

# **1<sup>st</sup> Annual Social StartUp Summer School:**

## **The Theory of Change Workshop**

The Social Start Up Summer School on Theory of Change teaches hands-on skills in project planning for a range of organizational purposes grounded in a thorough methodological understanding. Whether you are founding a business, beginning a social enterprise, inspiring youths through sport or shaking things up through grassroots activism, a sound theory of change is key to success.

Come and find out about

- What is Theory of Change?
- How can it be applied in project planning – as a tool for framing, structuring and evaluating your work?
- How does it help to make the case for your project when dealing with third-party supporters – by convincingly predicting and/or demonstrating the impact that you have?
- How does a theory of change support different organizational models of creating impact – from businesses to social enterprises to sport clubs or grassroots political activism?

Answering these questions for your organization will help you to understand what you're doing, how you're doing it – and how you can be better at it. Once you know how you are creating impact you can share that with funders to media to volunteers and supporters.

Theory of change is a simple, yet versatile tool for internal organization as well as external presentation. From July 20<sup>th</sup> to July 24<sup>th</sup>, The Social StartUp Summer School brings together an exciting mix of participants from a variety of fields in the vibrant city of Berlin. Learn from students, activists, entrepreneurs, coaches and artists. See how others effect change talking with successful changemakers from Berlin. Top off your Social Start Up experience by exploring new possibilities for pitching your work with the create!+ team, the FU experts on start-up advice.

**Apply via our online registration form at**

**<http://www.social-startup.net/summerschool/admission.html>**

and receive your starter package with information and introductory tasks.

The Summer School is admission free for FU students. Externals pay 150 Euros materials fee for the week or 100 if you register before the 15<sup>th</sup> of June. External Participants who are currently unemployed pay 50 Euros. A limited number of fee waivers are available upon request on condition of a written application detailing your contribution to the summer school.