

Course title	Fundraising in Non Governmental Organizations: How to assure resources for successful NGO operation?					ECTS code	4.0.2405				
						ECTS credits	5				
						max. students	30				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**		Field of specialisation	NONE;					
Teaching staff	Christian Orobello, Msc. ; Andrzej Poszewiecki, Ph.D.										
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 SS1, 3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):				20		Semester:		3, 5,			
Hours without the participation of the academic teacher (student's self-study, homeworks):				55		Type of course:		optional			
Total number of hours:				75		Language of instruction:		English			
Teaching form	in-class learning WE										
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	None										
Introductory requirements	None, basic course in management is welcome										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of buiding skills and knowledge - 50% of available b) quality of presentations and group projects - 50% of available points, measured by: application of professional manegaerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.										
Course objectives											
Building skills in professional fundrasing Understand how NGOs operate Building skills in communication with stakeholders and general public Knowledge on how to cooperate with public authorities Ability to engage celebrities and well know persons to fundrasing campaigns Deep understanding of public good and common good											
Learning outcomes											
Knowledge	MSG1_W04	The student gains the enlarged knowledge on professional NGO fundraising in international environment including different business situations and fields of business administration									
	E1_W11	The student gains the enlarged knowledge on professional NGO fundraising in different business and social environments									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W04						X	X	X	X		

E1_W11						X	X	X	X		
Skills	MSG1_U05	The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in international environment formation, including international business environment									
	E1_U06	The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in different business and social environments									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U05						X	X	X	X		
E1_U06						X	X	X	X		

Attitudes	MSG1_K06	Student uses business ethics and corporate social responsibility									
	E1_K06	Student uses business ethics and corporate social responsibility									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K06						X	X	X	X		
E1_K06						X	X	X	X		

**Course contents**

1. The World of Nonprofits & Social Entrepreneurship - presentation and discussion
2. Governance and Types of Nonprofit Organizations - presentation and group work
3. Greening the Ghetto Impressions - case study discussion
4. The Process of Starting a Nonprofit Organization & Defining Agency - group exercise
5. Nonprofit Capacity and Networks: Identifying Complementary Services & Building Alliances - short presentation and group exercise
6. Estimation of financial needs for the agency planned: projects and general statutory operations approach - exercises and mutual checking
7. Projects funding sources review - mapping of possible sources
8. Applying for Public Funding for Projects of Nonprofit Organizations - review, exercise in building strong arguments
9. Applying for Public Funding for General Statutory Operations - review, exercise in building strong arguments
10. Public Good Organizations and Specific Financial Regulations - regulation of 1% PIT for NGO in Poland and other countries and how to organize a successful promotion
11. General Public as the Source of Financial Support - Review of Possibilities and Fundraising Techniques - group exercise
12. Governmental Sector as NGO Financial Supporter - Possibilities and Programs Review and Assessment - group discussion
13. Private Donors and Strategy of their Engagement - exercise on building the strategy to approach to private donors
14. Endowment Funds and their Application - exercise on design of an endowment fund
15. Fundraising Campaign Design - students' project work
16. Fundraising Campaign Conduct - students' project work
17. Reporting the Effects of Projects and Activities to General Public and Donors - a design of action exercise
18. Marketing and Fundraising: Using Celebrities and Well Known Persons to Support Campaign - building the approach to the targets exercise
19. Groups' projects presentations - students' group work presentations

**Recommended reading lists**
**A. Fundamental (basic) literature**

1. Electronic materials delivered by the instructor
2. I. Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2013, NOLO

**B. Supplemental literature**

1. Electronic articles and publications on NGO governance and financing suggested and indicated by the instructor for free upload



Contact

[christian.orobello@ug.edu.pl](mailto:christian.orobello@ug.edu.pl), [andrzej.poszewiecki@ug.edu.pl](mailto:andrzej.poszewiecki@ug.edu.pl),

\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations