COURSE SYLLABUS

##### Skills for Impact - Fundraising

**Instructors**: **Sharon Milner and Myriam Barker**

Department of Public Policy

Skills for Impact - Fundraising

Central European University

Spring term, 2021-2022

2 Credits

Course level: MA

Status: elective

Date: May 4 – 6, 2022

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](https://www.ceu.edu/sites/default/files/attachment/basic_page/132/p-1105-2-v1211-student-rights-policyfinal.pdf) (Annex 1.), in case of a 2-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 3-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 and requires robust strategies in place.

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 marketing and communication component of fundraisers, including the use of the media, digital media and social media in fundraising.

The course will include lectures, discussions, presentations and simulations. Students are expected to bring into class their previous charity 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 have:

* gained knowledge of classic fundraising methods;
* overviewed online fundraising trends;
* discussed possible problems in the different fundraising methods;
* learnt about public relations and communication tools in fundraising;
* the tools to write an effective fundraising strategy to benefit a cause;
* equipped to seek financial support for a cause from appropriate sources.

**Course Requirements and Assessment:**

1. Pre-course requirements:

Students are asked to identify a cause/charity they want to generate support for via fundraising and write the **case description** (maximum 1-page document.) including:

* Name of the cause;
* Mission;
* Vision;
* Achievements;
* Objectives.

Students are required to email their case description to the instructors by **24th April 2022** to facilitate the course being tailored to the group’s needs. Students will also bring their case description on the first day of the course.

1. Post-course assessment:

The individual exam paper (to be submitted by email, max five pages, double-spaced) will develop a fundraising strategy for the cause/charity the students will have chosen in their case description, utilising lessons learned.

The deadline for the individual exam paper will be **Sunday 22nd May 2022**.

After consultation with the instructors, the cause/charity 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 - 50%
* Individual fundraising plan (max 5 pages) to be submitted in writing - 50%

**Mandatory Readings**

# How much do we really know about why we give to charity?: <https://www.bbc.co.uk/news/business-50337091>

1. CAF World Giving Index: [https://www.cafonline.org/docs/default-source/about-us-research/cafworldgivingindex2021\_report\_web2\_100621.pdf](https://www.cafonline.org/docs/default-source/about-us-research/cafworldgivingindex2021_report_web2_100621.pdf%20)
2. A-Z of Fundraising ideas: <https://cafod.org.uk/Fundraise/A-Z-of-fundraising-ideas>

**Recommended Readings**

1. Storytelling: <http://www.fundraising123.org/files/NFG-Storytelling-Guide.pdf>
2. Peer-to-peer Fundraising: <https://www.donordrive.com/features/peer-to-peer-fundraising-software/>

**Recommended Videos -** Ted Talks

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:* **Introduction to Fundraising**

**Session 1:**

* Introductions to the group and to fundraising;
* Discussing students’ experiences in fundraising;
* **Supporting a cause**: campaigning (political campaign, Covid-19), raising awareness and raising funds.

**Session 2:**

* **Charity structures and strategies**: structure of an organisation and roles, strategic plans, business plans and fundraising strategies;
* **Components of a fundraising strategy**: Internal and external analyses, objectives, budget.

*Day 2:* **Fundraising Methods, Marketing and Communications**

**Session 1:**

* **Different Income Streams:** Corporate, Community & Events, Trusts and Foundations, Major Donors;
* **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.
* **Adapting Fundraising due to External Factors:** example of Covid-19 crisis.

**Session 2:**

* **Cause Related Marketing:** importance of having a Marketing plan, designing a cause related marketing campaign;
* **Communication**: how to engage with potential donors, the donor journey.

*Day 3:* **Fundraising Challenge**

**Session 1:** “**Fundraising Challenge” – practical exercise**

**Session 2:**

* Presentations;
* Feedback.

**Session 3:**

* Amendments to presentations and group feedback;
* Guidelines assignment;
* Conclusions.

**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.