

3 Choices and changes

GRAMMAR

comparative structures

1 Read the text and match the phrases in bold (1–5) with the descriptions (A–E).



MAKE CROWDFUNDING WORK FOR YOU

Crowdfunding as a fundraising tool is a great way of raising small amounts of money for large numbers of people. Here's how to do it.

- Set yourself up for success: **1By far the most successful** crowdfunding projects are creative ones. Think outside the box and be courageous.
- Set a financial target: Think low, think high. Then choose **2the more realistic** of the two options.
- Look for support: People are **3much more willing** to give to friends. Build a social media presence and network!
- Prepare your pitch: **4The more creative and personal it is, the better chance of success** you have of reaching people.
- Pick a platform: You could **5do a lot worse than** choosing one of the main players. Don't waste your time shopping around.

A comparatives showing two things changing or developing together
B comparative instead of superlative when there are only two things in a group
C irregular comparative
D intensified superlative for emphasis
E intensified comparative for emphasis

2 Complete the text with *as, like* or *alike*.

Now to make your crowdfunding go viral. Public exposure through platforms **1** Facebook are crucial **2** a way of spreading your message, and your posts here serve **3** your marketing campaign. One person clicks and shares and the loop continues reaching friends and potential backers **4** Examples **5** the Ice Bucket Challenge are clear proof of this.

3 Choose the correct words to complete the text.



Blue-sky thinking for Blue Cross

As / Like charities go, the UK charity Blue Cross is easily **the most / the more** inspirational, with a quirky new way of collecting donations. Volunteers and dogs work together **as / like** a team to collect donations using a contactless payment technology. The dogs wear something **like / alike** a jacket with a card reader on it. Donors can tap their card on the card reader to donate. Blue Cross says people are **much more / most** inclined to give money if it is made easy for them. The growth of cashless societies **alike / such as** ones like the UK is changing the way we use money. This initiative offers a solution to people **as / like** runners or cyclists who don't always carry cash. The charity says that this scheme has been by **way / far** the most lucrative initiative to date and that donations have increased from the young and old **like / alike**. They believe that **the more widely / the wider** they can use this method, the more money they can collect.

4 Complete the text with these phrases.

as a way to help faster this happens look no further than more impressive idea much more creative ways

It's time that charities used entrepreneurial ideas and **1** of raising money. Shaking a bucket and asking for coins in shopping centres is sadly out of date. If you want to hear about some real blue-sky thinking then **2** the Blue Cross. They have started this idea of using dogs **3** boost donations. I'd read about something similar recently, but this was by far the **4** Organisations such as Blue Cross are changing the way we think about charities, and the **5** the more money our society will be able to raise.

5 3.1 Listen and check your answers to Ex 4.

6 3.2 Listen again and choose the correct words to complete the sentences.

1 Charities **have / haven't** developed very quickly over the past few years.
2 The Blue Cross charity **has / doesn't have** to train the dogs.
3 People usually **want / don't want** to give money to charity.
4 **Everybody / Not everybody** carries cash when they are out in the street.