

# Crowdfunding for Leaders: Steps Toward Successful Campaigns

*Amsterdam*

*20 - 24 April 2026*

UK Training

# PARTNER



# Crowdfunding for Leaders: Steps Toward Successful Campaigns

Code: CC28 From: 20 - 24 April 2026 City: Amsterdam Fees: 4200 Pound

## Introduction

In today's entrepreneurial landscape, many leaders and innovators face significant challenges in securing funding for their projects. This is where crowdfunding emerges as one of the smartest and most innovative solutions. Crowdfunding allows you to raise capital from a large group of people to support an idea or project, offering a fresh alternative to traditional funding sources.

This course delves into the fundamentals of crowdfunding and demonstrates how it can be effectively used to turn your projects into reality. You will also gain essential marketing and management skills to run successful crowdfunding campaigns, using the best tools and strategies to achieve your goals.

## Course Objectives

By the end of this course, participants will be able to:

- Understand the meaning of crowdfunding and the different types of crowdfunding donation-based, reward-based, equity-based, etc..
- Learn how to plan and execute a successful crowdfunding campaign.
- Use crowdfunding platforms and tools effectively.
- Analyze and optimize campaign performance using feedback and key performance metrics.
- Explore equity crowdfunding and how it differs from other models.
- Understand crowdfunding compliance to ensure that your campaign follows legal and ethical standards.

## Course Outlines

### Day 1: Understanding Crowdfunding

- What is crowdfunding? Overview of its types donation-based, reward-based, equity-based, etc..
- Why use crowdfunding? The benefits of this modern funding model.
- The difference between crowdfunding and traditional bank loans.
- Successful crowdfunding campaigns: Case studies and their impact on businesses and ideas.
- The role of blockchain in crowdfunding and its growing influence in the industry.

### Day 2: Platforms and Preparing for a Campaign

- Introduction to popular platforms like Kickstarter, Indiegogo, and others.
- How to select the right crowdfunding platform for your specific project.
- Steps to prepare a winning campaign, from ideation to execution.
- Designing compelling rewards and offers that attract backers and ensure support.
- Understanding crowdfunding sources and identifying the right audience for your project.

### Day 3: Marketing Your Campaign & Engaging Backers

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- Identifying your target audience for your crowdfunding campaign.
- Writing a story that's both engaging and persuasive to attract potential backers.
- Using social media and digital marketing to effectively promote and raise awareness for your campaign.
- Partnering with crowdfunding leaders and influencers to expand your reach and grow your campaign's visibility.

#### Day 4: Managing and Monitoring the Campaign

- Tracking your campaign's progress using analytics and performance metrics.
- Communicating with backers, answering their questions, and addressing concerns to build trust.
- Managing problems and challenges during the campaign.
- Closing your campaign successfully and delivering rewards to backers on time.
- Importance of crowdfunding compliance and ensuring legal obligations are met.

#### Day 5: Real-World Applications & Future Planning

- Case studies of successful crowdfunding campaigns and the lessons learned from them.
- Practical exercises to apply what you've learned throughout the course.
- Tips for future campaigns and strategies for continuous improvement.
- Final review of key points and crowdfunding innovation.
- Certificate distribution.

#### Why Attend This Course: Wins & Losses!

- Learn a modern and effective way to fund your projects through crowdfunding.
- Gain practical marketing and communication skills to run successful crowdfunding campaigns.
- Understand how to plan, manage, and execute a campaign from start to finish.
- Connect with like-minded individuals and build valuable networks for future collaborations.
- Deep dive into specialized areas like equity crowdfunding and blockchain in crowdfunding, expanding your knowledge beyond traditional models.
- Crowdfunding innovation: Stay ahead by learning cutting-edge strategies in a fast-evolving space.

#### Conclusion

If you're a team leader, entrepreneur, or someone with a promising idea looking for funding in a smart and modern way, this course is the perfect step for you.

By the end of this course, you'll have a solid understanding of crowdfunding, its types, and best practices for running successful campaigns. You'll walk away with the confidence to use crowdfunding platforms effectively, implement powerful marketing strategies, and attract backers to bring your ideas to life. With the skills learned in this course, you'll be prepared to lead successful campaigns and ensure your next crowdfunding project is a resounding success.

This course will equip you with the necessary knowledge to navigate the crowdfunding landscape, whether you're looking to fund your first project or improve your future campaigns. Don't miss out on this opportunity to transform your ideas into reality!

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)





## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

