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Why Crowdfund?

Crowdfunding can help social entrepreneurs, **#Glocalisers** and **#Changemakers** to generate activation within their social network of supporters and communities, to fund the organisation of an EDE programme in their bioregion or country.

How to use Certification to Crowdfund your EDE?

Since 1 May 2016 all certified EDEs are invited to submit two forms in the certification or re-certification processes, with a view to receiving the joint Gaia Certification and the **UNESCO Global Action Programme on ESD Contributor Label.**
This certification is a great asset to enlarge programmes and give a wider credibility to EDE organisers.

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Contributor
UNESCO Global Action Programme on Education for Sustainable Development

An Official Contribution to the United Nations SDGs

What is Crowdfunding?

"Crowdfunding is a way of raising finance by asking a large number of people each for a small amount of money" (UK Crowdfunding) .
This is a recent and easy way to collect funding for a specific project through a community who share the same ideas and values. **In this fact sheet,** we will provide you with simple answers and instructions on how to utilise this tool with a vision for empowering the GEESE, using it to embody their vision and dream of organising an EDE programme in their bioregion.

How to go about Crowdfunding for your EDE course?

A successful Crowdfunding campaign needs to follow some "rules"; see some suggestions summarised from this website **www.crowdfunder.co.uk:**

01. Telling your story: you need to make a connection quickly and get your supporters excited about your project. To do this well you'll need to make sure your description is structured, concise and engaging. Add some images and videos with testimonials to give it a professional-looking finish.

02. Giving rewards: this is a great way of increasing the amount of money a supporter will pledge as well as a great way for generating excitement around your project. On Crowdfunder you can offer rewards in return for pledges, as well as simply collecting donations.

03. Choosing your target: Your target needs to be a balance between what you need to raise to make your idea happen and what you think you can raise from your Crowd. Remember that you can always raise more and 'stretch' your target to a bigger number once you hit 100%. Calculate the minimum amount of money you need to deliver your project and fulfil your rewards.

04. Launching your project: When spreading the word about your Crowdfunder, always start with the people closest to you, before engaging with others. People who already know you are more likely to support your project than those who don't. Similarly, people who are already aware of your business are also more likely to engage than those who are not. As your project starts gain momentum, it'll begin to look more attractive to people outside of your own network.

Some Crowdfunding resources

▶ **Check this video: Why Crowdfund?**
To Make Your Idea A Reality | Simon Walker | TEDxStPeterPort

☰ **Download this: Vermaki Mini Guide.pdf**
Vermaki Crowdfounding Mini Guide that helps you to prepare your proposal

📶 **Check this web: Crowdfounding indigogo**
Crowdfounding Portal, Fund new and groundbreaking projects

Learn more: www.gaiaeducation.org/certification