

ERA4231 Fundraising

1 ECTS

Introduction & Objectives

This learning activity is part of the EU ERA423 Finance & Taxation (5.0 ECTS credits).

To explain, apply and discuss tools and methods that the company can implement to optimize the FUNDRAISING concept and practice.

Learning content

- Understanding the key principles of fundraising (ethics, skills required, challenges to be faced...)
- Outlining the organization's needs and analysing the current position
- Identifying the sources of funds (individual donors, companies, government funding, ...)
- Discovering fundraising techniques (event, direct marketing, digital fundraising, ...)
- Developing a fundraising strategy (planning, measurement and control)
- Communicating the fundraising message

Learning Outcome

At the end of the modules, the expected learning results are:

What is fundraising and how to develop a fundraising strategy for sustainable projects

Methodology

The methodology and approach will be a mix of:

- Lecture sessions with theory
- press review
- conferences
- roleplaying
- case studies

Learning material

Slides

Evaluation

50% Continuous assessment (assignments)

50% Final exam (written or oral)