

THE PERFECT FUNDER GUIDEBOOK



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EXTERNAL LINK



HYPERLINK IN THE GUIDEBOOK

"HOW TO FIND SPONSORS ?"



NO

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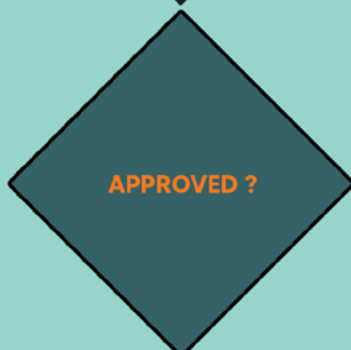
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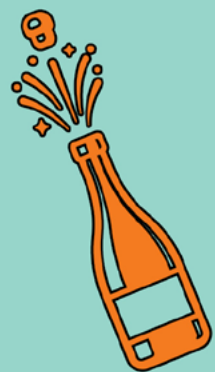
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YES



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1. FINDING SPONSORS:

1.1 Where to ask for money ?

Most USE-IT projects are funded by the **municipality of their city**. Sometimes there are **open calls** for projects, issued by the municipality or organisations affiliated to the municipality. Sometimes there aren't and you have to find the right person within the municipality yourself. This is a bit more complicated of course, but definitely doable! You can think of people who are working in **tourism, city marketing, youth work, or culture**, for example. It is always good to try the municipality first, before you look for additional funders. They are often the funders with the best resources and also the most contacts to help you along.



"Try to contact people who are really fans of your city. Those are the correct ones that will support your idea."
(Bremerhaven)

Within the network, other parties helped in sponsoring USE-IT projects :

- **Tourism organisations** like tourist info points, city stores, city promoters, city tour organisations, other map projects, etc.

For example, the Barcelona, Spanish map was supported by Barcelona Tourism, Barcelona City Hall, and the Barcelona department for Youth.

We also suggest you to reach a tourism organisation at a national level.

- **Youth centres**. USE-IT is a youth project, we aim our maps at young people. It is also a great opportunity for young people to gain work experience in tourism, writing, graphic design, fundraising and all kinds of other work that comes with working on our maps. Youth centres might help out with money, team members, opportunities for events and distribution possibilities.

- If there is a **university** in your city, it might be good to contact it. Universities and other higher education institutions often have internationalisation offices and international student associations. They might be able to sponsor you, because they might want to give maps to their incoming international students.

- **Regional Bodies** also have missions and budget in sectors where USE-IT could be a solution. **USE-IT in Belgium** has prospered during several years **thanks to regional money. Regional money has also helped Kutna Hora.**

- **The European Commission**. There are options for European money. First of all, the Solidarity Projects, financed through the [European Solidarity Corps](#). In their programme guide for 2023, you can find:

«Participation in a Solidarity Project will also be an important non-formal learning experience for young people. **It should foster a sense of initiative, active European citizenship and entrepreneurial spirit.** In particular, young people managing the project could absorb in practice the concept of social entrepreneurship **by creating new products or services that benefit the local community or society in general and address important societal challenges.** By putting their own ideas into practice, meeting unexpected situations and finding solutions for them, trying out innovative and creative measures, **young people will learn new skills and develop their capacities, express their own creativity and take responsibility for their action. They will boost their self-esteem, autonomy and motivation to learn.**»

As you can see, this is a very fitting thing for USE-IT.

In the network, **Viterbo and Tbilisi already got European funds**; and so far, Arnhem and Sorano have also applied.

USE-IT Mons in Belgium **has been funded thanks to European City of Culture status.**

So it means that you can do it and that you can ask them questions !

Another option is a small-scale partnership, financed through Erasmus+. In their [programme guide](#), it says:

« *Small-scale Partnerships are designed to widen access to the programme to small-scale actors and individuals who are hard to reach in the fields of school education, adult education, vocational education and training, youth and sport. **With lower grant amounts awarded to organisations, shorter duration and simpler administrative requirements compared to the Cooperation Partnerships, this action aims at reaching out to grassroots organisations, less experienced organisations and newcomers to the Programme, reducing entry barriers to the programme for organisations with smaller organisational capacity. This action will also support flexible formats – mixing activities with transnational and national character although with a European dimension – allowing organisations to have more means to reach out to people with fewer opportunities. Small-scale Partnerships can also contribute to the creation and development of transnational networks and to fostering synergies with, and between, local, regional, national and international policies.***»

- **Hotels B&Bs or hostels** benefit greatly from your map, and might need a map to give to their guests when they check in. In fact, this is how our editor in chief has found **USE-IT, in Prague**. So it works! These organisations might be interested in helping you reach your goal. The **USE-IT Dresden** manager worked in a hostel so the benefit of the USE-IT project was obvious for him.

- You can try **crowdfunding** or **smaller-scale sponsoring** from organisations that might be on your map. This is a bit of a tricky one, because we don't sell spots on the map. So this means that organisations that you ask to sponsor you, might not end up on the map. It is hard, but it has been done!

Ostrava, Nantes and Bordeaux are cities who could fund part of their project thanks to crowdfunding money!



 **Kiss Kiss
Bank Bank**

KICKSTARTER

It doesn't matter who you are trying to contact, do not forget they are human beings, 'they read emails too'. Do not be afraid of them!
(Bratislava)

You need money in the first place, because you need to pay your designer, printer, membership fee, postal prints and hopefully yourself. However, in second place, think of the importance of non-financial support as well. Organisations can help you with meeting rooms, contacts, distribution support, information, team members, and anything else you might need from them. So keep an open mind, show your enthusiasm for the project and see how you can help each other!

In addition to those tips, please have a look at our tutorial. It'll provide methods to start from 0 and teach you how to map your "[sponsors community](#)"

1.2 Looking for open calls

For some countries and regions, open calls are announced by the local government, tourism board, cultural centres or other organisations that have some money to spend on funding. We know this is often the case in France, for example, but it can well be somewhere else as well. Sometimes banks or other rich organisations have a fund for local projects too. It's good to be on the look-out for these!

Here is an example of call from Bordeaux, that supported the USE-IT map project 2 times :



"Jereleveledefi , what is it ?**

Because ideas from youth people are often relevant, the City is supporting all initiatives , providing advice and financial help. It's a call that values youth projects and supports youth project makers.

For who ?

Youth 13 - 25 yo living, studying, working or practicing an activity in Bordeaux.

Which project ?

Culture, sports, solidarity, environment... All ideas are good as long as people from Bordeaux can benefit from it.

Candidates have to lead an individual or group project in an NGO context. If the project is international, then the carbon print of the project has to be controlled.

The application had to be sent before February 17th 2023. "

*** Name of the call (translation :Challenge accepted)*

1.3 Mapping the community

To be filled. - If there is no call, you have to map out your community, to see who could help you.

2. PREPARE YOUR PROJECT:

Before you start writing to your possible sponsors, you should write your project plan. You can take this to meetings, send it to funders when they ask for it, and use it as a road map for your project, once you have the money and start writing and designing your beautiful map!



PREPARATION OF YOUR PROJECT PLAN:

The following elements are highly recommended to prepare at the start of your project:

- **Your project and the sponsor motivation** (you can use tools like problem trees or logical framework here)
- **The timeline of your project**
- **Your budget**
- **Collect some maps of the network**
- **If possible, a sketch of our your baby map /cover**

2.1 Your (and your city's !) motivation

For yourself, and for your funders, it is good to put down to paper **why you want to make a USE-IT map** in the first place. For this, you can write about why you think **your city** needs a USE-IT map, why **you** want to make one, **with whom** you want to make one, and why people *would* want to invest money in this. This is a hard question of course, so here are some pointers to help you:

In our recent survey, we asked donors and funders why they decided to support the map. Some answers were:

- Putting the lesser known city on the EU tourism map
- To change or moderate how the city is perceived
- To attract more tourists and more money for the local economy
- As an educational tool, to manage overtourism
- As an educational tool, to support the sustainable tourism movement
- To support a project involving volunteers and young people
- To support creative potential
- As a way to promote a current city «topic» - an anniversary, a European City of Culture, a European Green Capital, etcetera.
- Because USE-IT is highly cost-effective in comparison to commercial campaigns
- Because USE-IT provides material that traditional tourist departments would not be able to produce, it's authentic
- Because the city itself cannot promote some business over others, an independent publisher can
- To help people integrate better and faster
- To help international students and battle their loneliness and homesickness

Why does your city need a USE-IT map?

In short:

If you live in a small city, the city might want to **attract more tourists** to it. If you live in a big city, where tourism is already a problem, they might want to **divide the tourists over the city differently** and teach them about **sustainable tourism** and the beautiful places they can see outside of the crowded city centre. You can write about the **great culture** and traditions your city has that you want to show the world, but also about why you yourself love your city so much. Don't be afraid to get a little personal in this, especially when you talk to city officials! **A little flattery never hurt anyone**, and people are proud of where they come from.

Be sure to **look at other maps your city already has**. How is USE-IT different? Usually, you find these differences in language, locality, honesty (nobody pays to be on the map) and the international nature of it. **This comparison work really helped USE-IT Salamanca during their meeting with the town hall.**

This means that the map will be distributed all over Europe and also promoted through our social networks, website and - in the near future - through other digital outlets within our DIG-IT programme.

USE-IT Prague was released despite the fact other similar projects were already existing.

2.2 The timeline of your project

First of all, you have to write a realistic timeline. To make a timeline, you start at the back, your ultimate goal: a big paWe've seen maps being published in any time between 4 months and several years, depending on how much time the creators had, how easy it was to find money and the life events of the people involved. rty to celebrate your beautiful map. From there, you work towards the start. This way, you have enough time to do all the steps.

You start at your **release**. When do you want to release your map? You can try to let this release go together with an event or important moment in your city. For example, an annual festival, like the Four Day Marches in Nijmegen, Christmas markets in German cities, a famous person's birthday, like Kopernikus in Olsztyn or J.G. Mendel in Brno, or the festival Colours of Ostrava, an important milestone for the USE-IT project there.

The cooperation between USE-IT Ostrava and the biggest music festival in Czech Republic has a long tradition. It started from the first edition in 2012 and over the years the maps were presented in various ways - they are displayed in the info centre of the festival, for example, or are part of the city of Ostrava tent, and each visitor of the festival's camping site received the map in a welcome package. Once, they even had their own presentation station in an EU tent.

In your city, there might be something that creates a good moment to hand out and promote your map. If you don't have such an event, think about when tourist season might start, or when it would be convenient for your city government to promote it.

From the experience the network has collected, **we can tell you the whole USE-IT project duration is :**

- **4 months if you're super fast**
- **6-8 month average**

It seems like a lot to picture, but you can find a visual representation of the project using Padlet here to help you.

2.3 Your budget

Make a budget. Of course, the **money you ask for differs per country**, since income height and costs are different. The basic principle of budgeting is simple : **listing and calculating your costs and your benefits!**

COSTS

The basic costs of a USE-IT project include :

- **Printing costs**
- **Design costs**
- **USE-IT fee**
- **Postal costs to send the map to the archive and to other USE-IT cities**

If you have negotiation skills like the Wolf of Wall Street, you can negotiate for your printing costs to be covered by funders, the municipality for example. And if you find a designer who wants to practice or is a design student, you can pay 0 € for design. But in most cases, those 4 are the base you need to pay for. And let's be fair: we like to pay good people for good work, right? So let's tell our funders that and explain what we need our funding for!

Here are **2 examples of budgets** from Arnhem in the Netherlands and from Wroclaw in Poland.

Expenses		
Cost item	Number	Amount incl. tax
Printing	15.000 pieces	€ 3.500,00
USE-IT membership	12 months	€ 1.200,00
Distribution		€ 700,00
Project planning	250 hours	€ 1.250,00
Design		€ 1.000,00
Editorial	250 hours	€ 1.250,00
Final editing	100 hours	€ 500,00
Bank costs	12 months	€ 250,00
Website	12 months	€ 66,00
Launch party		€ 900,00
sub total		€ 10.616,00
Unforeseen 10%		€ 1.061,60
Total		€ 11.677,60

Income

Sponsor	Amount incl. tax
European Solidarity Corps	€ 4.177,60
Platform Binnenstad Arnhem	€ 2.500,00
Stadiestad	€ 2.500,00
ASBN	€ 2.500,00
Total	€ 11.677,60

--> alternatives:

Arnhem Ambassadeurs
Stichting ondernemersfonds
Rabobank
Prins Bernhard

These examples are from simpler, pre-huge-inflation times, the USE-IT fee is now 1200. But overall, they are a good example of a basic funded USE-IT project. What would be good, is an extra post for postal costs, to send maps to the USE-IT archive and to other USE-IT cities. Furthermore, a great achievement, bravo!

Wroclaw had money for printing, design and the fee paid and then unfortunately, no more money to pay the rest of the team **This is the first objective to reach to be able to release the map.**

Of course, we encourage you to do your best to be able to pay for your own work and that of your team, they deserve it! This is what we can see in the Arnhem case.

It's super positive for them to be able to pay for activities like proofreading and text writing, it's hard work!

That's why we encourage you to **be accurate while building your budget by mentioning all posts required by such a project.** Text writing takes time, make sure to show that in your budget. Distribution in your own city needs to be done multiple times, often, when places run out of maps. Distribution to other cities not only costs money for postal fees, but also time to pack maps and take them to the post office. And project management is a vital task, so don't be afraid to show that on your budget! You are doing a great job and it is nice to show that.

For the list to be exhaustive, **it's possible to add in a USE-IT project :**

- Launching events costs: USE-IT Nantes
- Travel costs for USE-IT meeting
- Office rental
- Miscellaneous

You don't need to be shy anymore including those costs; it has already been done!

The heart of your project has to be map making and printing, but think what other costs you could make and don't hesitate to ask for that money, **as long as it is relevant and honest.**

You are offering a useful project that can have a very positive impact on tourism, on your city and on the people who arrive, and suddenly find a great local dish instead of a fast food hamburger and an underground party instead of the first bar they can find. You rock!. So be confident and don't be afraid to ask for its price.

BENEFITS INCOME

Now you know what you need to make the magic, it is time to show how you plan for your costs to be covered!

In most cases, map making is sponsored by the people we talked about (City, University, Region, Europe). And you can see in examples, in addition with the cities and tourism offices, Arnhem and Wroclaw **got funds from public or private foundations**. Companies, federations may have funds to promote initiatives in a specific field (art, culture, solidarity,...)

You can also covers some costs with :

- Extra activities of your organisation (tours, for example)

Many USE-IT cities have organised tours and walks. You can, for example, offer city tours for a pay-what-you-want price and use the funds to make your map. **Prague has organised auctions with lost and founds of hostels and selling homemade to generate income and promote their project**

- Product selling (merchandise, for example)

When your designer is making the map, they can also use the images they make for the map to create merchandise. We have examples from this in the past, for example, USE-IT Zagreb



It's nice to show there will be **several sponsors**: individual funders feel less pressure and are more confident in the success of your project.

In our examples, **costs are splitted between 3 and 4 sponsors**. If you check our [Interactive Map of USE-IT projects](#). Divide and conquer, Julius Ceasar already said. Or was it Napoleon? Well. Anyway.

If you already found a sponsor before you go talk to others, make sure to mention it or write it in a plan or communication, it's a huge positive point! By the way, just mentioning possible funders already gives a good impression !

Income can also be something else than real money, but valuation of volunteer work for example. It's actually important to value volunteer work as an income because this **is your contribution to the budget ! A lot of USE-IT teams did filled their budget using the following logic**

Costs		Benefits/Income	
Selection of spots for the map	800€	Volunteer work : selection	800€
Translation	300€	Volunteer work : translation	300€

3. MEETING WITH THE AUTHORITIES :

Often, after you wrote your project and you sent messages to possible funders, you can get invited to a meeting with them. A meeting with authorities is not just your team presenting the project. **It's a conversation**, so it's important to make sure you know who you talk to. This can have different shapes and atmospheres. You can be lucky and have a relaxing chat with a nice person, but you can also face three narrow-minded persons on the other side of a very long table! But don't fear it, you got this!

Whoever you face, **this meeting needs to be prepared**. The first impression is really important and people have to remember your project as something cool and serious.

We know how hard it can be to meet officials sometimes, so we, as your tribe, will help you in succeeding in your 1st meeting! You will feel like you are a project maker with 10 years of experience!

3.1 Dig in the objectives of your sponsor to find in which way your project fits in it.

It's super important to be aware of the fact that **some sponsors have a lot to consider** when sponsoring your project. Of course they will look at the quality of your project, but they also have budgets to support initiatives, and policies defined by, for example, a city council or other government body, or a board within a company.

Even if an official appreciates your energy, motivation and idea, it might just be impossible for her/him to support you as your project doesn't meet their policy demands.

As a consequence, **searching for goals of the policy from different authorities is essential** to increase your success rate. Moreover, it'll help you **to adapt the presentation of your project** by focusing your words to fit the needs of the authority.

Let's check an example, from the Bordeaux tourism policy. Here is an extract of a 48-page document about the 2022 Bordeaux tourism roadbook (believe us, it turned out to be a tiny novel!). Read this excerpt from it:

The 4 main axis of the strategy are:

1/ Support the Bordeaux tourist offer in its responsible transition

2/ Put the local in the heart of tourism life and make Bordeaux a destination promoting humanity and solidarity

3/ Develop professional meetings and big events with a positive impact for the area

4/ Piloting economical development of tourism a sustainable way "

Of course those goals are detailed in the rest of the document. But here is the question: in which pillar would your USE-IT project fit in? 1-2-3-4?

There are several good answers; from which you would be able to convince authorities for sure. Here we can easily agree on the fact that USE-IT fit 2 and 4 as we'll select on the map local products and activities.

It took Arnaud (our bordelais - guy from Bordeaux - of the network) **2 minutes to find this document online**. So we're sure you can make it as quickly as him to find information that will help you a lot in **building your arguments for authorities!**

3.2 Concentrate all your preparation elements in a short but great presentation

Once you've found a way to get a meeting, you can make a presentation for your talk! One of the ways to do that, is by preparing a booklet with the [template](#) from the FUND-IT toolbox! You can find it here. We already did some work for you, to help you along the way, all you have to do is fill in some of your city's info.

But here is your challenge: summarise months of preparations in a 15-min-presentation.

It may look short, but **it might be the maximum amount of time you'll get** to defend your project. Authorities meet a lot of initiatives, so they like meetings to be quick. The mission is to show within 15 min (or less):



- That your project is cool and fits the sponsor's goal and policy
- That you built a relevant and accurate budget
- That you organised your project in a timeline

If you have extra time after your presentation, **use it to ask them some questions**. They are the officials, but you have to know things from them as well!

Let's help you think about what to ask.

3.3 Anticipate questions your sponsor could ask:

By now, at USE-IT, we have heard so many questions sponsors can ask. Here are some of the most common ones:

- How is USE-IT different from the other maps we already have?
- Isn't it bad for the environment if you print maps?
- Does Youth Tourism bring any money to the city?
- Do you only do personal suggestions?
- Our city already gets many tourists. Why would we fund a map to attract more?
- Why do we have to pay for the USE-IT fee?

Anticipating those questions is really important cause to clear doubts of your sponsors the arguments you'll put on the table can and it show your level of preparation

When speaking to a sponsor "I always would have to think ahead about what I can offer to them, once they always ask something in return." (Pilsen)

We invite you to watch our tutorial video "How to negotiate with authorities?"

and read our article "How to talk money with authorities"



3.4 PRE-APPLICATION MEETING :

It's very useful to understand what can interest people in the project. For example, you can ask:

- What would you like to see on this map from our city?

In Wroclaw for example, Adrian knew by asking this question, that the city representative was motivated in promoting new city museums.

- What do you think about this design (showing another map)?

You can also know about the tastes of your sponsor. It can help to show a design of your project, or even a dummy, if you have it.

- Would you use such a map if it was available right now? And why?

This is the perfect opportunity to **understand some of your sponsor's motivations**. Within the network, you'll likely hear stories that the city is interested in the map, because they want to use it during a festival or to welcome visitors. If you learn this kind of info, you can use it to your advantage in funding and in the rest of the project!

In Wroclaw, the city wants to use it as promotional material for Wroclaw when someone important comes to visit or when they represent the city abroad.

For example, you can ask:

- What other tourist information do you like?

You can always ask help from the network in providing this information, there is a lot of knowledge there!



4. PRE-APPLICATION MEETING :

You found a great call and it's a real boost for your motivation, cool!
Let's prepare well, so hope will turn into real money.

In a lot of calls, you will find contacts of people who are behind it and are open for questions. You **HAVE TO** contact them to set a meeting and have a first conversation about your projects.

Why is this meeting so crucial?

- It's a chance to win before the game starts! Someone can fall in love with your initiative and defend it during the decision process.

- It's super important for the people who decide to have a face in mind when they think about a project. While debating the different applications, sponsors will remember you and the conversation they already had with you. . Only an email with your project and budget looks like throwing a bottle in the sea.

"Make it real, do not send long emails or PDFs. Make sure there is somebody at the table, a face, shake hands, speak to them and do not take the attitude of somebody who is begging for money. Take the attitude of somebody who has a wonderful idea and is presenting a strong project that will help the city." (Ghent)

- It's an opportunity to check if your project fits the criterias of the call. If the person you meet is not sure about this match, this is your moment to either convince them or pick their brain on how you can improve your application.



5. APPLICATION WRITING :

In this guidebook, we include the most common questions asked in an application call, with some tips to provide the best answer!

5.1 Shortly describe your project

Feel free to write the description of your project with your heart but here are some elements to help you in the writing process :

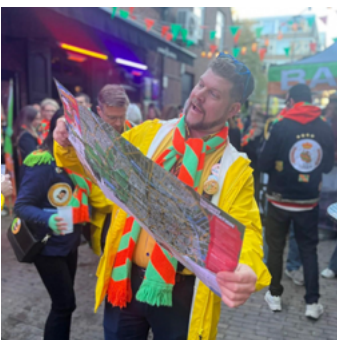
USE-IT is a European label for tourist info made by locals, for young travellers. The USE-IT label was created 15 years ago and has grown to a well-known label throughout Europe. Today, local teams are organised into an international network called USE-IT Europe. Every team is independent and creates local maps of their city. This means that maps are made by local people, with local money, and with local tips, but they are supported by a European network that shares knowledge and resources. The maps get distributed through the network, so it improves the fame of the city in the rest of Europe.

All maps have a different, local design. This is a great chance for local artists to promote their work all over Europe.

All the maps share the same values:

- USE-IT is made by locals; map makers don't work with journalists but with people who experience the city every day!
- USE-IT is a non-commercial label; no one pays to appear on the map
- USE-IT is made for young travellers, or everyone who identifies as that
- USE-IT maps are updated every year
- USE-IT wants to be the reflection of the soul of the city
- USE-IT is a FREE map in English
- USE-IT is without advertising
- USE-IT promotes sustainable and responsible tourism

In this part, you can describe your motivation for the project and what you plan to do.



5.2 Who will benefit from your project?

Young travellers

The first people who benefit from your project will be the young travellers who visit the city. They will find the best places to go, the best local food to eat, they learn about the city, they experience the place totally differently from how they would normally. For the time that they are in the city, they become 'temporary locals'. They can also learn about cities they wouldn't visit without USE-IT, and consider going there.



The city

City governments are always looking for ways to promote their city. This is an easy way to do it! Who can better promote the city to young travellers than young, enthusiastic locals?

The volunteers/workers in the project

Don't forget that USE-IT is a great way to gain international work experience! Many cities work with very young people, who improve all kinds of skills while working on the map. You can think of writing, researching, making budgets, writing proposals, pitching, networking, etc. This is also partially because of the USE-IT Europe network, where they can attend online meetings and the USE-IT meeting each year.

Local entrepreneurs

More tourists is more revenue from those tourists! It's not [all about the money](#) of course, but especially for smaller entrepreneurs, some extra people in the city can make a whole lot of difference. Especially when they sell good quality, local stuff, it is a win-win situation. USE-IT likes to highlight shops, bars, restaurants, entertainment places and other places which might be harder to find for someone who doesn't know the city.



International Students

For international students, it can be hard to become a local in the short period they are here. The USE-IT map can help with that! All around Europe, universities have included the map in their welcome packages.

The region / country (for small countries)

Especially if a region has multiple USE-IT maps (for example: Calais-Lille, Nijmegen-Arnhem, Ostrava-Zlin-Brno-Prague), it can be of huge importance for national or regional tourism! The groups can work together to promote the cities and encourage travellers to travel between them.

5.3 What will be your project's impact?

You can explain what the impact of a USE-IT map would be for your city. Here are a few ideas, depending on what kind of city you live in and who you are talking to:

Small, less touristic cities (for example: Bremerhaven, Erfurt): having a USE-IT map can attract tourists to your city. You put the name of your city in an European network and that way, the city benefits from USE-IT travellers. It also might help people to look further than capitals and in that way, help divide tourists all throughout the country.

Bigger, touristic cities (for example: Prague, Paris): having a USE-IT map can divide the tourists around the city better. Prague, for example, tries to get people to look further than the city centre and avoid the busy touristic places. This lowers the pressure tourism has on big cities, which, we know, can be a big problem.

All cities: USE-IT promotes sustainable tourism. This doesn't just mean sustainable in a green sense of the word. We support sustainable travel, buying green products, encourage sustainable food choices and shopping locally. But sustainable tourism means more. It means creating a 'sense of place', knowing where you are, respecting the city you are visiting and showing interest in it. We don't recommend standing all-together on a small bridge in Venice to take the exact same photo. We ask something from our users, namely to take an interest in where you are and treat it respectfully.



During the COVID crisis, we have subscribed to multiple principles within [The Future of Tourism Movement](#). This is a coalition of six non-governmental organisations that have come together to stand united in an appeal for change. Other tourist organisations can commit to their principles and promise to work towards a better future of tourism.

5.4 How do you plan to make it happen?

So now you know what you want to do, you have worked hard towards a motivation and a budget, now you need a timeline. A good timeline shows possible funders that you are realistic in your plans, it shows what you need all that money for and it helps you when you start making your awesome map!

We previously told you to make a timeline. Make sure to do this! In this part of the application, you can also write about your team, their expertise and all the help you plan to get from people who love the city and the project!

TIPS :

- The words you use in your description of the project need to fit with the sponsor you target. Key words are different for the Youth Department or Regional Tourist office for example!

- Once the application is submitted, notify your contact person. She might notice some little mistakes or missing elements in your application and can come back to you quickly. It would be such a shame for your project not to be eligible for a small detail.



6. FOLLOW-UP

Well done, you fighter! You have either answered an application or written a project plan and submitted it all by yourself! Now the waiting game starts. And believe us when we say: this takes time. Our message here is: "wait, but wait actively":

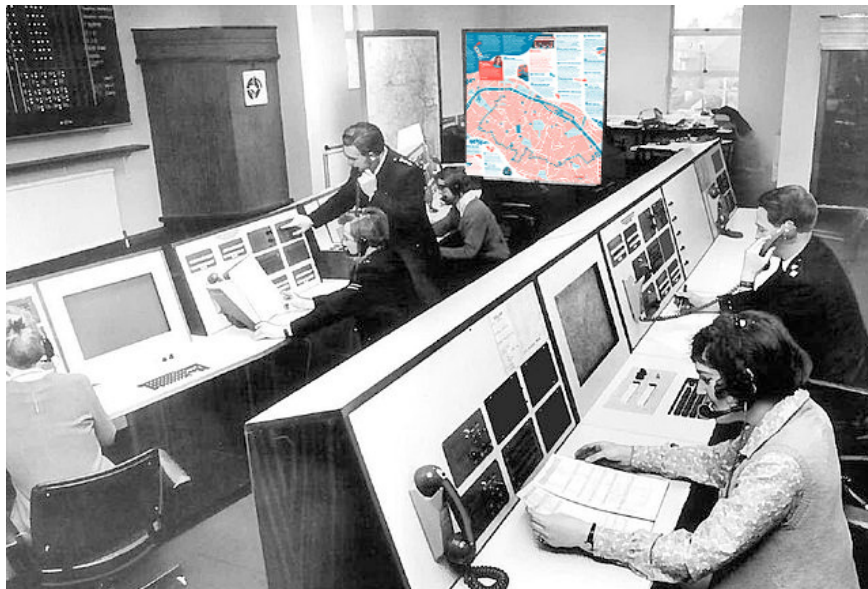
- After the deadline, don't hesitate to call or e-mail every now and then to ask about the process. Don't do this every week, of course, but once or twice a month is not bad at all.

Ultimate follow-up example from Prague :

«We really called them every month to check on the process and only learned about the actual voting (of grants) 2 weeks before it happened»

If we would not come to the «voting» for projects in person, we would never get approved. We changed their mind during the voting! and it was half a year after we submitted our application! The USE-IT team directly went to vote for their project during public approval process.

TIP: Give updates about the project even though you are not sure you will receive the money. It shows your motivation and involvement and it can also give new ideas for sponsors to support you!



7. YOU DIDN'T MAKE IT: IT'S NOT OVER

A failure to receive a grant is not a total failure. You can use this experience positively and gain knowledge and points of improvement for the next try. Yeah, there will be next possibilities!

TIP : Let's come back to the 1st chapter of this guide. Let's find other opportunities ! Have you tried everything? The answer is always no, so new opportunities always !

EU funds, Crowdfunding, universities, .. are still options to try our advices and methods. Remember, we have a tutorial and an interactive map to inspire you ;)

TIP: Ask your contacts if they can explain the commission decision and give feedback about your application. The information you'll get from them is precious, you can use it to polish your arguments next time.

Here is some motivational talk from other cities, we have all gone through the same thing. Enjoy your motivation boost



Do not give up on your first NO! " I assume that the City Council was the only sponsor that could help me with this project, but it's not the case. I should have tried other means or resources of raising funds." (Bielsko Biala)

"Living is an act of being struggling, so just keep doing and finish what you started, you'll learn with this experience anyway – do not try to be perfect."



"Be stubborn. If you want to do it, you will make it. if one person says, no, it doesn't mean anything, if two persons say, no, it doesn't mean anything. If the 10th person says, no, then you are doing something wrong. It might be because you are looking at it from the wrong angle." (Prague)

If the result is positive...

BRAVISSIMO YOU GOT IT

After one, two, three, or no matter how many tries: YOU MADE IT! You deserve a good drink and a good dance.

After this, you are almost ready. Here are some good practices to strengthen relations with sponsors and contribute to your sustainability:



- Thank your funders! You can send a letter with some maps to show the final result of the project they contributed to.
- Underline the common interests when you come back to your sponsors.
- Mention them on social media.
- Invite them to your launch party!

