



Fundraising for Development and Proposal Writing DCO 300 Online

Instructions: SECTION A is compulsory. Answer any THREE from SECTION B

SECTION A

Question One

- i) Using examples within your context, describe the FOUR types of funding proposals. (8 marks)
- ii) What do you understand by the term fundraising. (2 marks)

SECTION B

Question Two

Discuss FIVE characteristics of a winning a winning proposal (10 marks)

Question Three

As part of your fundraising activities, not all the money you will require will come from donor funding. Sometimes you will be required to come up with fundraising activities to supplement donor funding. Describe any FIVE such fundraising activities. (10 marks)

Question Four

A successful proposal requires that you have a clear understanding of the nature of the problem before you develop an approach to address it. The best way to understand a problem is to carry out a community needs assessments. Illustrate your understanding of the following assessment techniques pointing out the usefulness of the kind of information you will generate from each:

- i) Demographic Data (2 marks)
- ii) Journal articles (2 marks)
- iii) Local newspapers (2 marks)

One of the most common mistakes that affects the formulation of a need statement is known as “circular reasoning”. Using examples, demonstrate your understanding of this term and suggest how to overcome it. (4 marks)

Question Five

Using a hypothetical example of a problem statement construct a problem statement using the FOUR step that help you narrow and organize your thinking. (10 marks)

Question Six

- I. Using examples, distinguish between budget adjustment and budget amendment in a project. (6 marks)
- II. It is normal for a funding proposal to accommodate sub-contracting within its budget. Discuss the key knowledge areas one should have when it comes to contracting and sub-contracting. (4 marks)

Question Seven

There are several ways to assess your websites ability to help your organization in fundraising. Demonstrate your understanding of any FIVE of these ways while citing relevant examples for each one of them.