

## SYLLABUS

### 1. Information regarding the programme

1.1 Higher education institution	<b>Babes-Bolyai University</b>
1.2 Faculty	<b>The Faculty of Political, Administrative and Communication Sciences</b>
1.3 Department	<b>Public Administration</b>
1.4 Field of study	<b>Administrative Studies</b>
1.5 Study cycle	<b>Master programme</b>
1.6 Study programme / Qualification	<b>Public Administration</b>
1.7 Form of study	<b>Distance learning</b>

### 2. Information regarding the discipline

2.1 Name of the discipline	<b>Fundraising</b>	Discipline code	UME2340					
2.2 Course coordinator	<b>Paula-Mariana Beudean</b>							
2.3 Seminar coordinator	-							
2.4. Year of study	II	2.5 Semester	III	2.6. Type of evaluation	E	2.7 Type of discipline	Content	Type of discipline DA
							Compulsoriness	Mandatory/Optional DA

### 3. Total estimated time (hours/semester of didactic activities)

3.1 Hours per week - full-time education programme	2	Of which: 3.2 course	2	3.3 seminar/laboratory	0
3.4 Total hours in the curriculum - distance learning	125	Of which: 3.5 SI	111	3.6 ST(7)+SF(7)+L/P	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					67
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					2
Evaluations					2
Other activities:					-
3.7 Total individual study hours			111		
3.8 Total hours per semester			125		
3.9 Number of ECTS credits			5		

### 4. Prerequisites (if necessary)

4.1. curriculum	<ul style="list-style-type: none"> <li>• No requirements.</li> </ul>
4.2. competencies	<ul style="list-style-type: none"> <li>• No requirements.</li> </ul>

### 5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> <li>• The students should have basic knowledge of the NGO sector.</li> </ul>
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5.2. for the seminar /lab activities

- No requirements.

## 6. Specific competencies acquired

### Professional competencies

**The professional competencies were taken from the competencies list developed by CFRE International ([www.cfre.org](http://www.cfre.org)):**

#### **Current and Prospective Donor Research**

Develop a prospect list by identifying individuals and groups who have the capacity and propensity to give in order to qualify candidates for further research and cultivation efforts

- Analyse the prospect list using characteristics such as interest, values, giving history, and relationship to the organisation in order to select potential donors for particular projects
- Rate prospects in categories of giving potential in order to prioritize and plan solicitations

#### **Securing the Gift**

- Develop a compelling case for support by involving volunteers, staff, and other groups in order to communicate the rationale for supporting the organisation's fundraising programme
- Design and conduct studies and/or surveys to plan and evaluate specific aspects of a fundraising programme
- Design a comprehensive solicitation programme in order to generate financial support for the organisation's purpose
- Ask for and secure gifts from prospects in order to generate financial support for the organisation's purpose
- Prepare donor-centered solicitation materials in order to influence and facilitate informed gift decisions
- Evaluate the solicitation programme using appropriate criteria and methodology in order to produce accurate analytic reports for effective decision making

#### **Relationship Building**

- Initiate and strengthen relationships with all constituents through a systematic cultivation plan designed to increase support of the organisation over the long term
- Acknowledge and recognize gifts in ways that are meaningful to donors and appropriate to the mission and values of the organisation
- Develop and implement a comprehensive communications plan in order to inform constituents and identified markets about the mission, vision, and values of the organisation, its funding priorities, and gift opportunities
- Inform constituents about the value of giving in order to promote a culture of philanthropy

#### **Management**

- Participate in the organisation's strategic planning process in order to ensure that philanthropy is an integral part of the strategic plan
- Design and implement short- and long- term fundraising plans in order to support the organisation's strategic goals
- Conduct performance analysis of the fundraising programme using accepted and appropriate standards in order to assess efficiency and effectiveness
- Contract for various services, when appropriate, in order to optimize the efforts of the fundraising function
- Create gift acceptance and acknowledgement policies in order to reflect the values of the organisation and satisfy legal and ethical standards

#### **Accountability**

- Report to constituencies the sources, uses, and management of donated funds in order to preserve and enhance confidence in the organisation

	<ul style="list-style-type: none"> <li>– Ensure that the intent of gifts is honoured so that public trust is established and preserved</li> <li>– Ensure that the solicitation of gifts is conducted in accordance with the regulatory environment in which fundraising activities are conducted</li> <li>– Clarify, implement, and monitor donors' instructions by ensuring that allocations are appropriate and documented in the organisation's financial records</li> <li>– Comply with all reporting requirements and regulations in order to demonstrate commitment to accountability and transparency</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>– Presentation skills</li> <li>– Interpersonal skills</li> <li>– Influencing/negotiating</li> <li>– Ethics, accountability</li> <li>– Networking</li> <li>– Time management</li> <li>– Planning and organisational skills</li> <li>– Financial management</li> </ul>

### 7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	The course objective is to provide basic knowledge on fundraising and to enable students as current or future non-profit managers to efficiently implement fundraising methods and develop fundraising strategies.
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> <li>● The students will gain basic knowledge of fundraising;</li> <li>● The students will be able to implement the fundraising methods that they will learn about in the Romanian/European non-profit environment;</li> <li>● The students will be able to build a development plan.</li> </ul>

### 8. Content

8.1 SI (Individual Study)	Teaching methods	Remarks
<b>Basic concepts.</b> Fundraising and philanthropy. Fundraising as a management process. The importance of raising funds from the local community for the Romanian NGOs.	Individual study	Mandatory readings: Norton, p. 13-14 Herman, p. 419-435
<b>Sharing the fundraising responsibilities within the organisation.</b> The board's involvement. The characteristics of a successful fundraiser. Employees and volunteers' help in raising funds. Preparing the organisation for fundraising.	Individual study	Mandatory readings: Ciconte, p. 30-43 Norton, p. 22-35
<b>Types of donors.</b> General characteristics of the individual and corporate donors. Reasons for giving. The characteristics of Romanian donors. Learning more about the organisation's donors. Creating donors' profile. The suspect-prospect-donor process.	Individual study	Mandatory readings: Norton, p. 57-65 Norton, 96-117 Broce, p. 153-173 Weinstein, p. 93-130
<b>Methods of fundraising.</b> Individuals' gifts. Direct mail. Annual giving. Capital campaign. Planned giving. Major gifts. Direct solicitation. Getting business support (in-kind or cash donations, sponsorship, gift-matching, payroll giving, cause-related marketing, corporate volunteering). Special events. Using Internet and the new media in fundraising.	Individual study	Mandatory readings: Greenfield, p. 98-113 Norton, p. 166-177 Norton, p. 185-193 Dove, 2001, p. 25-41 Dove, 2000, p. 5-34 Greenfield, p. 233-241 Rosso, p. 273-288 Rosso, p. 259-272

Income-generating activities. Social entrepreneurship.		Herman, p. 436-465 Greenfield, p. 89-97
<b>Ethics and policies in fundraising.</b>	Individual study	AFR, Code of Ethical Standards
<b>Grantsmanship and proposal writing</b>	Individual study	Mandatory readings: Kiritz & Mundel Weinstein, p. 213-230
<b>The development plan.</b> The relationship between the organisation's strategic plan and the development plan. The development plan's structure.	Individual study	Mandatory readings: Norton, p. 40-55 Weinstein, p. 333-351

#### Bibliography

- Greenfield, James M., *Fund Raising Evaluating and Managing the Fund Development Process*. The Second Edition, John Wiley & Sons, Inc., USA, 1999;
- Herman, Robert D. and Associates, *The Jossey-Bass Handbook of Nonprofit Leadership and Management*, Second Edition, John Wiley & Sons, Inc., San Francisco, USA, 2005;
- Dove, Kent E.; Spears, Alan M.; Herbert, Thomas W., *Conducting a Successful Major Gifts and Planned Giving Programmes: A Comprehensive Guide and Resource*. The First Edition, John Wiley & Sons, Inc., San Francisco, USA, 2002;
- Kiritz, Norton J.; Mundel, Jerry, *Programme Planning & Proposal Writing*, The Grantsmanship Center, 1988;
- Norton, Michael in Association with Resource Alliance, *The Worldwide Fundraiser's handbook*. Second Edition, Directory of Social Change, London, 2003;
- Rosso, Hank, *Achieving Excellence in Fund Raising*. The Second Edition, John Wiley & Sons, Inc., San Francisco, USA, 2003;
- Weinstein, Stanley, *The Complete Guide to Fundraising Management*. The Third Edition, John Wiley & Sons, Inc., New Jersey, USA, 2009;
- Wolf, Thomas, *Managing a Nonprofit Organisation in the Twenty-First Century*, Simon & Schuster Inc., USA, 1999;
- \*\*\**Tendinte ale comportamentului filantropic in Romania*, Asociatia pentru Relatii Comunitare, 2008.

#### 8.2 ST (Tutorship)

#### Teaching methods

#### Remarks

**Exercise 1:** The students should choose a prospect donor for a nongovernmental organisation and make their profile. Then, the students will write a solicitation email for this donor.

Lecture, discussions, debates

Discussions and feedback based on the individual exercise, which will be done online through Zoom platform.

#### Bibliography

- Greenfield, James M., *Fund Raising Evaluating and Managing the Fund Development Process*. The Second Edition, John Wiley & Sons, Inc., USA, 1999;
- Herman, Robert D. and Associates, *The Jossey-Bass Handbook of Nonprofit Leadership and Management*, Second Edition, John Wiley & Sons, Inc., San Francisco, USA, 2005;
- Dove, Kent E.; Spears, Alan M.; Herbert, Thomas W., *Conducting a Successful Major Gifts and Planned Giving Programmes: A Comprehensive Guide and Resource*. The First Edition, John Wiley & Sons, Inc., San Francisco, USA, 2002;
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- Weinstein, Stanley, *The Complete Guide to Fundraising Management*. The Third Edition, John Wiley & Sons, Inc., New Jersey, USA, 2009;
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- \*\*\**Tendinte ale comportamentului filantropic in Romania*, Asociatia pentru Relatii Comunitare, 2008.

8.3 SF (Face-to-face meetings)	Teaching methods	Remarks
Sharing the fundraising responsibilities within the organisation Types of donors. Methods of fundraising	Lecture, case studies, discussions, debates, group work	Discipline calendar: 4 hours
Methods of fundraising Grantsmanship and proposal writing The development plan	Lecture, case studies, discussions, debates, group work	Discipline calendar: 3 hours
8.4 Seminar / laboratory	Teaching methods	Remarks
Not applicable.		
Bibliography: not applicable.		
Bibliography		

### 9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the programme

The course meets the expectations of Romanian NGOs related to the abilities and competencies required for fundraisers working in this sector.

### 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 SI Course	Understanding the fundraising concepts, type of donors, methods of fundraising, and the ability to put into practice these concepts.	Examen - prepare the plan for a fundraising event/campaign.	60%
10.5 ST/Seminar/lab activities	The use of the right persuasion and storytelling methods for fundraising.	Paper - The students should choose a prospective donor for a nongovernmental organisation and make their profile. Then, the students will write a solicitation email for this donor.	40%
10.6 Minimum performance standards			
<ul style="list-style-type: none"> <li>• Identify a non-profit organization and be able to position the organization on the market for its clients, donors, and volunteers</li> <li>• Identify and target the potential donors of a non-profit organization (individuals, companies and funding institutions)</li> <li>• Acquire basic information and skills for implementing at least two methods of fundraising</li> </ul> <p>The students must gain at least 5 points out of 10 for the paper and the final exam. Only the paper and the exam sent in time will be graded.</p>			

Date

Signature of course coordinator

Signature of seminar coordinator

27.09.2023

Paula-Mariana Beudean



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Date of approval

Signature of the head of department

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