

NPM505 Fundraising and Philanthropy

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

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:

- Importance of philanthropy and fundraising for non-profit organisations
- Fundraising and philanthropic trends
- Grant writing
- Fundraising that targets private sources of funding
- Strategies for engaging with donors
- Fundraising for organisational strategy
- Ethics of fundraising

Textbooks:

: Fundraising for Social Change, 7th Edition (2016) 7 Wiley
ISBN-13: 9781119209782

: Fundraising for Social Change, 7th Edition (2016) 7 Wiley
ISBN-13: 9781119209782-AA

: The Generosity Network: New Transformational Tools for Successful Fund-Raising, McGrea, Crown Publishing (2013)
ISBN-13: 9780770437794

: The Generosity Network: New Transformational Tools for Successful Fund-Raising, McGrea, Crown Publishing (2013)
ISBN-13: 9780770437794-AA

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:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	50
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**