Course title:

Marketing and Fundraising for non-profit organizations

Staff responsible for the course:

Lecturers:

First Name + Name
Carolina PULIDO ARIZA

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.
You must fill in the field under the format "the student should be able to…" using action verbs such as define, realise, control… (This description should not take more than ten lines)

At the end of the course, the student should be able to:
- Understand the wider non-profit environment and the role of marketing and fundraising within it
- Be able to build a compelling Case for Support
- Ensure that fundraising activities are ethical
- Create appropriate fundraising strategies inspired in charitable giving motivation's insights
- Be able to assess fundraising performance
- Understand how a marketing strategy is built for non profit organizations
- Be able to plan communication and outreach activities targeted to specific partners
- Understand the fundamentals of creating compelling stories for fundraising purposes
- Understand how to transform stories into visual content
- Recognize support tools and resources for packaging and sharing these messages in ways that have an impact on your target audience

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.
Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). (This description should not take more than five lines)

N/A

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.
(The description should not take more than ten lines)

This course will give students a better understanding of the non-profit sector and the role marketing and fundraising plays on it. It will give students the tools to manage diverse marketing tactics in order to raise the necessary funds to finance international development programmes and projects.

By attending this course, students will gain increased confidence through improved knowledge and understanding of fundraising. Thanks to concrete case studies and class projects, they will have a better understanding of the fundamentals of why and how supporters give and have insight into how to measure the success of fundraising activities. Crucially they will also find out more about the ethical aspects and legal standards that apply to fundraising.

Hopefully, this module will inspire some of the students to pursue a professional experience in the fundraising sector and understand that Fundraisers are not simply raising funds, they raise the overall levels of love for humanity (otherwise known as Philanthropy).

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
Effective presence		
- Magistral Course	16	
- Interactive Course		
- Tutorials		
- Coaching		
- PBL Course		
Training from a distance		
- Video-conferences		
- Webinars		
Self-learning		
- Books 'readings		
- E-learning		
- Research		
Outdoors-training		
- In firms		
- Internship		
Personal work		
- Group Projects	8	Average time needed to complete their final assignment.
- Individual Projects		
- Personal work	1	If the students participate and pay attention to the classes, they shouldn't have much homework to do after, just a couple of hours to study for 2 individual quizes.
Total working time for the student	**25**	16 hours of classes and 9 of after-class work.

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

☐ Coaching
x Case Study
☐ E-Learning and/or Self-learning
X Interactive courses
x Presentations
x Projects
☐ Research
☐ Seminars
☐ Tutorials
☐ Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).
You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

Classes will be graded as follows: Participation will account for 25%   Two individual quizzes will account for 25%   Final assignment (practical case-study) will account for 50%

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
Continuous assessment	Continuous assessment			
	Mid-term exam			
	Participation	30	1	30%
	Oral presentation			
	MCQ			
Final exam	Oral final exam			
	Written final exam	0.5	2	20%
Others	Case study	8	1	50%
	Group Project			
	Individual Project			
	Written assignment			
	Exercises			
Total				**100%**

5) RECOMMENDED READING

Name of books (indicate only three or four must-read references) / Name of reviews:
All of these readings are optional.

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :
Fundraising Principles and Practice – Adrian Sargeant, Jen Shang and Associates
Against Empathy - Paul Bloom
Compassion Fatigue – Susan D. Moeller

Reviews :

Internet Resources:
Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
Article – Ukraine case study	https://impakter.com/compassion-discrimination-why-ukraine-refugee-crisis-eclipses-other-crises/