

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

¹*As / Like* charities go, the UK charity Blue Cross is easily ²*the most / the more* inspirational, with a quirky new way of collecting donations. Volunteers and dogs work together ³*as / like* a team to collect donations using a contactless payment technology. The dogs wear something ⁴*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 ⁵*much more / most* inclined to give money if it is made easy for them. The growth of cashless societies ⁶*alike / such as* ones like the UK is changing the way we use money. This initiative offers a solution to people ⁷*as / like* runners or cyclists who don't always carry cash. The charity says that this scheme has been by ⁸*way / far* the most lucrative initiative to date and that donations have increased from the young and old ⁹*like / alike*. They believe that ¹⁰*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.