

How to raise and mobilize funds for your climate solution

COUNTDOWN TED



climate>lead

Clarify your “why”

- When beginning your initiative, **start simple** and really focus on your **impact**. What **gap** are you trying to fill?
- You must be able to **articulate your work** without compromising your **vision**.
- **Money**, especially in the beginning of your initiative, can be stretched. **Be explicit** about the **support you need**, but also be **thoughtful** about what **expenses** are coming up and clearly articulate to finders **why** you need **financial support**.
- **Tell your story authentically** to you and your community.

Think about your audience

- Always **keep your audience in mind** when creating materials and **adapt your content** depending on who you're sending it to. With that in mind, you **should not** be **changing** your organization's **mission** for any particular donor.
- Be aware of any **subject matter** or **geographic jargon** used in your content. Your **audience** should **understand** what you're trying to convey!



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More tips for accessing funding

- You don't have to be registered or have a legal establishment in order to receive funds! However, it is important to **demonstrate** a **team of people** coming together to **implement** a **shared vision**.
- Be careful of how you **invest your time**. Turning in many random proposals may not yield the results you are looking for. Instead, consider investing your time in **a few organizations and foundations** you are aligned with and that you can meet with directly.

Resources

- [TED Countdown website](#)
- [Youth Climate Justice Fund website](#)
 - Email hello@ycjf.org with any questions.
- [BeVisioneers Fellowship](#)
 - This global fellowship is an opportunity both to receive mentorship and compete for funding.
 - [Applications](#) close **January 12, 2025**.



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