



# POP-UP EXHIBITION

## 1- FUNDING KNOWLEDGE

FOR A SUCCESSFULL POP-UP  
EXHIBITION ON MIGRATION



*“How can I find money to implement my cultural project? Which tools can I use? Who will support my project? What is a fund and where is it? How can I approach it? Who is a fundraiser? Which skills does he need?”*

WELCOME to our fast course in fund raising for cultural project.

We will guide you in the labyrinthine world of funds providing you some useful knowledges and asking you to keep practice through some exercises.

Don't worry, we're not at school... it will be easy and funny!

LET'S START!



The course is aimed at youth workers and young people involved in their community who would like to manage a project on telling migrants' story through a pop-up exhibition.

## Is that you?

In this Training Curriculum we will help you to develop your basic **funding knowledge** so you and your team can manage a pop-up exhibition without problems.

## What are you going to learn?

- Who a fundraiser is and which skills he needs
- Various and different kind of funds available
- What crowdfunding and match-funding are, their advantages and disadvantages

# FUND RAISING

WHO IS A FUNDRAISER?  
WHICH SKILLS DOES HE NEED?

You will find out a real job description with specific skills that you may already have but that you surely can improve. Get a look to a real job profile:



<https://www.prospects.ac.uk/job-profiles/charity-fundraiser>

And watch at the explanation of Institute of Fundraising (yes, exist one of them!)



<https://www.youtube.com/watch?v=0DbVwG0Kze8>



Exercise: understand what is exactly the role of fundraiser and which skills he needs.

List these skills (which ones you have in mind) and arrange them from that you think the most important to the less one. Then look at the job profile of fundraiser we provide you and try to correct yourself. Were you right, where you wrong? What does exactly change in your opinion about this role?

List of skills: what will we keep, what will we leave?

<https://www.thebalance.com/list-of-fundraiser-skills-2062419>

# SOURCES OF FUNDING

WHICH ARE AVAILABLE IN YOUR CONTEXT?  
WHICH IS THE BEST TO FUND YOUR POP-UP EXHIBITION?

To juggle with many sources of funding is one of the most difficult job of a fund raiser. Someone seems unachievable, someone else... simply they don't work! But each project has two or three 'best choices' among which you can move. How can you find them? Don't worry, it's not complex.

List the sources of fund you think available for your project.



Now watch our video and check your list.



<https://www.youtube.com/watch?v=CXw16BBZpq0>



Find out the best source of fund available in your context following the size and needs of your project.

By process of elimination, select two chances. Keeping in mind management and marketing needs make your choice and present it to other members justifying it (in order to convince them).

# CROWDFUNDING

WHAT IS CROWDFUNDING?  
HOW CAN YOU MATCH THEM WITH A CULTURAL  
AND ARTISTIC CONTEXT? WILL IT WORK?



<https://www.youtube.com/watch?v=y6dKoWlJif4>

Discover the advantages of a crowdfunding campaign in cultural project and tools already available!



<https://www.crowdfunding4culture.eu/>

Oh yes, remember! We can have different kind of crowdfunding. There are four different types of crowdfunding all get lumped under this umbrella term of crowdfunding, but they're actually very different. This is also an important question, because the rest of this series focuses almost completely on **one** of those types. Depending on where you look online, you'll see different answers and sometimes different terms, but the way we break it down, there are four distinct types of crowdfunding.

- **Rewards-based crowdfunding**
- **Donation-based crowdfunding**
- **Equity crowdfunding**
- **Debt crowdfunding**



Check it here



<http://crowdfundinghacks.com/different-types-of-crowdfunding/>





Open Educational Resource material *POP-UP EXHIBITION – FUNDING SKILLS* delivered to you by GrandMa's Story project partner:

**GLOCAL**  **FACTORY**



Co-funded by the  
Erasmus+ Programme  
of the European Union