

The background of the slide is a composite image. On the left, there is a white curved shape containing financial data and charts. On the right, there is a blue-tinted image of a city skyline at night with a large, glowing orange Euro symbol (€) overlaid. The overall theme is finance and economics.

The Task

The International Economics Olympiad (IEO - www.ecolymp.org) needs to create an endowment fund. It must be done as fast as possible and to be called a success, it needs to attract at least \$7 million to it.

You are to form and defend a fundraising strategy for the endowment fund of the IEO.

*There are no participation fees, and the IEO intends to keep it this way.

How to

Below are some of the key points and questions to help you to come up with a balanced solution:

- 1 Plan** your work and **organise** your team (Who is doing what? When? How often to check in and meet with each other?)
- 2 Compare** the IEO to other non-profit organisations and their sources of funding (What strategies do others use?)
- 3 Define:**
 - >possible **donors** and main donor groups (What sponsors to attract, why?)
 - >**what values** can be brought to those sponsors by the IEO, main benefits for sponsors (What will your key points be? What values will be important to sponsors and why?)
 - >how to **raise funds**, what approach to use, what instruments to use, what sums to ask for? (How would you fundraise?)
 - >the **plan**, steps, approximate timing and resources needed for the fundraising campaign.
- 4 Prepare** the **presentation** as if you were to do the actual work, and if you do it well - we might invite you to join our team and help to perform it!



Requirements

- ✓ The presentation video length limit is **10 minutes**.
- ✓ The video should be submitted in a **commonly accessible format** (***.mp4, *.avi or *.mkv**), its size should be **under 1 GB**.
- ✓ There should be no more than **10 slides** in your presentation (intro, outro and additional materials are not included).
- ✓ Presentation slides are to be submitted in **.pdf** format.
- ✓ Names of all the files should be the same as the **code** of your team. (e.g.: "1234.pdf", "1234.mp4").
- ✓ Keep in mind that it will take time to upload the video, so do have it ready **in advance**.
- ✓ The video can be captured by any available means. For example, you can use the recording option in Zoom.

