

NPM505 Fundraising and Philanthropy

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

NPM505 provides an overview of the ways in which non-profit organisations can raise funds from individuals and other sources of philanthropy. It will introduce students to funding sources and train students in fundraising techniques such as prospect research, grant writing, donor cultivation and solicitation and campaigning for support. The course will discuss the role and practices of fundraising as situated in contemporary philanthropic trends and philosophies. Students will apply their knowledge in case studies to derive best practices targeted for different non-profit organisations. Different schools of thought in strategic philanthropy will be discussed where fundraising activities centre around the organisation's mission and values.

Topics:

- Fundraising – key concepts, basic tenets
- Fundraising: importance to non-profit organisations (NPOs), relationship to vision, mission, positioning, strategy, needs
- How to fundraise – sponsorships, grants, donations
- Sponsorship
- Understanding of Grants & Grants making
- Donations – what and why, trends and different approaches including digital fundraising
- Donations – donor cycle & ladder of engagement
- Donations – other types of donations
- Understanding Corporate Donations
- Fundraising plan and strategy for an NPO
- Governance of Fundraising
- Understanding Strategic & Venture Philanthropy

Textbooks:

: The Generosity Network: New Transformational Tools for Successful Fund-Raising, McGrea, Crown Publishing (2013)

ISBN-13: 9780770437794

: Fundraising for Social Change, 7th Edition (2016) 7 Wiley

ISBN-13: 9781119209782

Learning Outcome:

- Discuss how fundraising and philanthropy are crucial for organisational development and sustainability
- Compare different fundraising tools and methodologies
- Improve fundraising strategies to align with motivations, needs and strategies of the organisation
- Construct strategies for effective fundraising outcomes
- Assess what is required to build and sustain strategic philanthropy
- Analyse opportunities for fundraising and philanthropy
- Demonstrate practical skills in fundraising and philanthropy
- Design new ways of undertaking fundraising in response to philanthropic trends

Assessment Strategies (Evening Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|---------------------------|---------------------------------|
| Overall Continuous Assessment | TUTOR-MARKED ASSIGNMENT 1 | 35 |
| | PARTICIPATION 1 | 15 |
| Overall Examinable Components | ECA | 50 |
| Total | | 100 |