enregistrée ?
8. Comment avez-vous entendu parler de la plateforme Tadamon et du programme de la BID et le FSID d'autonomisation des ONG pour la réduction de la pauvreté?
9. Pourquoi voulez-vous participer à l'académie de Crowdfunding Tadamon?
10. Décrivez votre projet et quelle partie souhaitez-vous financer à travers le financement participatif (max 200 mots)?
11. Qui est votre public cible?
12. Prévoyez-vous coopérer avec certains partenaires locaux pour votre campagne (ONG ; incubateur de startups, entrepreneuriat social,

Université () ? Veuillez expliquer comment vous allez les intégrer dans le projet (jusqu'à 100 mots)

13. Combien estimez-vous collecter grâce au financement participatif (en USD)?

14. Veuillez préciser votre contribution financière à la campagne (en nature, autres donateurs, ressources propres)

15. Insérez le lien de votre site Web et/ou réseaux sociaux s'ils existent

16. Combien de membres de votre équipe participent à l'Académie de Crowdfunding?

17. Parlez vous en Anglais?

Oui

Non

18. Vous vous engagez à suivre la formation complète de l'académie sur le financement participatif, à préparer et à lancer votre campagne de financement participatif ?

Oui

Non

19. Combien de temps par semaine vous et votre équipe pouvez investir dans l'Académie de Crowdfunding Tadamon?

#### **D. Evaluation criteria and overall scoring**

[The maximum score for a project is 100 points.](#) Projects must score at least 60 points to pass the quality threshold. Projects, which do not meet the quality threshold will not be eligible for funding.

Each criteria is assessed against a number of checklist questions and the average score (0-5) then converted into a percentage mark contributing to the overall total of 100.

## Scoring table based on evaluation criteria

<ul style="list-style-type: none"> <li>• In-kind contribution or additional funding including project's cost breakdown</li> </ul>	25%
<ul style="list-style-type: none"> <li>• Team strength</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Crowdfunding ability (Project idea suitable for crowdfunding)</li> </ul>	25%
<ul style="list-style-type: none"> <li>• Campaign's Impact scale</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Partners &amp; Beneficiaries: The more beneficiaries and partners the merrier</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Feasibility and sustainability</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Innovation: Edge, innovative solutions</li> </ul>	10%

## E. Letter of commitment

### TEMPLATE

#### letter of commitment for CSO/NGO to participate at Tadamon Crowdfunding Academy and implement crowdfunding campaign

#### Letter of commitment

This letter is to confirm that (*add the name of your CSO/NGO here*) represented by (*add the name of a legal representative here*) is committed to prepare and launch a crowdfunding campaign developed during the learning program Tadamon Crowdfunding Academy and to ensure its sustainability.

As participants/beneficiaries in IsDB- ISFD NGO Empowerment for Poverty Reduction Program my CSO/NGO (*delete as appropriate*) is undertaking to perform the roles and tasks set out in the Tadamon Crowdfunding Academy Call for Proposals.

We also pledge to take part in the activities of the Tadamon Crowdfunding Academy where appropriate and feasible through:





1. **Participation** in Tadamon Crowdfunding Academy activities and Digital Crowdfunding Academy on the e-learning Kaya platform
2. **Timely submission homework assignments** and engaging work with Tadamon Crowdfunding Academy mentors
3. **Participation in an evaluation** of the Crowdfunding Academy program
4. **Supporting the tracking and monitoring process 6 months** after the end of the Tadamon Crowdfunding Academy
4. **Timely finalization of Tadamon Crowdfunding Academy** activities (work with mentors, submission of homework, and creation of crowdfunding campaign)
5. **Implementation and delivery of crowdfunding campaigns** on local or international platforms
6. **Reporting** on spending funds from a crowdfunding campaign
7. **Promotion & visibility** of IsDB- ISFD NGO Empowerment for Poverty Reduction Program (Tadamon program):
  - Campaigns that are developed during the Tadamon Crowdfunding Academy must have the Tadamon logo and equally sized partner logos: IsDB, ISFD, and UNDP (use logos in the text, video, other campaign materials etc.)
  - Campaign materials (campaign text, press release, social media posts) should mention that the campaign was developed with the support of IsDB, ISFD, and UNDP. Use the following sentence: **"This campaign was developed as a result of the Tadamon Crowdfunding Academy - ISFD - IsDB NGO Empowerment Program by ISFD and IsDB and the implementing partner UNDP."** Hashtags **#Tadamon** & **#TadamonMeansSolidarity** should be used in all social media posts related to campaign activities.

Date:

Legal Representative's Name:

Signature and stamp: