

GETTING RESOURCES FOR SOCIAL PROJECTS

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Main objectives:

- Discussing different ways of getting resources for (social) projects

During the workshops participants will (specific objectives):

- Brainstorm possible ideas of getting resources for social projects.
- Dive deeper into chosen methods of getting resources.
- Reflect on which method of getting resources they would like to try for their own social/life projects.

Time:

2h

Place:

indoor

Materials:

Stationary: flipcharts, markers, paper (recycled if possible), pen

Equipment: access to Internet



Course:

1. Introduction

Welcome participants and tell them that today's workshop will be about getting resources. It is focused on getting resources for social projects (including social businesses), but methods we will discuss can be used in various situations. You can ask for participants' experiences with the topic.

2. Resources

There are different ways we approach the topic of resources working with women and other target groups, depending mostly on how experienced the group is already. Below we present a few different ideas of how to run this workshop, you can choose the option which suits the best your group and their needs.

a) **Brainstorm + mini debates with participants as experts**

Propose to the participants a specific form of brainstorming: every person should have one piece of paper; their task is to write down three ideas about how to get resources for a social project. After you say “change”, they pass the paper to the person on their right and receive the paper from the person on their left. There they have to write three more ideas which have to be different from those they wrote before and different from those already written on the paper. Then, you say “change” and the process is repeated again. Continue for 5–6 rounds, so that each paper has about 15–18 ideas. Ask participants how they liked this kind of brainstorming, which are its main advantages and in which other situations we can use it. Summarise the exercise by writing down all ideas in one place, on flipchart/board. Then, ask participants which ideas they want to discuss deeper and mark them. Usually people are interested in topics like sponsors, grants, crowdfunding, opening business, exchange.



Choose a first topic to discuss. Ask which participants have experience in that particular topic, for example, if you discuss crowdfunding, ask who already prepared a crowdfunding campaign. Invite participants with experience in that particular topic to sit in the middle as experts in a mini-debate. Each expert describes in a few sentences what her experience is. As a trainer, you can be one of the experts. Let participants ask questions regarding this particular topic. They can ask directly to one expert or to all of them. Continue till all the questions are answered (if you feel one topic takes too much time, you can also decide to finish it earlier and encourage participants to ask additional questions during the break). Once the debate is over, go to the next marked topic and invite other experts following the same rules.

This workshop lasts quite long and it is just talking, so it's good to set a coffee break in the middle. The break is also a good time for asking additional questions to the experts.

If you have time you can also practice some things, for example meeting with sponsors. Use drama method, ask participants to play themselves coming to sponsor to present their social project and propose collaboration. As a trainer you can play the sponsor. Encourage participants to use all rules of communication, listening, empathy, public speaking which they practised on previous workshops. Give participants feedback and discuss together what was good in that particular conversation and what could be done better.

b) Visit of an outside experts

If participants have no experience in the topic you can choose to invite an outside expert (or 2-3 of them, specialised in different things). Let them introduce themselves and then answer any questions participants may have. If you have time, you can encourage participants to tell experts about their ideas (for example about social projects/social business they designed during previous workshops), practising also their public speaking skills. Ask experts what method of getting resources they would suggest in case of a particular project.



c) Group work

Instead of asking experts, you can also decide to look for information yourself. In this case, you can also start from a brainstorm described in point a and mark a few ideas which are the most interesting. Then, divide participants in a smaller group of 3-4 people and give them 40-50 minutes to gather information and prepare presentations about a particular topic. To make it easier, you can distribute guidance questions to the groups. Each group works on one idea of getting resources. Make sure each group has internet access, e.g. on their phone.

For preparing presentations you can use flipcharts and markers or online tools, for example padlet.

Examples of guidance questions:

Crowdfunding and mini-credits

- What is crowdfunding? What are mini-credits?
- Give examples of crowdfunding platforms, explain how they work.
- Give an example of an interesting crowdfunding campaign.
- What do you have to remember when preparing your own campaign?

"Pay as you like", "tips" - you decide how much you pay

- What is the idea of "pay as you like" about? How does it look in practice?
- Give examples of initiatives operating on this basis (one of the best known are city tours, the so-called "free tours").
- What are the advantages and disadvantages of such a solution? What are the challenges associated with it?



Sponsors

- What are the good and bad sides of getting sponsors?
- Prepare the set of rules/advice for people who want to start to collaborate with sponsors. What should we remember about?
- What can we offer to sponsors in exchange for their support?
- Make a list of companies in your local communities which you think could be interested in sponsoring social projects. Why did you choose those ones?

Grants

- What kind of local, national and international grants could be useful for social projects of your size?
- Where to find more information about available grants?
- Who from your community could help you to prepare the first grant application and how?
- What steps do you have to take to write a successful grant application?

If you haven't run the workshop about social business you can also propose this option:

Social businesses

- What is social business?
- How is social business different from traditional?
- Give examples of social businesses from your country
- What do we need to do to open a social business?

After a given time each group presents the results of their work. To sum up, you can present stories of changemakers from all over the world to illustrate some of the ideas discussed during the workshop.

Crowdfunding and mini-credits

- \$25 can change lives



"Pay as you like"

- Come as a guest, leave as a friend

Social businesses:

- Roma means human
- Discover the dark side of Barcelona
- Inclusion first

3. Summary

Regardless of the option you use for running this workshop, at the end ask participants to reflect which of the methods of getting resources they would like to try in case of their project/life. Ask them to write down particular ideas of how they can start to get resources. At the end ask participants for impressions, thoughts, doubts and invite them to fill the evaluation form.

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