

GREEN MODULE

Nº4 - FUNDRAISING PARA EL DESARROLLO DE
EMPRESARIOS SOCIALES, VERDES Y DIGITALES

This module is specially designed for young entrepreneurs and educators who are passionate about project-based learning.

It will provide tools and techniques that will help transform ideas into successful projects, with a focus on using digital marketing to amplify the message.

Get ready to bring ideas to life and make a significant impact in the community and beyond.



Entrepreneurship Focus: Human Rights, Environment and Skills

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I Have an Idea, Have I a Project?

Transforming a brilliant idea into a structured project can seem challenging. You will learn how to distinguish between a simple idea and a viable project. This includes defining clear objectives, strategic planning and assessing the sustainability of the project. Through interactive exercises, such as the Problem Tree, you will be guided through the process of delving into the causes and effects of the idea, ensuring that it is well grounded and ready for success.



ENTREPRENEURS

Being an entrepreneur means more than just starting a business; it is about being a driver of innovation and change. The essential characteristics of successful entrepreneurs will be discussed, including resilience, creativity and the ability to identify opportunities. In addition, different organisational structures that can be considered for entrepreneurship will be explored, each with their own benefits and challenges.



Strategic Alliances

Strategic partnerships can be the key to extending the reach and effectiveness of the project. It will show how to identify and collaborate with strategic partners who share the vision and objectives. Case studies where successful partnerships have led to substantial achievements will be discussed, providing a model to replicate in one's own initiatives.



Fundraising: Essential Elements and Advanced Strategies

Fundraising is crucial to the sustainability of any project. A detailed overview of effective fundraising strategies will be provided, including events, digital campaigns and grant proposals. In addition, the importance of effective communication and building long-lasting relationships with donors to ensure continued support will be emphasised.



Fundraising Techniques through Digital Campaigns: The Crowdfunding Example

It will delve into how to use crowdfunding as a powerful tool to finance projects. Different crowdfunding platforms will be explored, each with their own rules and benefits, and tips will be provided on how to design a campaign that not only meets but exceeds financial goals.

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