

H9FNP: Fundraising for NonProfits

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| Module Code: | H9FNP |
| Long Title | Fundraising for NonProfits APPROVED |
| Title | Fundraising for NonProfits |
| Module Level: | LEVEL 9 |
| EQF Level: | 7 |
| EHEA Level: | Second Cycle |
| Credits: | 5 |
| Module Coordinator: | CORINA SHEERIN |
| Module Author: | Faye McGinley |
| Departments: | School of Business |
| Specifications of the qualifications and experience required of staff | |
| Learning Outcomes | |
| <i>On successful completion of this module the learner will be able to:</i> | |
| # | Learning Outcome Description |
| LO1 | Define and understand fundraising as a management process and function; |
| LO2 | Describe and understand the theory and practice of strategic fundraising; |
| LO3 | Apply effective methods for raising funds for non profit organisations; |
| LO4 | Demonstrate the ability to analyse fundraising issues and campaigns to inform their strategic thinking |
| LO5 | Develop fundraising strategies, the research and analysis of donor opportunities, market competition, and the control of implementation of fundraising effort |
| LO6 | Show how to construct an appropriate, manageable fundraising plan to assist an agency to achieve its goals. |
| LO7 | Develop a reflective and strategic mind-set on fundraising in a non profit setting |
| Dependencies | |
| Module Recommendations | |
| No recommendations listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Entry requirements | |

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| Module Content & Assessment | | | |
|---|----------------|---------------------------|---------------|
| Indicative Content | | | |
| Topic 1 Introduction and module overview; History & Context of Fundraising; Definitions and understanding | | | |
| Topic 2: Fundraising Planning: Frameworks; Planning Tools; Building a Case for Support | | | |
| Topic 3: Fundraising Planning: Research and Data; Communications, audiences; Building a Case for Support | | | |
| Topic 4: Building a Fundraising Plan; Donor Recruitment; Segmentation; Approaches | | | |
| Topic 5: Who Gives, Why Give: Donor Motivation; Strategies in Practice: Techniques; Case examples | | | |
| Topic 6: Donor Recruitment, Regular giving, Retention, Development; Financial measurement; Measuring donor value; Evaluating Performance | | | |
| Topic 7: Managing Resources: working with Volunteers, with Boards, Statement of Guiding Principles of Fundraising | | | |
| Topic 8: Fundraising in your Community; Corporate Fundraising; Trusts and Foundations; Major Gift and Legacies | | | |
| Topic 9: The Fundraising Role: Leadership, Ethics, Regulation, Risk and Accountability; Data Protection | | | |
| Assessment Breakdown | | | % |
| Coursework | | | 100.00% |
| Assessments | | | |
| Full Time | | | |
| Coursework | | | |
| Assessment Type: | Project (0050) | % of total: | 70 |
| Assessment Date: | n/a | Outcome addressed: | 1,2,3,4,5,6,7 |
| Non-Marked: | No | | |
| Assessment Description: Learners will complete an individual project, developing a fundraising plan for their own organisations or an organisation known to them; circa 4,000 words | | | |
| Assessment Type: | Presentation | % of total: | 30 |
| Assessment Date: | n/a | Outcome addressed: | 1,2,3,4,5,6,7 |
| Non-Marked: | No | | |
| Assessment Description: Learners Present the plan to the class | | | |
| No End of Module Assessment | | | |
| No Workplace Assessment | | | |
| Reassessment Requirement | | | |
| Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i> | | | |

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| Module Workload | | | | |
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| Module Target Workload Hours 0 Hours | | | | |
| Workload: Full Time | | | | |
| Workload Type | Workload Description | Hours | Frequency | Average Weekly Learner Workload |
| Lecture | No Description | 30 | Every Week | 30.00 |
| Independent Learning Time | No Description | 95 | Every Week | 95.00 |
| Total Weekly Contact Hours | | | | 30.00 |

| Module Resources | |
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| <i>This module does not have any book resources</i> | |
| <i>This module does not have any article/paper resources</i> | |
| <i>This module does not have any other resources</i> | |
| Discussion Note: | |