URBAN THINKERS CAMPUS
THE CITY WE NEED

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FUNDRAISING FOR URBAN THINKERS CAMPUSES
QUICK GUIDE

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Learning from the past experience of Phase 1 of Urban Thinkers Campuses (UTC), this quick guide presents some key principles and best practices in fund-raising, in order to support the organization of your Urban Thinkers Campus for Phase 2. This guide also introduces a few innovative approaches not yet experimented in the framework of the UTC process but used in other instances by event organizers.

Good fundraising for your Campus will start with:

- **a convincing team to lead your Campus:**
  1/ this team will be the key liaison with the potential donors
  2/ it will make decisions on the content of the Campus and the way you want to organize it

- **a credible documentation for the Campus:**
  1/ a solid and convincing documentation that explains the objectives of the Campus, the thematic issues and the expected outcomes
  2/ a tentative list of partners and participants that specify the target audiences to the pontential donors

Make sure that the Campus programme offers attractive **branding opportunities** for the potential donors by including sessions and events that provide openings to the donors to show-case their involvement, making them visible in the overall agenda, including the use of their logos in strategic areas of the venue and on key materials.

Prepare a budget for the Campus

After establishing a tentative programme and list of partners, speakers and participants, prepare a budget taking into account the following elements:

- number of sessions and rooms needed for the Campus
- number of moderators, speakers, participants, reporters (min.1 per session)
- travel needs in case you want the travel cost of key participants to be covered
- catering needs in case you want to cover the cost of coffee breaks, lunches and/or receptions
- photo and video coverage
- printing of Campus programme/participant guide, campus bags (if needed), badges and other campus items and stationaries
- microphone and interpretation cost for selected session if required
- other communication costs.

You also need to **evaluate** which of the above budget items could be covered **in-kind** by some sponsors. Many donors prefer to contribute by providing free venue and rooms (this is the case of municipalities, universities, government institutions), printing of the participant guide and other materials, hosting a welcome cocktail, covering catering needs in exchange of advertisement for their brand (example: food and drinks companies), etc. In-kind contributions can ultimately cover almost all the costs of the Campus.

Prepare a list of potential donors

Go through your partners and contacts and list them by order of priority.

Also explore the various potential donors locally and nationally that could have an interest in taking part in the Campus:

- Public institutions: National and Local Government institutions that may want to promote their projects and work on urbanization issues and be involved in the Campus.
- Private sector companies that could have an interest in the theme of your Campus and demonstrate their leadership in urban issues and social responsibility
- Foundations (corporate or non-corporate) that have an interest in promoting sustainable urbanization, inequities in cities, supporting the urban poor, addressing gender and youth issues, safety, etc.
- Media houses that are interested in promoting particular urban issues knowing that this can attract large audiences for their benefit.

It might be useful to also approach specific firms specialized in organizing events. Those can be engaged in supporting your fundraising efforts and become a partner of the Campus, though making specific returns after an agreement is concluded with the UTC lead organizer.

Prepare sponsorship packages in order to approach the potential donors

A pragmatic approach may consist in preparing sponsorship Benefits, according to different levels of contribution to cater to your budget needs. Below is an **example** of sponsorship packages describing three levels of contributions. Tailor this table to your needs depending on the funds required and the activities proposed in your Campus.

US Dollar Entitlements	SUPPORTING SPONSOR 5,000	EXECUTIVE SPONSOR 10,000	TOP SPONSOR 20,000
Campus bag - sponsor's logo	✕	✓	✓
Conference badge - Sponsor's logo	✕	✓	✓
Conference programme - Sponsor's logo	✓	✓	✓
Advertisement in the Campus Participant Guide	1/4 Page	1/2 Page	1 Page
Sponsor's logo on UTC Webpage	✓	✓	✓
Link to Sponsor's website on the UTC Webpage	✓	✓	✓
Sponsor's logo on UTC promotion video	✓	✓	✓
Sponsor's logo of UTC Sponsors Wall at Venue	✓	✓	✓
Speaking opportunity at opening plenary or closing session	✕	✕	✓
Dedicated session organized for the Sponsor	✕	✕	✓

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Approach the potential donors and partners

There is no single recipe to approach the potential donors. In some cases, a direct one-to-one contact can be effective. In other instances, a participatory approach can prove to be more engaging.

You might want to consider the following options:
- Organize a meeting in a strategic venue with all potential donors (or sub-groups) to explain the Campus, bringing together the Campus Team to expose the various components of the projects and engage the potential donors in becoming active partners, asking them to share their ideas on how they could contribute;
- Visit strategic potential donors on a one-to-one basis in order to discuss and negotiate directly their level of contribution; while you may present detailed options based on the sponsorship package developed for the Campus, it is important to have a converstion with the donor to tailor the options to their particular needs;
- Use emails to approach selected donors, tailoring your message to the different types of sponsors.

Use crowdfunding as an innovative approach to fundraising

Crowdfunding is increasingly used to fund-raise for a cause or a project. It consists in using small amounts from **a large number** of individuals and organizations to finance an initiative. It makes use of crowdfunding websites and social medias to access and attract vast networks of people.

Crowdfunding can be used if:

- Your campus supports **a cause** that can be attractive to large audiences and groups of potential donors; collected funds will support the cause will be used for the campus events and the subsequent actions to implement the proposed activities decided as an outcome of the UTC.
- Your campus will lead to **a project** that is attractive to many audiences and organizations who have an inte rests to co-implement it along the recommendations of the Campus.

To get started, you need to organise a crowdfunding campaign, based on a dedicated website established for the Campus, with clear goals and expected outcomes explaining how the funds will be used. You need to also have a social media plan to roll-out the announcement on the initiative and thereafter informing and updating the general public on the initiative.

Various free crowdfunding websites for donation-based funding are now available on the internet **(1)**. These allow people to donate via a collaborative goal based process in return for rewards such as visibility and recognition for their support to the project.

Contact:
World Urban Campaign Secretariat
UN-Habitat

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JOIN US NOW !

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(1) Resources are available at Co-City, Associate Partner of the World Urban Campaign: https://co-city.fr/en