



Course Code: DCO 300

Course Title: Fundraising Devt. And Proposal Writing

Campus: Online

Semester: September – December 2021

Lecturer: Juliet Mwangi

Duration: 3 hours

Instructions: Section A is Compulsory. Answer any three questions from Section B.

Section A

Question 1

- a) Contrast the two terms
 - i. Funding (1 mark)
 - ii. Grant (1 mark)
- b) Describe two types of proposals for funding (2 marks)
- c) While designing a proposal for funding it is important to consider literature review. Briefly describe three reasons for reviewing literature before writing the proposal. (3 marks)
- d) Discuss three considerations for proposal client presentation (3 marks)

Section B

Answer any three questions.

Question 2

- a) Assume you are developing a funding proposal.

- i. Identify the problem (2 marks)
- ii. Formulate two objectives in relation to the problem (2 marks)
- iii. Explain two target audiences (2 marks)
- iv. List two skills you need for proposal writing (1 marks)
- b) Discuss three characteristics of a winning proposal (3 marks)

Question 3

Digital fundraising is the new way for organizations to get donations.

- a) Explain five reasons for using digital platforms for fundraising (5 marks)
- b) Discuss two digital fundraising tools that you would use (5 marks)

Question 4

You have been asked to give a budget justification.

- a) Discuss four issues you would include (4 marks)
- b) Explain three budgeting approaches to use for funding proposal (6 marks)

Question 5

- a) Explain three roles of each of the following
 - i. The manager (3 marks)
 - ii. Technical team in a funding proposal. (3 marks)
- b) Discuss any two factors that shape fundraising operations (4marks)