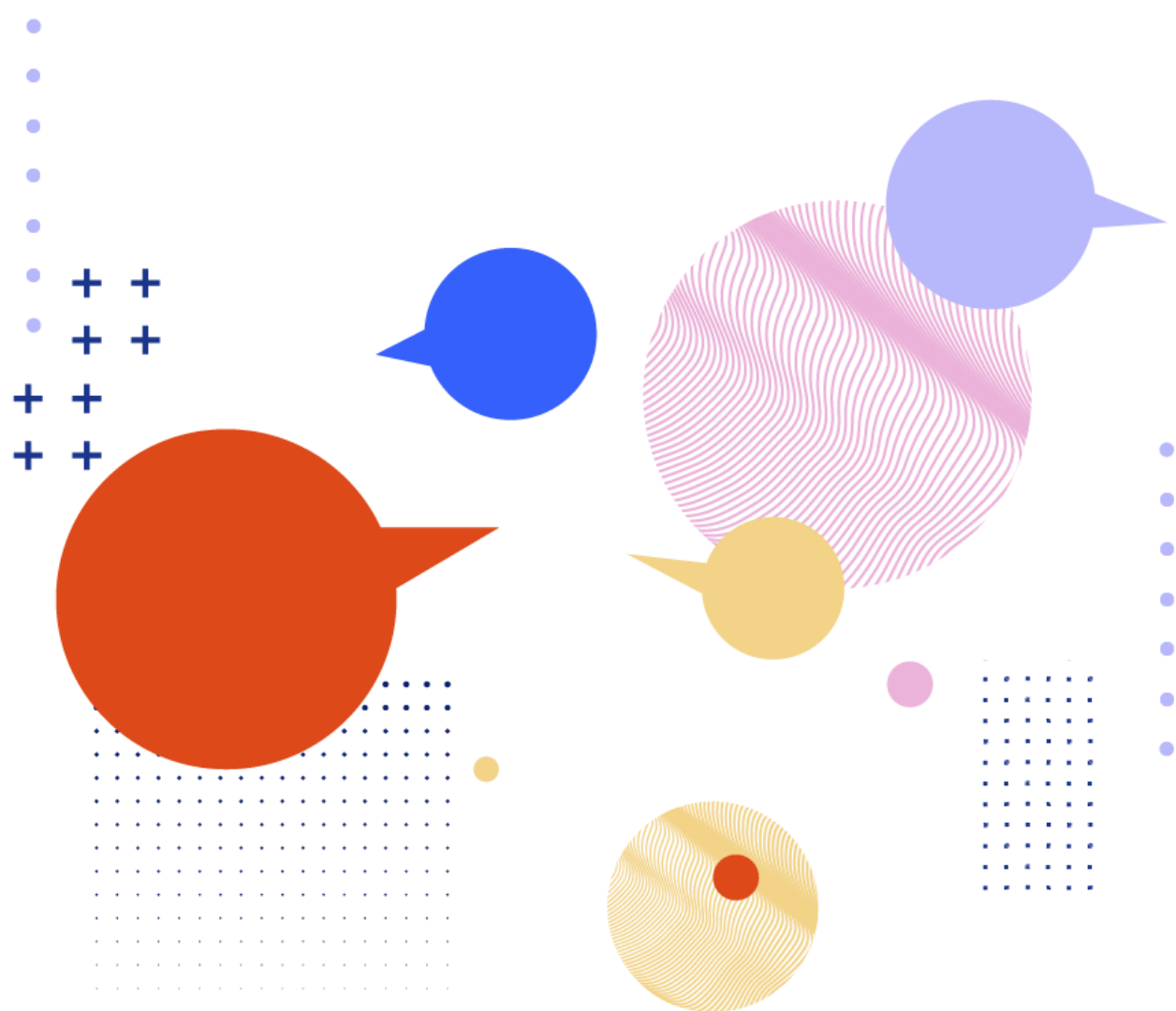


IO6 – OAER4

Securing Financial Support for Creative Digital Activism, Using Innovative Digital Means





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Introduction

Youth involvement in principal topics of importance to the community and/or the world has increased in the last ten years. With the advent of digital technologies and accelerated digital transformation, both information and the tool for creating potential changes have become increasingly visible and present in the virtual space. Faced with pressing and thorny issues that directly concern their future such as violation of basic human rights, climate change, social inequalities, political issues, etc. young people are getting increasingly involved in the process of identifying acute social problems and seeking ways to solve them. In doing that, they often find great support in available digital resources.

Quite often the use of available digital resources depends on individual skills of young activists. However, a large number of activists lag behind in the adequate use of the aforementioned resources, bearing in mind that the increasing development of digital technologies offers a greater range of opportunities that can be recognized and used with the help of necessary skills. The Erasmus + DigiSMARTS project aims to propose certain pathways and approaches that would enable young activists and youth organisations to use digital resources in the most effective way possible in order to become engaged more purposefully in addressing and/or solving acute social problems.

This particular toolkit seeks to provide young activists and all those interested in learning about different manners of utilizing various available digital resources with the purpose of advocating or initiating a cause or an action with a set of practical tips and recommendations which could help them make their activism more creative and sustainable.

What does this mean? In order to make a difference and create far-reaching changes, in addition to ideas and motivation, young activists also need necessary resources reflected in financial support, i.e. funding. This toolkit is specifically focused on providing young activists with fresh insights and ideas regarding the possibilities of utilizing digital technologies in order to secure funding for their actions. In that respect, the toolkit explores the possibilities of securing financial support for digital activism by tackling vital areas of funding digital activism, methods, crowdsourcing, etc. and identifying and working with potential funding partners. As a result, the toolkit aims at providing educational materials and set of interactive self-development activities, to examine the range of skills required to identify and seek funding for online youth activism projects with the purpose of understanding the changing landscape of funders who have an interest in digital action and activism and how one might engage with these to gain funding.

The toolkit comprises six chapters, including the Introduction. Within the presented chapters one has the opportunity to become acquainted with:

- a) the purpose of the toolkit and further explore different ways of funding digital activism;
- b) various manners and methods of securing support in the digital environment;

- c) the necessary skills and resources for obtaining the funds, and
- d) various examples of best practices from all partner countries.

Last but not least, towards the end of the toolkit one can consider and possibly endorse various tips and recommendations which may prove useful for all those who wish to engage in real-life actions with the idea of making a difference.

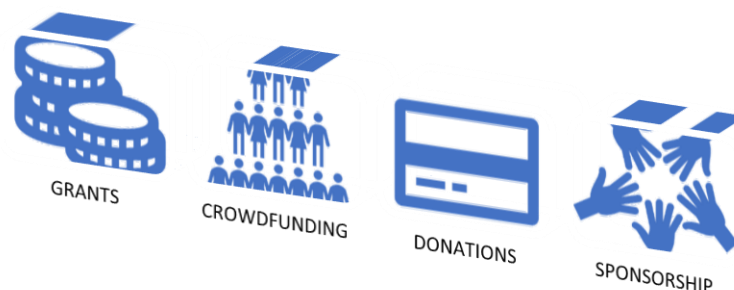


1. Different Ways of Funding Activism

Every potential action begins with an idea motivated by enthusiasm for positive changes. However, the stepping stones leading from imagination to implementation often lead across the pond of necessary resources. If one has an idea but lacks resources to turn it into action, even a small pond can seem to be impassable. Therefore, one needs to face the fact that obtaining adequate resources, i.e. financial means, is a necessary element of successful activism.


Nowadays, one encounters various manners of obtaining activism funding, whether it be offline or online endeavour. In a world that poses ever greater challenges, skills such as entrepreneurship, creativity and innovative thinking become fundamental requirements. This applies both to ideas and ways to turn those ideas into reality.

That being said, in the field of activism funding one encounters the so-called usual suspects, i.e. the usual means of obtaining funding for different actions and activities. In other words, the usual suspects represent the current popular and widespread ways of activism funding. The usual sources of funding include various foundations which offer grants (Renewable Freedom, Access Now, Freedom House, Youth Opportunities Funding, Youth Endowment Fund, etc.), European programmes and initiatives (Erasmus +, Horizon, etc.), cross-border initiatives (IPA), different calls for proposals coming from individual benefactors or organisations interested in supporting different campaigns and causes. The aforementioned funding options are usually multi-year grants that offer a long-term support to finalise an action or reach campaign objectives. However, activists can also resort to different individual campaigns intended for securing the necessary short-term financial support for a cause (for example, organising different events to raise donations, obtain sponsorship or resort to crowdfunding, friend schemes, membership programmes, sales, etc.).



Graph 1. Different ways of raising funds

When a certain youth organisation decides to apply for grants there are some important points to bear in mind:

- 
- A decorative graphic consisting of several overlapping, semi-transparent blue triangles of varying shades, creating a layered, geometric effect.
- **THE DONOR USUALLY DECIDES ON THE TOPICS AND/OR CAUSES TO BE FINANCED**
 - **THESE ARE MOSTLY MULTI-YEAR GRANTS**
 - **GRANTEES ARE USUALLY UNDER OBLIGATION TO JUSTIFY THE MEANS BY PROVIDING VISIBLE AND/OR VERIFIABLE RESULTS**

Obtaining the necessary means by applying for funding in the afore-described manner can be a very effective way of securing support for one's cause. However, this type of funding can be resorted to with the aim of engaging in both **digital** and **face-to-face activism**, the **latter** being the more common case.

Digital activism funding is somewhat different. The digital space offers additional possibilities of securing funds for different causes. One of the most popular methods is crowdfunding in different forms and through different media (social media, mobile apps, donation pages, crowdfunding platforms, etc.). This particular source of funding offers a certain freedom to those who engage in this kind of endeavour, but the responsibility is not diminished while the invested efforts can be significant. It is usually resorted to by independent activist but even activist organisations are increasingly discovering this new niche of activism funding.

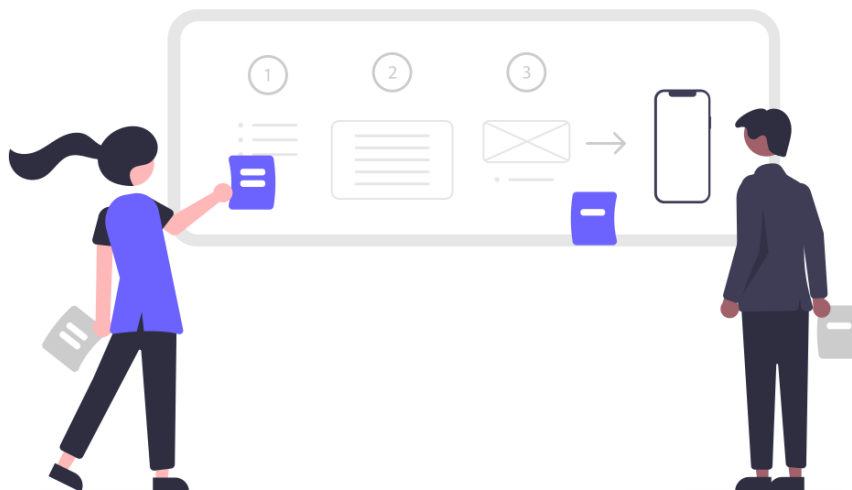
Those who engage in various forms of activism and who wish to make a significant impact advocating a certain cause also need to be able to secure the means and resources to transform ideas into action. It can be done by so-called leg activism, or offline activism, or by resorting to digital technologies. It is a general standpoint that the best kind of activism combines online and offline action for a greater impact. The same applies when it comes to raising funds and securing the necessary financial support. Digital technologies, however, can be a very rewarding fundraising option but it is necessary for activists to be ready to leave the realm of usual suspects, and become more familiar and comfortable with options offered by digital technologies.

Virtual space offers different possibilities for all those who wish to raise funds to fight for a cause. Social networks provide activists with the possibility of fundraising by initiating donation campaigns among the followers. Mobile campaigns are also a well-known method

of fundraising which also appeal to a large crowd of people to participate in supporting a person or a cause by donating a symbolic sum of money by sending a simple text message. Likewise, crowdsourcing platforms such as Kickstarter and Indiegogo are a popular manner of

fundraising. These platforms help individuals and initiatives to mobilize a global community and create collaboration opportunities between groups of (otherwise) unconnected people.

What can be observed as a step in the right direction is a possible path of creating activist networks, engaging influential individuals and raising the concept of activism to a new level. Spreading the circle of activists and daring to introduce changes into existing methods of creating campaigns and initiating social activities could make a difference with regards to engaging whole communities in supporting a cause or an action.



2. Securing Support in the Digital Environment

Before venturing into fundraising

Even when youth activists and youth organisations have a clear idea where and how to seek support for a cause, an idea or an action, the first step towards securing funds is a clear argumentation as to WHY a certain cause deserves a chance. Hence, youth activists and youth organisations need to be aware of what is pivotal for obtaining funding.

When deciding to apply for a grant, or to resort to other previously mentioned methods of fundraising, one needs to primarily bear in mind the context in which one operates – by listening to those on the ground with first-hand knowledge of the needs and challenges they face. In other words, the reason for which we move to action must be grounded in true needs of the community or society in which we live and work. When that part is clear, and when one is sure about the guiding idea, it is necessary to persuade the potential donors, grant givers, citizens, people who are willing to partake in one's action that the guiding idea is worth investing in. In order to do that, youth activists/youth organisations should have the following list checked:

- ◆ Do you have organisational/human resources to see the project through?
- ◆ Does this project comply with your long-term strategies and priorities or is it just about the money?
- ◆ Do you have a clear idea of what and why you ask the funds for?
- ◆ Do you have a clear timeframe in which you wish to implement your activity with the help of requested funds?
- ◆ Do you know what is expected of you as a grant/donation/sponsorship seeker in relation to the potential donor?
- ◆ Can you present your idea in a clear, simple and presentable manner?
- ◆ Have you been precise and detailed enough in determining the amount necessary for implementing the planned action?
- ◆ Do you have a back-up plan for your action/proposal if you are granted only part of the funding you need?
- ◆ Do you have the skills, knowledge and ability to make the action/project a success?
- ◆ Have you been clear enough about the potential impact that your action/project will have on potential target groups/contexts?

The list is by no means exhausted. It only represents the backbone of planning the fundraising action, but it can and should be supplemented with details relevant to a particular type of fundraising. Not every fundraising method for a particular action or project will require the same approach.

Models of Crowdfunding and Utilised Platforms

Youth activism, and activism in general, as it has been previously mentioned, can resort to many different methods in search of financial support for a cause/action/project. In most cases, the methods of fundraising and securing funds for online and offline activism are largely the same or at least similar. The reasons for this are that both of these activism models are often intertwined and do not exclude each other. **The main difference** between the two are **the tools** that activists use to bring about social/political changes. The tools that digital activists resort to are usually the following: online petitions, social networks, blogs, micro-blogging, mobile phones, proxy servers, crowdfunding/crowdsourcing platforms. The same tools can also be used by offline activists, the major advantage of online tools being the size of the community that can be reached when advocating a cause or an action, as well as the possibility to globalise an issue or a campaign's goals.

The afore-mentioned advantages of digital activism are especially important when it comes to fundraising. The size of the virtual community which can take part in a potential campaign, cause or an action far surpasses the limitation of physical communities in which individuals or organisations work and act. Consequently, engaging the virtual community in the process of fundraising has the potential for a far greater response and a much bigger success of an envisaged action.

We have already mentioned different means of raising funds, both in online and offline environments. In this place, however, special focus will be placed on crowdfunding models and respective digital platforms usually employed to raise funds in this manner.



What is crowdfunding anyway?

Crowdfunding is an online fundraising campaign for a specific project/cause. It differs somewhat from traditional fundraising, the most significant difference being the importance of setting a target sum: **the fundraiser sets a target sum**, people pledge an amount – either in exchange for some form of reward, or as a straight donation – and the amount pledged/donated is forwarded to the fundraiser **only if the target sum is reached**.



This kind of action takes energy and creativity, but it can raise much-needed funding and attract a whole new audience of supporters. As a means of obtaining funds, crowdfunding allows youth activists and organisations to collect financial resources by activating social capital of a large mass of people who part with a small amount of money without a shortfall in their budget. This manner of raising funds is particularly convenient because one does not need to engage a lot of people or to have a complex organisational structure to successfully implement a crowdfunding action.

Types of Crowdfunding

There are **two dominant** types of crowdfunding:

- Donation-based
- Rewards-based

Donation-based crowdfunding implies that people give money to support a campaign without getting anything in return.

Rewards-based crowdfunding implies that people get some kind of a reward or perk in exchange for their contribution. It can be an item with a youth organization logo, or a service provided by a youth organization staging a fundraising event.

The third type of crowdfunding, i.e. **equity-based crowdfunding**, implies that those who partake in the funding action with a certain amount become part owners of one's project.

Where can digital activists launch such fundraising actions?

Crowdfunding can be launched by utilising various platforms created with the purpose of raising funds in this manner. However, social media among which Facebook is the most often utilised, can also be used to run crowdfunding campaigns.



Crowdfunding platforms

Should one decide to launch a crowdfunding campaign one can choose some of the following platforms:

 GoFundMe (https://www.gofundme.com/?utm_source=activisthandbook.org)

 DonorBox (https://donorbox.org/?utm_source=activisthandbook.org)

 Indiegogo (<https://www.indiegogo.com/>)

 Kickstarter (<https://www.kickstarter.com/>)

 Patreon (<https://www.patreon.com/>)

Not all crowdfunding platforms function in the same way, which means that they tend to differ slightly in presenting different functions and options to end users who choose to utilise them. However, what they all have in common is the core activity and purpose: the campaign starter sets a monetary goal and the fundraising campaign timeframe. Usually, the platform one chooses for the purposes of fundraising receives a previously determined percentage of the raised funds.



The most popular crowdfunding platforms are probably Kickstarter and Indiegogo.

Kickstarter probably owe their popularity to its guiding principle, which is as follows: **If you hit the campaign goal – you keep the money that you have raised!** However, if not, the donors get their money back.

Indiegogo, on the other hand, goes a step further. Their guiding principle is: **Even if you do not reach the set monetary goal, you can still keep the money you raised!**

As to **social media**, most crowdfunding campaigns are organised through **Facebook**, which appears to be the most useful social medium in this regard. In order to organise a Facebook crowdfunding campaign, one can create a page around a particular cause and build a community around it by gathering all those groups and people who may potentially be interested in contributing. **LinkedIn**, as a primarily business network, could be a good choice for equity-crowdfunding campaigns, whereby one wishes to attract investors who are interested in becoming partners in the chosen endeavour. **Instagram** can also be a good choice for crowdfunding, but primarily for those interested in topics such as food, DIY, fashion and design. Sharing crowdfunding tweets on **Twitter** can also be useful, even though the number of characters when it comes to posting a message is limited. However, one could make a good use of strategically used relevant hashtags.

Crowdfunding – pros and cons

Crowdfunding helps create a community of people who are all interested in becoming active in order to support a particular cause or action. It gives the opportunity to youth organisations, young activists, young entrepreneurs and all those who are interested in raising funds for a particular cause but have a hard time getting financing through traditional channels to resort to such purpose-made platforms to advocate a cause, raise an issue or even pitch their ideas and be heard. From human rights to environmental issues, there's plenty of variety and creativity to be found and funded. Furthermore, this appears to be a low-risk endeavour with a potentially high reward.

On the other hand, there's no guarantee that one will be able to reach the set crowdfunding monetary goal. Unfortunately, on average, only 22% of crowdfunding campaigns are successful, according to Fundera. Likewise, these crowdfunding campaigns require long and thorough preparation, and there is always a risk of scammers and trolls in the community built for the purposes of that particular action.

Therefore, there is a general attitude that the best results can be achieved when digital campaigns are combined with "leg work" to rally the necessary energy and direct it towards positive changes.

3. How to Obtain Funds: Skills and Resources

Even with a clear idea of what cause or action one wishes to support for the greater good, one still needs to obtain funding to transform the idea into reality and make a difference. However, even when one is aware of different methods of obtaining funds, one still needs skills and knowledge to initiate certain processes. Therefore, prior to making the first concrete step towards requesting grants, donations, or sponsorship please make sure that you have answers to the following questions:

1. **WHAT do I want?**
2. **WHY do I want this?**

If one does not have clear answers one will not be able to persuade others that the cause is worth supporting.

However, even when one has clear answers to the posed questions one still needs to have a specific angle and/or perspective on the chosen topic. Everyone wants peace in the world, but not many people have a sound idea about the first step that they wish to take towards this ambitious goal.

A creative, out-of-the-box approach could be a game-changer in the race for support. Many people, whether individually or as a part of an organisation are willing to support genuine efforts which conspicuously work towards a common good. However, they also wish to know that their contributions will not be in vain, and that some visible results will be achieved.

Furthermore, not all fundraising campaigns and/or endeavours are the same. When it comes to grants, individuals or organisations usually need to elaborate their ideas in a written form and submit the proposals to potential donors.

However, with all other afore-mentioned fundraising methods one needs to resort to different types of campaigns in order to obtain the funds. Therefore, this section will be paying attention to two methods of securing funds:

- 1) through grants, and
- 2) through campaigning

These two methods require somewhat different sets of skills and resources.

Obtaining funds through grants

Before one starts thinking about applying for any kind of grant, one needs to be aware of one's capabilities and resources, because once you obtain funds you will need the knowledge, skills and staff to make things happen and this should be secured prior to submitting the proposals.

Once you made sure that all your available resources are in place, you need to decide which kind of grant you wish to apply for, and this is usually directly connected with the cause that you wish to support. However, be aware that even with a lot of invested time and energy you may not be rewarded any grants. Nevertheless, try to be creative and bold, believe in

what you advocate and present it with sound arguments and the grant may become a reality.

Before you start writing the actual proposal, make sure you have answers to the following questions:

- What goals do I wish to achieve?
- Do I really need grant for this?
- Is grant the only way I can achieve the set goals?
- Do I have the necessary resources to put the grant to good use?
- Are my goals realistic?
- Am I sure about the potential impact of my idea?
- Am I aware of potential risks and ways of how to minimize/mitigate them?

Once you have answers to all those questions you can initiate the process which comprises the following steps:

- 1) Investigate into funding sources/support
- 2) Become acquainted with the guidelines
- 3) Check eligibility criteria
- 4) Build the community support
- 5) Create a working group
- 6) Use a good model
- 7) Learn from negative responses

Obtaining funds through campaigns

Whether one considers offline or online fundraising by resorting to different methods, one faces with the necessity of organising campaigns. These methods of fundraising differ from grant proposals, since they require somewhat different manners of engaging people and resources. Namely, with the exception of grants, all other forms of fundraising are more or less crowdfunding options which require seriously and thoroughly devised campaigns in order to be successful. The success of crowdfunding campaigns depends largely on two major factors: **a) how well the campaign is presented**, and **b) how many people it reaches**. This means that in the digital era one also has to engage digital resources if one wishes to increase the reach. Social media nowadays can be used for the purposes of advertising campaigns, spreading the news, creating a network of potential donors, as well as for the actual fundraising activities.

Even if you are opting for a fundraising campaign which is not digital by nature, resorting to all the possible media can only be beneficial for the campaign.





In addition to what has already been pointed out in the section discussing grants, in order to create a good campaign, one should pay attention to the following:

- Good crowdfunding strategy: bear in mind that you are not asking people to simply give you money but offering them an opportunity to become engaged and make a difference. Act like it!
- Be honest and authentic! Be the cause!
- This cause is important to you – show it! Tell a compelling story!
- Be transparent!
- Be respectful! Thank people for their efforts and interest!
- Use all available resources (in both physical and virtual environment)

Creating a campaign requires a good idea, creative approach and excellent presentation. Let people know what you want and why this is important, and put it in a simple yet captivating form.

How to start a campaign?

A crowdfunding campaign starts with an idea worth sharing. Your crowdfunding campaign page will give it shape and start breathing life into it.

The key elements of a crowdfunding campaign page are as follows:

- Title and tagline
- Story
- Photos and/or videos
- Rewards

Your page also shows your crowdfunding goal, deadline, and progress.

When you reach this point, you have already done a ton of work to get your campaign going. You have photos, a video, supported by what you believe is a captivating story. You feel ready to launch the crowdfunding campaign and watch the donations pour in.

Not so fast!

Remember the previously mentioned statistics about how few campaigns actually get funded? Quite often people believe that there is an audience out there just sitting and waiting to support a cause. However, one should not be lulled into preconceptions and beliefs. Before actually launching a campaign, get feedback from the potential community of donors to understand their needs. By using the received feedback you can picture a campaign which has the potential of being successful.



4. Best Practices

We can talk the talk, but we should also be able to walk the walk. After presenting some ideas and suggestion it is only natural to try and find some good examples of successful fundraising (especially in the context of digital crowdfunding).

This segment of the toolkit offers different examples of good practice in project partner countries.

The United Kingdom

Digital activism has attracted increasing attention in the United Kingdom (UK), as elsewhere (Li, 2021; Smith-Galer, S., 2020). Scholars and practitioners have commented on the challenges in securing a digitally connected society and the factors that have created the digital divide. However, there has been surprisingly little attention given to securing financial support for digital activism projects.

Scholars have also turned their attention to the effectiveness and challenges of using crowdfunding in the context of the UK (Sorensen, 2015). There are some useful ‘tips’ available that support individuals or organisations when submitting applications for funding which are applicable to UK youth work. However, there seems to be a general lack of good examples of groups and organisations who have applied successfully for funding for digital activism projects. This may reflect situations, particularly confidence and training, relating to youth workers themselves in the context of the UK.

The context and definitions of digital activism is much the same, broadly, in the UK as elsewhere, and covers a huge range of activity. Commentators have highlighted that activism has shifted in a relatively short period from small-scale and localised direct action to something more widespread and powerful. ‘Today’s world of digital activism is broad reaching, impactful, and immediate compared to traditional activism’ (George and Leidner, 2019, p.1).

The impact of social media has been particularly huge in the UK. IHS Markit in their 2017 report noted that the UK was one of the most connected countries in Western Europe, whilst more recent commentators have noted the significant impact of the Covid-19 Pandemic on digital activism in this country (e.g., May (2020). Some experts have identified ways in which social value can be achieved through digital platforms beyond the large-scale protest movements that are widely reported (Chamakiotis et al., 2021). There is, particularly, a growing recognition of the importance of digital platforms in working with young people. Digital youth work has, therefore, become the focus of attention amongst the professional, statutory and regulatory bodies (PSRBs) for youth work (JETS, 2020).

However, the key issue is funding for all youth work. Gaining funding takes time, effort, tenacity, and skill. It is important to target your funding capture activity towards funders who are interested in your areas of digital youth work and who have overtly expressed this in policy documents, calls for funding and so forth. The good news is that the value of digital youth work has been highlighted during the Covid-19 Pandemic (Digital Youth Work



Scotland, 2023; Cardiff Council, 2021). Notably, digital youth work has been described in a hard-hitting report as a lifeline for LGBTI young people in Scotland during the Pandemic (Youth Link Scotland, 2020). This recent recognition and profile help to work in the favour of youth workers who want to gain funding to develop digital activism.

N°		BEST PRACTICE 1
1	The name of youth organization/young activists implementing the good practice	UK Youth's Generation Accelerator
2	Location of youth organization/place of good practice implementation	London, United Kingdom
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	Projects attempting to address the lack of digital skills in youth organisations.
4	Short description of the chosen good practice (see guidelines below)	The project team worked with a small group of youth organisations over the year 2019-20 to improve their digital skills, including workshops and engaging with volunteers from the technology sector.
5	URL of the chosen good practice (if available)	https://www.ukyouth.org/digital-resource-hub/

N°		BEST PRACTICE 1
1	The name of youth organization/young activists implementing the good practice	Youth Work Scotland
2	Location of youth organization/place of good practice implementation	Edinburgh, United Kingdom
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	The Scottish youth sector provides a wide range of resources on their website to help youth workers addressing areas relating to digital connectivity (https://digitalyouthwork.scot/). The website contains resources on inclusivity ('Everyone included'), on digital makerspaces and on making digital spaces safe. It also includes a range of activities, online programmes and a risk assessment form. The website provides a digital resource hub.
4	Short description of the chosen good practice (see	The resources on digital makerspaces fulfil several purposes. They provide information about the global



	guidelines below)	<p>makerspace movement and why it is important as a way of crating positive spaces in young people’s lives. They provide policy information about how digital makerspaces might make a difference in Scotland. Finally, they provide ideas for making digital makerspaces (https://digitalyouthwork.scot/digital-makerspace-resources/)</p> <p>Digital makerspaces provide a way for youth workers to engage with young people, supporting them to learn key skills around coding and computer science. IT skills can provide excellent routes into a wide range of employment opportunities but being involved in a makerspace can also mean developing confidence, resilience and relational skills.</p> <p>There are many resources on safety in digital spaces available to you. For instance, Digital Youth Work Scotland provide a resource that provides guidance on creating safe online spaces for digital youth work. This provides a set of basic guidelines which are based on working together with young people to build safe and positive spaces (https://digitalyouthwork.scot/how-to-create-safe-spaces-for-digital-youth-work/)</p>
5	URL of the chosen good practice (if available)	https://digitalyouthwork.scot/



Turkey

Given the cultural context of Turkey, donations either done traditionally, in the form of providing clothing, educational materials to charities, or using online methods such as fundraising via campaigns run by NGOs are quite widespread practices. Big scale fundraising campaigns in Turkey are charity events usually run by NGOs which have close links to the government such as the Red Crescent. The campaigns run by these NGOs aim to overcome the negative impact of economic disparities in the society.

Well-known activism campaigns in the country's recent history again target disparities in accessing education, especially for girls living in deprived cities and villages, and commonly left out of the mainstream education.

According to a study based on interviews done with Turkish youth demonstrated that they have little trust in politicians and traditional ways of doing politics (Burke & Şen, 2018). Yet, they also have limited belief in that online activism is a helpful tool for creating significant structural changes. Nonetheless, more recently campaigns targeting environmental issues and animal rights are on the rise in line with the global trends. Young activities usually facilitate campaigns concerning environmental issues.

Either targeting educational disparities, environmental issues, or human and animal rights, campaigns involving youth usually distort to non-traditional fundraising methods. These methods usually include using fundraising online through well-established Foundations, NOGs working directly with young people or targeting issues relevant to young people. For instance, Sabancı Foundation has been providing grants to support NGO projects aiming to overcome disparities in society towards women, youth and individuals with special needs since 2007. One of their priorities is to facilitate participatory and secure youth activism. They also support projects involving accessible online education.

There are also government resources that youth workers and activists can resort to gain grants. The Turkish Youth and Sports Ministry also calls for proposals for Youth Support Projects to fund projects twice a year on the following topics: Volunteering, personal development, sports, reading, arts and cultures, innovative ideas, environment, animal rights. University student clubs, primary, elementary and high school student groups, science centers are eligible to apply for the grants. However, the last call for proposals was dated back to 2020.

N°		BEST PRACTICE 1
1	The name of youth organization/young activists implementing the good practice	The Educational Volunteers Foundation of Turkey (TEGV)
2	Location of youth organization/place of good practice implementation	Istanbul, Turkey
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	“Don't Waste, Donate!” project aims to facilitate equal opportunities in education of youth by creating alternative solutions to funding of related educational programmes.
4	Short description of the chosen good practice (see guidelines below)	“Don't Waste, Donate!” fundraising method aims to raise funding for increased access to primary education which is the main purpose of the TEGV organisation while promoting environmental sustainability by reducing e-waste. Donators are asked to complete an online registration of their e-waste as the first step. Items suitable for donation include but not limited to desktop PCs, laptops, tablets, monitors, TVs, desk phones, mobile phones, printers, and household appliances like iron. Donors cannot recycle and donate big items such as furniture, refrigerators or batteries. This limitation aims to increase the practicality of the campaign. The organisation raise funding through the scrap value of the donated items.
5	URL of the chosen good practice (if available)	https://tegv.org/en/dont-waste-donate



N°		BEST PRACTICE 2
1	The name of youth organization/young activists implementing the good practice	AHBAP
2	Location of youth organization/place of good practice implementation	Istanbul, Turkey
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	Start Your Campaign initiative provides individuals or organisations a platform through a popular fundraising organisation named AHBAP to launch campaigns to collect support for 2023 earthquake survivors in Turkey.
4	Short description of the chosen good practice (see guidelines below)	AHBAP is an NGO which has university representatives around the country under AHBAP University scheme which comprises student volunteers. The organisation aims to create a platform for those who need financial support and donors to come together. The organisation utilises the online platforms well launching campaigns, raising funding and mobilizing young activists. Through their online website the NGO allows volunteers to launch an online campaign for earthquake survivors after the massive disaster hit the country in Feb 2023. Provided links below demonstrates the contribution of each campaign run by various organisations to individuals to be donated to the survivors of the earthquake. The organisations' local popularity makes it an effective platform for successful fundraising campaigns.
5	URL of the chosen good practice (if available)	https://bagis.ahbap.org/kampanya list of campaigns launched: https://bagis.ahbap.org/kampanya/liste



Italy

The overall quantity of non-profits active in Italy is difficult to determine with precision, but according to the Italian National Institute of Statistics (ISTAT, 2020), there are approximately 1 million non-profit organizations operating in the country.

The sum of the overall non-profit turnover in Italy is not publicly available. However, the non-profit sector is estimated to contribute significantly to the Italian economy, with estimates ranging from 2% to 5% of the country's GDP (Fondazione Giovanni Agnelli, 2018).

The fundraising culture present in Italy is still developing, with a growing trend towards digital and online fundraising campaigns. Traditional methods such as door-to-door fundraising and charity events are still widely used, but online platforms and social media have opened up new opportunities for fundraising (Fondazione Cariplo, 2019). The fundraising culture in Italy is still developing, with a growing trend towards digital and online fundraising campaigns (Cattaneo, 2019).

The barriers for young people to start a fundraising campaign in Italy include a lack of understanding of the fundraising process, limited access to resources and support, and a lack of recognition and visibility for their initiatives (Associazione Italiana per la Donazione di Organi, Tessuti e Cellule, 2019). However, the growing use of social media and online platforms has made it easier for young people to start their own campaigns and reach a wider audience (Fondazione Telethon, 2021). Plus, a longstanding culture of traditional fundraising requires young people to convey social energies into dynamic digital efforts to reach social goals.



N°		BEST PRACTICE 1
1	The name of youth organization/young activists implementing the good practice	Still I Rise
2	Location of youth organization/place of good practice implementation	Rome, Italy
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	<p>Through our eyes</p> <p>A photo exhibition with the photos made by young people of deprived areas of the world to be hosted to denounce terrible human rights and school conditions to secure the funding of an international school in Syria founded by Still I Rise NGO.</p> <p>To secure the funding, the exhibition can be hosted in different places and the book based on the photo exhibition itself can be purchased to run school workshops in Italy to reflect on the theme.</p>
4	Short description of the chosen good practice (see guidelines below)	<p>"Through Our Eyes" is a long-term photography project that started in 2019 and has since spread to several countries including Greece, Syria, and Kenya. The project aims to give children in refugee camps and slums a platform to express themselves through photography and share their experiences with the world. The project has resulted in exhibitions in many cities around the world and a book that was published in November 2020.</p> <p>The main goal of the project is to give these children a voice and to challenge the stereotypes and misinformation often associated with humanitarian crises. Photography is used as a tool for education and self-expression for the children involved in the project. The project was conducted by Nicoletta Novara in Samos and Nairobi, and by Mahmoud Faisal in northwest Syria.</p> <p>The target group of the project are children who are refugees or living in slums, and the project aims to benefit them by providing them with an education and a platform to share their stories and experiences. The idea behind the project is to promote understanding and empathy through the eyes of those who are directly impacted by migration, war, and poverty. The effectiveness of the project is difficult to quantify, but it has reached 96 cities in Europe and the United States and has helped to support the emergency school opened by the organization "Still I Rise".</p>

		<p>The main actors of the project are the children who take the photographs and the organization "Still I Rise", which is an independent international organization that provides education and protection for vulnerable and refugee children. Currently, the organization operates in Europe, the Middle East, and Africa. 156 students are involved in the project so far, ranging in age from 9 to 17, and representing different parts of the world.</p> <p>Based on the data, a youth organisation can take the concept behind it and transfer it on different topics. The fundamental point regards the development of the network and the capacity to create the momentum.</p>
5	URL of the chosen good practice (if available)	https://www.stillirisengo.org/en/what-we-do/exhibition/

N°		BEST PRACTICE 2
1	The name of youth organization/young activists implementing the good practice	Fondazione La Comune
2	Location of youth organization/place of good practice implementation	Milan, Italy
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	<p>"Sbocciamo" (literally means "Let's toast!") is a fundraising campaign aimed at empowering young people with disabilities to be independent in a co-housing project. Wine produced by the cooperative is sold and all the revenues go to fund the project, plus online donations and volunteer work are the main nurturing points of the campaign.</p>
4	Short description of the chosen good practice (see guidelines below)	<p>"Le Case Comuni" project is a co-housing initiative aimed at providing young people with intellectual disabilities the opportunity to live independently with peers, students or young workers. The project is based on the idea that people with disabilities should be recognized as adults with the right to live independently, and that co-living between people of different abilities can be both possible and desirable. The project began as an experimental initiative in 2013 and was established to provide a solution for young people with disabilities who are looking to leave the home of their parents and live independently. The goal of the project is to promote adultization, independence, and autonomy among young people with disabilities, while offering them the</p>



		<p>opportunity to live with peers in a supportive environment. The educational aspect of the project is supported by a team of educators and pedagogues who are not residents, and the project offers a unique approach to care and support that emphasizes independent living.</p> <p>Wine as a donation gift is an attractive and quite social tool among transversal types of audience.</p>
5	URL of the chosen good practice (if available)	https://www.fondazioneiacomune.org/disabilita-e-inclusione/





Serbia

As it appears, the most frequent means of securing the funding in Serbia when it comes to the engagement of the NGOs and different youth organisations, they are as follows: the EU project tenders, the national project funding usually announced at the level of local municipalities, seeking the support of different fund donors (different embassies which have set aside funds for particular social issues, the Ministry of Youth, Open Society Fund, Office for European Integrations, global corporations such as Microsoft, etc.), as well as organizing actions, events and promotional campaigns for direct fundraising. Crowdfunding as a virtual manner of raising the means for a campaign or a cause does not yet seem to be appealing to Serbian youth organisations, or perhaps they shy away from it because it is still an unknown territory.

The above-mentioned good practices have been chosen not so much because of their innovative nature (it appears that youth organisations in Serbia still do not use the wealth of possibilities offered by the virtual space), but because of showing inclination towards innovation and making the first steps towards using the virtual resources for supporting their causes.

The chosen good practices are reaching for a wide audience by resorting to virtual tools. They are raising awareness of the necessity to become engaged and socially active and invite people to become a part of the solution (in the case of the first chosen good practice by signing an online petition, and in the case of the second good practice by recognizing and pointing to a local or communal problem and suggesting solutions for it). The chosen practices are good examples to follow. They advocate some rather touchy and acute problems of the society (as it is the case with ROOM for a CHANGE), or active engagement of each individual in the society for the purpose of making a positive change. Therefore, one can assert that their transferability potential is great indeed, because it does not require a huge amount of resources – only an idea and willingness to follow it.

What is recommended to young activists and youth organisations in general is to be bolder with the potentials offered by the virtual space. Namely, crowdfunding is probably the most common means of raising funds in some other European countries and it is an option worth exploring, mainly because it costs the least individually, and creates the biggest impact.

N°		BEST PRACTICE 1
1	The name of youth organization/young activists implementing the good practice	Re-Generation
2	Location of youth organization/place of good practice implementation	Belgrade
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	<p>ReGeneration is the first and only specialized organization of young people and for young people that deals with policies, research and analysis of issues related to drug problems in Serbia. Since their establishment, they have been advocating for different, innovative programs and views related to drug policies in Serbia, through activities such as public advocacy, public debates, filming and production of authentic films, but also showing others and discussions, analyzes of sustainable financing harm reduction programs and projects, writing articles.</p> <p>During many years of work, the organisation has built close relations with national and international institutions, and the initiatives they implement are aimed at the sustainability of the harm reduction program, where, in addition to the needle exchange program (in order to prevent HIV/AIDS, and Hep C), they actively advocate for safer night environment, and harm reduction programs in a recreational setting, with an emphasis on education and open discussion about psychoactive substances, implementation of psy-care and tripsitting programmes, as well as drug testing programs that are not yet available in Serbia.</p> <p>The main mode of action of this particular organization is creating campaigns to raise awareness. For instance, their main online campaigns were as follows: #DaZnamStaRadim, #PsihoaktivniPetak, #EnteogeniUtorak.</p>
4	Short description of the chosen good practice (see guidelines below)	<p>The Campaign – ROOM FOR CHANGE</p> <p>Sharing of injecting equipment by people who use drugs leads to infections, such as Hepatitis C or HIV. Discarded needles on the streets are not welcomed by people who live in the area. The solution does not lie in the hands of the police – arresting people who use drugs does not reduce the number of drug users, but pushes them to use in a riskier way, and to discard their needles as soon as possible. The old ways of fighting drug problems don't work. This is a campaign to find new solutions – to</p>



		provide room for change. If we create rooms where drug users can use their drugs with sterile equipment in a supervised environment, we can reduce the risk of overdoses and infections and we can reduce nuisance and drug litter on our streets! The Room for Change campaign aims to promote pragmatic solutions to drug problems. The site visitors and all those interested in the campaign were invited to sign the petition, so that the initiative for such an important endeavor could start in cooperation with all parties and organizations willing to contribute.
5	URL of the chosen good practice (if available)	https://www.regeneracija.org/room-for-change/ http://www.room-for-change.org/

N°		BEST PRACTICE 2
1	The name of youth organization/young activists implementing the good practice	Starhill Production House
2	Location of youth organization/place of good practice implementation	Belgrade
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	Starhill Production House together with admirers of the musical oeuvre of the influential Serbian and Yugoslav rock musician Vlada Divljan decided to initiate a crowdfunding campaign with the idea of obtaining funds for producing a movie about Vlada Divljan titled Celestial Theme – The Story of Vlada Divljan. To this end, the initiators chose the Indiegogo platform, and in the period of two weeks more than half of necessary funds were collected (more than 20 thousand dollars). The initiative was supported by people all over the world. The campaign was all the more successful due to the fact that it included a large number of well-known and well-respected musicians from all over the Western Balkans who will also take part in filming the movie.
4	Short description of the chosen good practice (see guidelines below)	The Campaign – Celestial Theme: The Story of Vlada Divljan This campaign is a good example of how digital resources can be successfully used for the purposes of fundraising. The initiators resorted to one of the most reliable crowdfunding platforms and they succeeded in creating a resonating campaign by telling a good story and



		engaging influential people. Naturally, as it has been mentioned, no campaign is going to be successful without a good story behind it, and Vlada Divljan as one of the most influential and admired rock musician in former Yugoslavia is a story in himself. He is a representative of a carefree generation which had to face violent awakening with the disintegration of Yugoslavia, and Vlada and his music and philosophy of life in general carries a spark of a lost times and the hope that things can work for the better.
5	URL of the chosen good practice (if available)	https://rtv.rs/sr-lat/kultura/prikupljanje-sredstava-za-film-nebeska-tema-817514.html

N°		BEST PRACTICE 3
1	The name of youth organization/young activists implementing the good practice	FORCA
2	Location of youth organization/place of good practice implementation	Požega
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	FORCA was founded by a group of enthusiasts from Western Serbia. In their own words, they were disenchanted by the world around them and they decided to gather around a joint idea of making a difference by creating an organization which will be their tool for changes. Thus, in 1999 they founded FORCA. They are engaged through different campaigns and initiatives, and the list of donors for their actions is a lengthy one, which means that since 1999 they have managed to make an impact and prove their fervor to introduce positive changes. Their actions are both face-to-face engagement, and online activities.
4	Short description of the chosen good practice (see guidelines below)	The Campaign – DAH PROVINCIJE From August 2021, FORCA is implementing the project – DAH PROVINCIJE (Breath of the Province). It is a civil mechanism that enables the direct involvement of citizens in recognizing, illuminating and solving problems in the community that are of public interest. DAH PROVINCIJE will encourage citizens to participate, it represents a new way of communicating with citizens (interactive radio and video broadcasts), it will enable a feedback mechanism - citizens nominate a topic, it is announced publicly, the need for further action is examined, a proposal for change is formulated, and





citizens inform about the solutions reached about the specific initiative. The platform will function online at the address [http:// dahprovincije.rs](http://dahprovincije.rs), and will consist of online radio and podcast production. After the whole process, a special show is made in which the citizens are presented with a concrete change. DAH PROVINCIJE is currently a local mechanism, but with great potential for applicability in other environments. As part of this project, FORCA will partially test the model in the surrounding towns where it has long-term cooperation with CSOs - Lučani, Kosjerić, Arilje and Ivanjica. The most important result of the project is the establishment of a mechanism for informing, animating and involving citizens in the recognition of local problems of public interest, and the functioning of a platform that ensures the development of proposals for practical solutions, and monitoring the reaction process of the authorities to the identified problem. In this way, we will establish a mechanism of citizens' influence on the creation of local policies and decisions through the formulation of proposals for changes and improvement of local regulations, we will promote the participation of citizens in planning, implementation and measurement of the results of the implementation of policies, which represents the essential concept of the rule of law at the local community level.

5	URL of the chosen good practice (if available)	https://forca.rs/projekti/informativna-produkcija-dah-provincije/
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Finland

In Finland, activist campaigns are mostly arranged by public organizations: municipalities and cities, NGOs and even ministries. The campaigns are usually funded by organizations' permanent funding or quite often also by project funding.

Some movements, which start as campaigns, turn later into NGOs and start to fund their activities by collecting membership fees and donations. Sometimes campaigns are also partially funded by selling promotional materials, as was the case with "Mental Ribbon" (implemented by Mieli NGO, which is one of the leading mental health NGOs in Finland).

There are also people who campaign as individuals, mostly on social media. These include the "viral vegan", a young student called Benjamin Pitkänen who gained publicity when he spoiled the opening of a KFC restaurant in Helsinki. After that, he continued to campaign e.g. on Instagram, and with podcasts, doing activism both on a personal level and through an NGO called "Viral Vegans", which he has co-founded.

Some people have turned their activism into a profitable business, such as Suvi Innanen, whose firm concentrates on arranging vegan events and consulting companies on environmental matters. Besides this, she is an influencer on social media, and does commercial cooperation with companies.

Verke, a key actor behind the Rethink and Challenge –campaign, sums up the best learning experiences from their campaign as follows: 1) reserve enough time to plan the campaign; 2) familiarize yourself well with the target group (service design was utilized in their campaign); 3) involve youths to all stages of campaign planning and implementation; 4) utilize social media influencers to convey the message in a way that interests youths.

At least in Finland, the best way to secure the continuity of a campaign seems to be infiltrating it into some permanent organization's agenda. This might not be easy though, if the person(s) behind the idea is not inside the organization. Another possibility is to create an NGO around the topic, but this requires naturally much enthusiasm and perseverance from the activists in question. On the other hand, the possibilities of social media have brought plenty of easy-to-access possibilities to gain quick success and media coverage, as e.g. Viral Vegans have proven.

There are also easy online options for crowdsourcing (such as Mesenaatti.me website) but this is not so popular. In addition, the European Union and some national institutions (Funding Centre for Social Welfare and Health Organizations, STEA, being the most important) provide funding for especially youth activism campaigns.

N°		BEST PRACTICE 1
1	The name of youth organization/young activists implementing the good practice	Several organizations, the campaign was arranged as a youth work actors' joint effort. The organizers involved were Verke (Centre of Expertise of Digital Youth Work), MLL (the Mannerheim League for Child Welfare NGO), the city of Oulu and Koordinaatti (City of Oulu's youth work centre).
2	Location of youth organization/place of good practice implementation	Online
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	"Harkitse ja haasta" (Rethink and challenge) The campaign was implemented with organizations' own budget. The campaign created an online site, in which the developed materials are easy to access for youth work actors.
4	Short description of the chosen good practice (see guidelines below)	The campaign aimed to counsel youths to consider before they join different kinds of social media challenges. It was targeted primarily to 10-14 years old. The campaign was ideated in an event called "Somecamp", and youths were involved in the ideating, planning and implementing phases. Social media influencers cooperated with the campaign and produced content about this theme. The campaign gained wide publicity not only on social media but also in newspapers and magazines.
5	URL of the chosen good practice (if available)	https://www.verke.org/teknologia-ja-mediakasvatus/nuorille-suunnattu-harkitse-ja-haasta-kampanja-valtaa-mediataitoviikon-lahdetko-mukaan/

N°		BEST PRACTICE 2
1	The name of youth organization/young activists implementing the good practice	40 child protection NGOs. Coordinated by the Lastensuojelun Keskusjärjestö (The Central Organisation of Child Protection) NGO.
2	Location of youth organization/place of good practice implementation	Online
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	"Anna ääni lapselle" (Give Voice to a Child) campaign is funded by the funding of the Central Organisation of Child Protection.
4	Short description of the chosen good practice (see guidelines below)	"Anna ääni lapselle" campaign concentrates on influencing the decision-makers to take care of the implementation of children's rights. The campaign



		<p>relates especially to Finnish Parliament elections in the spring 2023. The candidates may exclaim themselves as representatives of this campaign and its ideology.</p> <p>The campaign consists of wide array of activities, such as educational materials, a quiz and blog posts. Part of the campaign is an online panel for youths. The results of the panel will be brought to decision-makers in children's election panel event regarding to parliament elections.</p>
5	URL of the chosen good practice (if available)	<p>https://www.verke.org/teknologia-ja-mediakasvatus/nuorille-suunnattu-harkitse-ja-haastakampanja-valtaa-mediataitoviikon-lahdetko-mukaan/ https://www.lskl.fi/aanilapselle/</p>





Cyprus

During the last decades, Cyprus became an active activism pole with many actions organized to engage youth with citizenship, democracy, and social change, to become influencers and activists, skilled-up and ready to shape the future.

Most of these efforts oriented to promote, impede, direct, or intervene in social, political, economic, or environmental reform of Cyprus are funded mainly by projects' funding (e.g., Erasmus+, HORIZON, Europe for Citizens, etc.), by institutions from the public or private sector, by non-profit organizations and foundations (e.g., A.G. Leventis Foundation, Radiomathonios, Sophia Foundation, ActionAid Cyprus) and by crowdfunding and donations.

In Cyprus, it is common that a project usually runs under the umbrella of an NGO related to a specific related topic supported by European grants. For example, for dealing with the 'Cyprus Issue,' one of the main concerns of youth, the NGO YEU Cyprus, with the support of the Youth Council of Cyprus and funded by Europe for Citizens and under the scope of the long-term project #GetUpStandUp, has organized a public debate, a training course with youth workers and a three-days Structured Dialogue conference on the topic of successful activism in the field of the Cyprus Issue. Moreover, a recent project named 'EMERGE,' coordinated by CARDET NGO, in partnership with 'Koumanto stin tzepi sou,' benefits from a grant under the Active Citizens Fund Cyprus program to inspire and foster citizen participation in civic activities and build up capacity and sustainability of the Civil Society in Cyprus, through a series of awareness-raising campaigns with and for youth.

Some activism movements run annually to support people in need. One of the most well-known examples around Cyprus is 'Radimathonios,' considered the "greatest manifestation of love and humanity" that supports children with special needs. During this action, contributions can be donated by SMS, using bank accounts, buying coupons, or any time of the year through the organization's website. Another great example is the annual 'OPAP Limassol Marathon' with the slogan 'YOUR RUN CAN CHANGE LIVES!' in partnership with the online fundraising platform GivenGain since 2018 raised almost €90,000 to support the cause of more than 40 charities all over the country.

Campaigns also run to support individual activities that are in service to the community or to support an institution/organization in its activities or missing apparatus, materials, food, and resources. To do so, Cypriots can use traditional ways of giving, such as direct donations of food, clothes, materials for people in need, etc., and donating money directly on fundraising platforms and to bank accounts. They also use creative ways of giving, from adopting a family for Christmas, offering all the necessities for the Christmas table/dinner, or collecting money and buying presents for the children of the Paediatric Oncology Unit of Makarios Hospital. Moreover, collecting donations in Cyprus also comes from selling handicrafts and promotional materials, such as the 'Sophia Foundation' that supports Youth Centers and unemployed women by promoting and buying their handicrafts.



Finally, a more recent fundraising method in the country is crowdfunding, which has been established as an alternative and innovative financing model. Through Terra Cypria Crowdfunding, an individual can run his own small (or big) campaign to fight for environmental protection and conservation and financially support the 'Terra Cypria – the Cyprus Conservation Foundation.'

Digital fundraising, as in the case of the OPAP Limassol Marathon, allows for expanding the organization's engagement beyond geographical boundaries, building relationships with new supporters, and raising awareness and funds for campaigns. At the same time, from the donors' perspective, it provides convenient ways to support the charitable missions they care about. Thus, it is essential that for contacting activism campaigns, an individual or an organization has to invest in a robust digital fundraising strategy.

Another way to make an activism campaign well-known all over the country/globe is through paid social media marketing. Each social platform (i.e., Facebook, Instagram, Twitter, TikTok) offers unique opportunities that one can exploit to reach the desired target groups and funding goals. More specifically, Sponsored Facebook/ Instagram posts and stories rely on a highly visual concept providing the space to include photos and videos alongside text descriptions with links sending the users back to the non-profit website and/or donation page. On the other hand, Twitter is known for its brevity and shareability—two key components of a successful digital fundraising strategy. It can quickly encourage donations to a cause and send users directly to the digital fundraising page. Asking supporters to "retweet" your content extends your reach and potential audience further. Utilizing the power of social media and peer-to-peer sharing, crowdfunding is a unique fundraising strategy that has become increasingly popular, giving the possibility of collecting a large number of smaller donations from a wide range of supporters.

Finally, all fundraising campaigns must be rigorous in reporting what the money has been donated for. If there is no more need, but the money still exists or comes, the crisis management team has to immediately inform all donors about this change and ask them for approval; thus, the funds could be directed to other areas of need.

To fund activism campaigns successfully, there should be good coordination between different teams operating in the same community, administration, social services suppliers, etc. People and businesses are readier to donate when they can see trustworthy networks staying behind the activities for which money is collected.

N°		BEST PRACTICE 1
1	The name of youth organization/young activists implementing the good practice	'CARDET' in partnership with 'Koumanto stin tzeipi sou'
2	Location of youth organization/place of good practice implementation	CYPRUS
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	<p>EMERGE: EMpowerinG civic Engagement and participation:</p> <p>The EMERGE project benefits from a grant under the Active Citizens Fund Cyprus programme, funded by Iceland, Liechtenstein and Norway, through the EEA and Norway Grants 2014-2021.</p> <p><u>Activities of the project:</u></p> <ul style="list-style-type: none"> - Training Programme on Strategic Planning & Management for CSOs - Citizen Empowerment Course - Awareness Raising Campaigns - Webinars - Training Workshops-Seminars
4	Short description of the chosen good practice (see guidelines below)	EMERGE puts forward a comprehensive framework to inspire and foster citizen participation in civic activities and build up the capacity and sustainability of the Civil Society in Cyprus. More specifically a series of awareness raising campaigns will be conducted through a wide array of channels and using various tools to engage citizens, putting an emphasis on youth, informing them about the work of Cypriot CSOs and to encourage participation. The project covers various thematic areas including Fundraising and Financial Literacy, and Modes and ways Citizens can be active.
5	URL of the chosen good practice (if available)	https://emergeproject.net/



N°		BEST PRACTICE 2
1	The name of youth organization/young activists implementing the good practice	'Cyprus Peacemaking Initiative' in partnership with 'Island Talks' and 'Unite Cyprus Now'
2	Location of youth organization/place of good practice implementation	CYPRUS
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	<p>PODIP - Podcasting for Diversity, Inclusion and Peacemaking</p> <p>The PODIP project benefits from a grant under the Active Citizens Fund Cyprus programme, funded by Iceland, Liechtenstein and Norway, through the EEA and Norway Grants 2014-2021.</p> <p><u>Activities of the project:</u></p> <ul style="list-style-type: none"> - Training Programme - Podcast productions and implementations
4	Short description of the chosen good practice (see guidelines below)	The project focuses on the empowerment of vulnerable groups in Cyprus by providing trainings on methods and tools for content creation, podcast production, distribution and promotion, as well as peace-journalism, constructive dialogue and social media activism. Participants will have the opportunity to produce their own podcasts to be featured in Island Talks, the first trilingual podcast station of Cyprus.
5	URL of the chosen good practice (if available)	https://activecitizensfund.cy/en-us/Projects/Projects-Main/ID/69/PODIP--Podcasting-for-Diversity-Inclusion-and-Peacemaking?fbclid=IwAR38PIBJzz7Ro9TddvkECnE3n1asM_hlKB8TE3H9NVpoe_USNccR_pSQyQc

N°		BEST PRACTICE 3
1	The name of youth organization/young activists implementing the good practice	'Youth Board of Cyprus' in partnership with 15 NGOs in Europe
2	Location of youth organization/place of good practice implementation	CYPRUS
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	<p>#STANDFORSOMETHING</p> <p>#STANDFORSOMETHING is a youth engagement campaign coordinated by the European Youth Card</p>

		<p>Association and funded by the European Parliament.</p> <p><u>Activities of the campaign:</u> Young people can participate in different ways:</p> <ul style="list-style-type: none"> - They can share their ideas with the European Parliament through its platform dedicated to the voice of young Europeans. Any young citizen can upload their ideas and/or vote on the ideas of others. - Each youngster/citizen can make his/her priorities known on the Conference on the Future of Europe's official online platform. Citizens can register their ideas, find out about events in their region or register their own events. - Young Europeans can join the conversation through the We #STANDFORSOMETHING Conversations Facebook group and attend the many events being planned across Europe –
4	<p>Short description of the chosen good practice (see guidelines below)</p>	<p>#STANDFORSOMETHING is a pan-European campaign. 21 European Youth Activists aged between 16-29 years old from 16 EU countries, eager to engage young Europeans in conversations and activities about the Conference on the Future of Europe. With the Conference on the Future of Europe, this campaign will provide decision makers with a clear view on the priorities valued by young Europeans. By listening to young people, the European Union sets itself the best chance to re-shape itself for the next decades and deliver on the wishes of its citizens.</p>
5	<p>URL of the chosen good practice (if available)</p>	<p>https://istandfor.eu/ http://facebook.com/groups/standforsomething.eu</p>

N		BEST PRACTICE 4
1	The name of youth organization/young activists implementing the good practice	'Terra Cypria – the Cyprus Conservation Foundation' in collaboration with Climate Action Network (CAN) Europe
2	Location of youth organization/place of good practice implementation	CYPRUS
3	The name of good practice (the manner of funding, the activity securing the manner of funding, etc.)	<p>Generation KlimACT project</p> <p>The Foundation's main funding derives from an annual grant provided by the A.G. Leventis Foundation, grants from projects, and contributions from people through crowdfunding and donations.</p> <p><u>Activities of the movement:</u></p> <ul style="list-style-type: none"> - Capacity building through educational tools on climate change, development and gender equality issues as well as the interlinkages between them. - Training in effective and impactful mobilisation actions to push for and create change. - Mobilising youth on reaching out to decision makers with specific demands regarding climate change issues - Tv appearances, press releases and taking part in short films shared on social media, will also help increase their visibility and thus the impact of the movement.
4	Short description of the chosen good practice (see guidelines below)	<p>'Generation KlimACT' envisions the creation of a well-informed and empowering youth movement in Cyprus that will sensitize and push decision makers to reduce our carbon emissions and make the island resilient to climate change.</p> <p>500 students, aged 9-18, from schools from all over Cyprus participated in actions and trainings on the issue of climate change, how it affects their generation and what they can do to change things for the better. Starting in September 2021, after its success the program became more powerful and got an expansion for the period 2022-2023. With the help of Climate Action Europe (CAN Europe), students will continue to get trained on the issue of climate change. Once trained,</p>



		the movement will be ready to proceed with their planned street actions, meetings with politicians and other outreach activities, aiming at pushing the climate crisis issue at the top of the decision makers' agenda.
5	URL of the chosen good practice (if available)	https://terracypria.org/generation-klimact/



5. Practical Tips and Recommendations

Youth activism and engagement of youth organisations and youth workforce in general in addressing and potentially solving some pressing social issues is extremely important for the progress of a community, but also for the future of civil and democratic society.

Every form of activism starts with perceiving and recognising challenges in one's society, as well as different types of injustice followed by the desire not to be passive but to do something to change the situation for the better.

Once sown, the seed of activism begins to flourish when the desire **to make a difference** followed by ideas of **how to make a difference** meet the means which can make things happen.

The idea behind this output was to tackle different ways in which funds for activism can be obtained and, through a modest contribution, to provide proposals and ideas to young people in which direction to go, which doors to knock on and how to push their ideas towards realisation.

Without intending to claim that the suggested methods for obtaining funds are the only ones possible or the best, we have tried to present in one place some of the possibilities for young activists and youth organisations to try to master the techniques of collecting funds online, i.e. on the Internet with the help of the advantages offered by the digital age, thus turning their humane ideas into reality for the general benefit of the community and society.

Youth organisations and youth workforce around Europe, partner countries included, resort to different means of obtaining funds for their activities, the one most often resorted to being European grants awarded by different European programmes (Erasmus +, Horizon, Europe for Citizens, Funding Centre for Social Welfare and Health Organizations, STEA, etc.). Furthermore, activist endeavours and ideas are also funded by municipalities, different embassies which have set aside funds for particular social issues, the Ministry of Youth, Open Society Fund, Office for European Integrations, global corporations such as Microsoft, etc.

In Finland particularly, the best way to secure the continuity of a campaign seems to be infiltrating it into some permanent organization's agenda.

When it comes to resorting to digital options for the purposes of fundraising, the situation is pretty much similar in all partner countries. The fundraising culture is still in its infancy, but the trends are oriented towards online fundraising campaigns. As it has been stated in partner reports, traditional methods such as door-to-door fundraising and charity events are still widely used, but online platforms and social media have opened up new opportunities for fundraising. What makes young people still shy away from digital fundraising campaigns is a lack of understanding of the fundraising process, limited access to resources and support, and a lack of recognition and visibility for their initiatives. However, young people have a natural relationship with digital technologies (they are digital natives, in words of Marc Prensky) and their increasing presence on all social media platforms will eventually result in becoming comfortable in using the platforms for the purposes of fundraising.

According to Verke - Centre of Expertise for Digital Youth Work in Finland, the best learning experiences from digital campaigns that they organised are as follows: 1) reserve enough time to plan the campaign; 2) familiarise yourself well with the target group (service design was utilised in their campaign); 3) involve youths to all stages of campaign planning and



implementation; 4) utilise social media influencers to convey the message in a way that interests youths.

Furthermore, to fund activism campaigns successfully, there should be good coordination between different teams operating in the same community, administration, social services suppliers, etc. People and businesses are more prone to donate when they can see trustworthy networks staying behind the activities for which money is collected.

Finally, all fundraising campaigns must be rigorous in reporting what the money has been donated for. If there is no more need, but the money still exists or comes, the crisis management team has to immediately inform all donors about this change and ask them for approval; thus, the funds could be directed to other areas of need.





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