



**COURSE CODE:** POLN 810

**COURSE TITLE:** Advancement, Fundraising and Philanthropy for Nonprofits

**EXAM DATE:** April 2023

**EXAM TIME:** \_\_\_\_\_

### **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**

Case study: Jamwa NPO

Jamwa is a newly established non profit organization whose focus is development of young leaders to champion climate change adaptation. Some members of the board of directors are not convinced that Jamwa should engage in Income Generation Activities (IGAs) to fundraise since NPOs do not work to generate profit. However, you as the CEO understands that Jamwa will still require financial resources for various roles in order to achieve it's mission and vision. Using relevant examples, discuss **FIVE (5)** roles that require financial resources in NPOs which you would include in your proposal to convince the board to undertake IGAs as a fundraising option.

**(10 marks)**

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

#### **Question 2**

Philanthropy is not only about writing a cheque but also about solving problems. Propose **FIVE (5)** reasons why philanthropy undertaken by Non Profit Organizations is

important  
**(5 marks)**

**Question 3**

Online fundraising platforms help Non Profit Organizations navigate the donor cultivation process. Knowing they can submit a donation in seconds with the help of online fundraising platforms can make all the difference in helping donors choose to give. Elaborate **FIVE (5)** benefits that NPOs can derive from utilization of online platforms for fundraising

**(5 marks)**

**Question 4**

"If a nonprofit organization wants to maximize its resources it needs a viable communications strategy." You have been hired as the resource mobilization manager of an international Non-profit organization. Examine **FIVE (5)** key aspects you would include in your organizations fundraising communication strategy.

**(5 marks)**

**Question 5**

You are a CEO of an NPO focusing on women empowerment. Using relevant examples justify **FIVE (5)** fundraising strategies you would recommend to the board of directors of the NPO for use to raise funds for the activities of the organization.

**(5 marks)**

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