



COURSE CODE:	POLN 810
COURSE TITLE:	Advancement, Fundraising and Philanthropy for Nonprofits
EXAM DATE:	Thursday 8 th April 2021
EXAM TIME:	6-9pm

INSTRUCTIONS

This paper consists of TWO sections A and B.

Section A is compulsory (10 marks). In section B answer any TWO questions (10 marks)

SECTION 1: Compulsory question (10 marks)

Question 1

A case study on promoting local Philanthropy

Five years ago Allan and Zani co-founded a Non-Profit Organization known as Afrika Foundation. Afrika Foundation supports youth programs through local philanthropy and offers programs that empower the youth. The foundation seeks "to generate local resources that can be used optimally for the overall benefit of young men and women; provide grassroots youth-led organizations with project grants; and to educate and empower young people to take control of the management of their own resources for sustainable livelihoods. Largely, for successful realization of its objectives Afrika foundation depends mainly on the organization's ability to mobilize local donors for continued funding. One critical component of the foundation's strategy is promoting local philanthropy. The objective of promoting local philanthropy is to avoid the "dependency syndrome" on external/foreign donors and increase the self-reliance of local communities." The foundation recently conducted an evaluation as it celebrated its fifth anniversary. The evaluation report recommended that the organization needs to revitalize the promotion of local philanthropy among mid-scale and major local donors to boost the generation of funds.

- a) Propose and justify **THREE (3)** strategies that Afrika Foundation can employ to effectively address the recommendation of the evaluation report.
(6 marks)
- b) Describe **TWO (2)** challenges you would highlight that the foundation is likely to encounter in implementation of any one of the strategies in (5a) above in the contemporary context. Use relevant examples to illustrate.
(4 marks)

SECTION 2: Answer any TWO (2) questions. (10 marks)

Question 2

For the past three years, HOPE Ministries has held its #GivingHope annual fundraiser face-to-face. However, the COVID-19 pandemic forced the HOPE team to cancel the in-person activities of their event in 2020. The organization decided to make the annual fundraiser event virtual. They knew they needed to expand their online efforts in new and exciting ways to better engage and inspire their audience to give.

- a) Explain any **THREE (3)** Key elements they will need to include in their Communication for fundraising. **(3 marks)**
- b) Describe how the organization would launch the online fundraising campaign. **(2 marks)**

Question 3

Why is fundraising so hard? This is question is often posed by many Non Profits.

- a) Using relevant examples, discuss **TWO (2)** obstacles that make many NPOs consider fundraising as a hard undertaking. **(4 marks)**
- b) Suggest **ONE (1)** way that any of the identified obstacles in (3a) can be overcome to unblock the flow of resources. **(1 mark)**

Question 4

The board of directors bears primary responsibility for ensuring that a Non-Profit Organization (NPO) fulfills its obligations in accord with relevant law, its donors, staff and volunteers, clients, and the public at large.

- a) Explain **THREE (3)** ways a board of directors/ trustees can contribute to a NPO fundraising and philanthropic efforts for advancement of the organization goals. **(3 marks)**
- b) Give **TWO (2)** examples of ways a board can become dysfunctional or ineffective. Explain your answers. **(2 marks)**

Question 5

A mid-sized non-profit organization (NPO) that is struggling to raise money has hired you as a development director. The organization has been in existence for several years. From your initial assessment, the organization has had big plans over the years, but no clue how to raise funds to actualize the plans. Upon further analysis, you discover that the board of management of this NPO is not aware of

different fundraising strategies that they can employ in their fundraising plan/strategy. Based on this, you embark on leading the development of different fundraising strategies.

- a) From the readings of this course, propose and justify **TWO (2)** fundraising strategies you would recommend to the board of directors of the NPO for use to raise funds for the organization. **(4 marks)**
- b) It is important to write your fundraising plan down so that it can be a reference point for the organization. Using relevant examples, justify **TWO (2)** essential components your team would include in the fundraising plan/strategy. **(1 mark)**

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