

Schools in England using Airbnb-style strategy to raise funds

Level 3: Advanced

1 Warmer

a. Answer the questions.

1. Have you ever done or attended any fundraising or crowdfunding? What was it for? How successful was it?
2. Do you think schools receive enough money? Why (not)?
3. What are some ways schools can bring in extra money?

2 Key words

a. Write the correct words from the wordpool to match the definitions below. Then, find and highlight them in the article to read them in context.

anonymous	barebones	blur	boilerplate	commercial
cope	facilitate	innovative	niche	online platform
photo shoot	revenue	slash	tactic	undercut

1. the method(s) you use to achieve or accomplish something _____
2. someone whose name is not known or not made public _____
3. introducing or using new ideas or ways of doing something _____
4. when a photographer takes professional photos of people or places to be used in books, magazines or online _____
5. the income that a government or company receives regularly _____
6. a digital service connecting customers with products and services in a particular market or a place for people to communicate and share ideas _____
7. related to making money through buying and selling goods and services

8. describes an amount of money that is just enough, or too little, for a particular purpose

9. text used as a model for writing parts of a business document, legal agreement, etc., which can be copied into other documents with few to no changes _____
10. reduce something, such as money or jobs, by a lot _____

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11. make the difference between two things less clear or make it difficult to see the exact truth about something _____
12. a small section of the market for a particular kind of product or service _____
13. make something possible or easier _____
14. sell goods or services at a lower price than the competition _____
15. deal with something difficult or troubling _____

b. Complete the sentences with words from the previous activity. You might have to change the form of the word.

1. Although the _____ he used were effective, they were often questionable.
2. They said it was a _____ contract, but we found some very specific clauses.
3. After Christmas, many shops _____ their prices to sell things more quickly.
4. The project manager's job is to _____ the project work so that it is successful.
5. The new discount shop _____ the other shops' prices by 15 per cent.
6. The young model was excited about her first _____.
7. The donors who didn't leave their names are on the _____ list.
8. That new sci-fi film really _____ the lines between fiction and reality.
9. Do you have any advice for _____ with stress?
10. The CFO reviewed the _____ from the last quarter in the finance meeting.