



APPLIES TO ACADEMIC YEAR 2012/2013

## BIK 1402 Fundraising Campaign Planning

### Programme

Single courses

### Responsible for the course

Peggy S Brønn

### Department

Department of Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian and english

### Introduction

The purpose of this course is to enhance participants' skills in raising money through the use of strategic fundraising campaigns. It is designed for those working in organizations where fundraising is key for survival, for consultants assisting these organizations and for those who represent the donor side of fundraising, for example large corporate funds.

A campaign is a series of actions that solicit and gather contributions in the form of money or other resources primarily by requesting donations from individuals, businesses, charitable foundations, or governmental agencies. Key to any successful fundraising campaign are sound research and planning. This includes setting goals, developing strategies, outlining tasks and schedules, and budgeting.

### Learning outcome

#### Acquired Knowledge

This course provides students currently working with fundraising deeper insight into the basic concepts behind decisions made in creating a fundraising campaign. It gives students who provide consulting services to organizations utilizing fundraising and who work for corporate donors a greater understanding of the strategic fundraising process. Upon completion of the course, students will be able to produce an integrated fundraising campaign.

#### Acquired Skills

Students will be able to evaluate current tactics and methods by enhancing their skills in:

Selecting relevant research necessary for starting a fundraising campaign

- Positioning organizations to donors
  - Segmenting and mapping donors
  - Selecting realistic fundraising goals and objectives
  - Linking fundraising tactics to campaign objectives and goals
  - Assessing relevant evaluation techniques for assessing success of campaigns
- Communicating their fundraising efforts

#### Reflection

Students will understand that writing a successful fundraising campaign can be challenging but at the same time it can also be a way to get deeper insight into how research is applied in practice.

#### Prerequisites

None

#### Compulsory reading

##### Books:

Smith, Ronald D. 2009. Strategic planning for public relations. 3rd ed. Routledge

##### Other:

Key articles available on its learning

**Recommended reading****Books:**

Burnett, Ken. 2002. Relationship fundraising : a donor-based approach to the business of raising money. 2nd ed. Jossey-Bass

Fischer, Marilyn. 2000. Ethical decision making in fund raising. Wiley

**Course outline**

Introduction to the fundraising framework and the the campaign planning process

- Research
- Strategy
- Setting goals and objectives
- Fundraising tactics
- Use of effective communication: message and media
- Budgeting
- Evaluation tools

**Computer-based tools**

Students must have basic knowledge of standard Windows programs. itslearning

**Learning process and workload**

The course is based on 36 teaching hours of lectures.

**Examination**

Students will write a project paper in the form of a fund raising campaign simulating as close as possible a real situation. Students are encouraged to work in teams. Teams may have a maximum of three students.

**Examination code(s)**

BIK 14021 Project paper, counts 100% for the grade received in the course BIK 1402 , 7.5 credits

**Examination support materials****Re-sit examination**

Re-sit at the next ordinary exam.

**Additional information**