



Apply to the Crowdfunding Academy

Anyone from a UNDP country office can join, so hurry up and reserve your place now by filling in the [Application form](#). Spaces are limited!



Cohort 3 deadline is February 18th, 2022.

Join the CFA to receive:

UNDP CFA

The UNDP Crowdfunding Academy (CFA) is a joint initiative between the Innovative Digital Partnerships (BERA-HQ) and Alternative Finance Lab (Innovation Hub-IRH) teams.

It combines online education, dedicated mentorship, and an end-to-end toolset and operations support customised to raise funds for a wide variety of projects.

- **Free access to UNDP's fundraising platform, Classy.org**, allowing you to tailor pages and content while providing donors with a secure, reliable donation experience;
- **Access to Digital Crowdfunding Academy materials**, Webinars, and Masterclasses training and community of practice on the Spark Blue platform;
- **Enhanced digital crowdfunding academy advisory workshops**, led by the AltFinLab, with hands-on support and mentorship support from crowdfunding experts with 7+ years of experience who have educated more than 500 people and developed more than 120 Crowdfunding campaigns
- **Access to central operational processes**, including financial reconciliation, managed by UNDP BERA.

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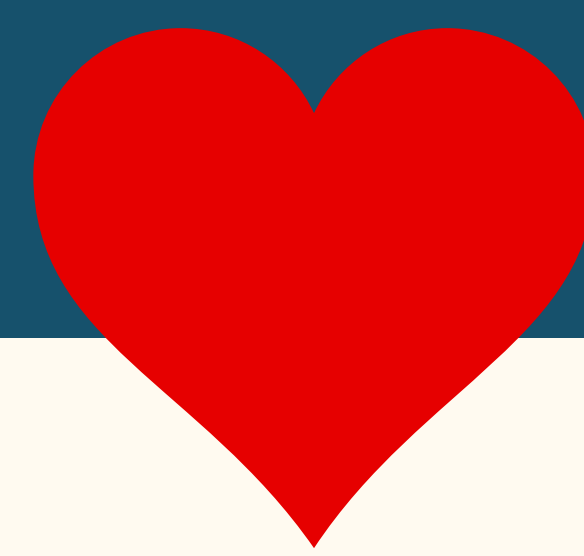
teams supported

11

campaigns launched

2.8m

Individual Giving Crowdfunding efforts mobilized around USD 2.8m during the 2020-2021 period.



What to expect:

The modules are tailored to fit your needs and improve your skills to launch your own successful crowdfunding campaign.

You get access to 12 interactive modules and guidance from experienced mentors during the weekly workshop meetings. Each module includes a 10 -20 minute video and a short quiz. Following every third module, you will need to complete an assignment.

Please bear in mind that the whole Academy requires a weekly time commitment. Your team will need to invest 3 - 5 hours weekly for 9 weeks.

Modules:

- Introduction to crowdfunding
- Crowdfunding campaign strategy
- Building the crowdfunding ecosystem
- Setting the financial goal
- Resource mobilisation
- Storytelling
- Communication strategy
- Press release
- Crowdfunding video
- Crowdfunding visuals
- Social media
- Perks

To crowdfund is to build a community. Join us.

