

CROWDFUNDING
FOR DEVELOPMENT

MASSIVE OPEN
ONLINE COURSE

BUILD AND LAUNCH YOUR
CROWDFUNDING CAMPAIGN

START DATE
4TH MAY



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ENGAGE MOBILIZE INSPIRE



Background

Around the world, national and international institutions, such as the GIZ, DFID, EU and World Bank are paying greater attention to the impacts of crowdfunding on local economic development.

Crowdfunding is democratizing access to capital and bringing greater financial inclusion and economic development to traditionally “bottom of the market” segments of the population that were previously considered “unbankable,” or unprofitable. Crowdfunding has the potential to unlock much needed early-stage financing for entrepreneurs in developing countries. By the end of 2013, crowdfunding had become a **US\$ 5.1 billion market globally**.

Objectives

By the end of CF4Dev MOOC, learners will be able to plan, apply the proper tools and execute their own CF4Dev campaign. The learning objectives of this MOOC are to:

- Recognize the role of crowdfunding and its impact on development
- Plan the main steps in developing a crowdfunding communication plan
- Identify the social media tools to build networks and promote campaigns
- Use metrics and social data to improve outreach and engagement
- Build CF4Dev campaigns for institutional purposes and projects

Methodology



CF4Dev
MOOC

The CF4Dev MOOC is consisted of an 8-weeks online open learning course, facilitated by two expert trainers and several other international experts on crowdfunding and development.

The centrepiece of the CF4Dev MOOC is the **capstone project**. From modules 1 to 6, learners will design and plan their own CF4Dev idea and campaign. The last module is the capstone project, it will display participants’ CF4Dev campaign plan and design in a course gallery.

Furthermore, considering the objectives of the MOOC, it will focus on participatory activity-oriented learning augmented by audio-visuals, videos, webinars, easy-to-follow templates, peer-to-peer work groups, group evaluation, strategic mapping and checklists of best practice. The MOOC will be supported by learning material (articles, links, multimedia) and tools that will be made available to each participant.

Language

English

Target

ITC-ILO intends to increase the awareness and capacity of development agencies, UN agencies, NGOs, individuals especially from the developing countries and equip them with effective skills to start their own CF4Dev campaign, especially organizations who have previous experience or who are working on social entrepreneurship, micro-financing, social lending, and green energy projects.

Content

Module 1
Introduction & Brainstorming Ideas

Module 2
Models & Websites

Module 3
Target Audience & Community

Module 4
Crafting Your Campaign Message

Module 5
Crowdfunding Campaign Tools

Module 6
Crowdfunding Web Analytics

Capstone Project
Course Gallery

Each module in this activity-based MOOC is augmented by a combination of some of the learning activities listed below:

Webinars & Discussion Forums

Videos

Collaborative & activities

Strategic planning exercises

Readings & Online Resources

Quizzes

Contact

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