

COURSE SYLLABUS

Skills for Impact - Fundraising

Instructors: Sharon Milner and Myriam Barker

School of Public Policy

MPA, Skills for Impact - Fundraising

Central European University

Spring term, 2018-19

1 Credit (2 ECTS Credits)

Pre-requisites: N.A.

Course e-learning site: <http://ceulearning.ceu.edu/course/view.php?id=8351>

Date: May 23-24, 2019

The SFI programme is a mandatory, applied element of the MPA programme. It aims to equip students with core vocational competencies that are of high value in the workplace, including team building, leadership, emotional intelligence, planning, risk management and critical reflection. The SFI modules complement academic learning on the MPA and provide an important opportunity for practice-oriented learning and broad skills development.

According to the CEU [Student Rights, Rules, and Academic Regulations](#) (Annex 1.), in case of a 1-credit course, students are expected to spend 40-50 hours on non-classroom, autonomous, self-directed learning (homework, consultations with the course instructors and preparing for classes).

Course Description

Fundraising is a 1.5-day-long course aimed to familiarise students with fundraising theory, methodologies, tools and best practices.

Nowadays an increasing number of government functions are undertaken by civil society initiatives, so the hunt for donors and attention is increasingly competitive. Corporations - armed with up-to-date marketing strategists - are developing highly refined CSR and communication plans, making difficult for NGOs to „fit in”. Additionally, just like in every aspect of organisational communication, an NGO's ability to create funds depends on its readiness to use internet-based communication.

During classes, students will learn how to approach the fundraising needs of an organisation, how to plan for a comprehensive fundraising strategy, as well as how to identify tools for fundraising campaigns by learning about the pros and cons of various fundraising methods.

Communicating a fundraiser is half the success, so students will overview the media component of fundraisers, including the use of social media in fundraising.

The course will include lectures, discussions, presentations and simulations. Students are expected to bring into class their previous NGO experiences – if applicable – and are encouraged to use creativity, original thinking and participate in all teamwork good heartedly. Students are also expected to leverage the knowledge obtained at the course to raise funds for a chosen cause.

Learning outcomes:

By the end of the workshop, students will be able to

- Position their NGO/cause as partners to businesses
- Work with corporate and individual donors as well as the media
- Construct a step-by-step fundraising plan
- Choose from a wide-range of internet-based fundraising platforms
- **Course Requirements and Assessment:**

Students are asked to identify a cause/NGO they want to generate support for via fundraising and **bring to class the case description** (Maximum 1-page document.)

The individual exam paper (to be submitted online, max five pages, double-spaced) will develop a fundraising plan for this cause/NGO - utilising lessons learned.

Deadline for individual exam paper: 2 weeks after the course. After consultation with the instructors, the cause/NGO can be changed until the end of classes.

Additionally, there will be a practical exercise: participants will stage a Fundraising Challenge on the university premises with the help/preparation of the instructors.

Students will be evaluated based on their activity and contribution during the course:

- Participation in class discussions and the Fundraising Challenge - 45%
- Individual fundraising plan (max 5 pages) to be submitted in writing - 55%

Readings

Short e-books and papers uploaded to the E-learning platform.

Mandatory:

1. Choosing a Corporate Partner for Nonprofits (by Ed Lord, DonorDrive)
2. 30 Unique Fundraising Ideas for Nonprofits (Doublethedonation.com)

Optional:

3. Storytelling that gets more donations (by Global Cloud, DonorDrive)
4. The State of Peer- to-Peer Fundraising 2017 (By Global Cloud)

Videos - Ted Talks. (recommended)

1. How to buy happiness: <https://opportunity.org/learn/videos/michael-norton-how-to-buy-happiness#.XKIZKZhKg2w>
2. The way we think about charities is dead wrong: <https://opportunity.org/learn/videos/dan-pallotta-the-way-we-think-about-charity-is-dead-wrong#.XKIZX5hKg2w>
3. The extraordinary power of ordinary people: <https://opportunity.org/learn/videos/sherwin-nuland-ordinary-people-extraordinary-power#.XKIZ0ZhKg2w>

Course Outline

Day 1

Session 1: 9.00 am - 10.40 am - **Introduction to Fundraising I.**

Discussing students' experiences in fundraising;

Supporting a cause: why do charities exist, campaigning for a cause, raising awareness and money, e.g.: Children's Heart Surgery Fund's Save Our Surgery Campaign;

Elements of a fundraising strategy I: Vision, Mission, Aims & Objectives, Values.

20-minute break

Session 2: 11.00 am -12.40 pm – **Introduction to fundraising II.**

Organisational strategy and fundraising strategies: structure of an organisation, role of Trustees, remunerated staff and volunteers, long vs short term strategies;

Elements of a fundraising strategy II: Components of a fundraising strategy and fundraising plan, SMART objectives.

50-minute lunch break

Session 3: 1.30 pm – 3.10 pm – **Fundraising Methods I.**

Different Income Streams: Corporate, Community & Events, Trusts and Foundations, Major Donors, Legacy and In Memory;

Introduction to online fundraising trends and mobile giving. Overview of the most popular crowdfunding methods, platforms and best practices;

Pros and Cons of various fundraising methods.

20-minute break

Session 4: 3.30 pm – 5.10 pm – **Fundraising Methods II.**

Cause Related Marketing: importance of having a Marketing plan, designing a cause related marketing campaign;

Media: how to engage with more traditional media, digital media;

Communication: direct mail, newsletters, campaigns, etc. and regulations.

Explain “Fundraising Challenge” for day 2

Day 2

Session 5: 9.00 am – 11.00 am – “**Fundraising Challenge**” – **practical exercise**

20-minute break

Session 6: 11:20 am – 12.40 pm – “**Flash Fundraiser**” – **observations, conclusions and evaluation**

Special Notes

Laptops, tablets and mobile phones (smartphones) are indispensable to online fundraising. Students are expected to bring their personal devices to class and use it only when appropriate for learning, as instructed.