

Course title	Practical Applications of Fundraising and Event Planning				ECTS code	14.3.EE.FZ.3707					
					ECTS credits	5					
Name of unit administrating study	OTHER	Field of study	Economics/MSG		Field of specialisation	NONE;					
Teaching staff	Christian Orobello, Msc. ; Aleksandra Borowicz, Ph.D.										
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 SS1, 3 SS1, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):				55	Semester:		3, 5, 1, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				20	Type of course:		Optional				
Total number of hours:				75	Language of instruction:		English				
Teaching form	Classes in the classroom.										
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Case studies, Collaborating, group activities,										
Prerequisites (required courses and introductory requirements)											
Required courses	ON										
Introductory requirements	Knowledge of NGO functioning and some basic knowledge of project management.										
Assessment method, forms and criteria											
Assessment method	Exam										
Assessment criteria	The goal of the course will be to design and execute a successful fundraising event in the community for a partner NGO. The assessment will be based on this execution as well as the participation in the course lectures and workshops.										
Course objectives											
The course is designed to give students a practical lesson in the design and execution of a fundraising event. They will learn the theories behind the planning and execution of an event and participate in planning an event with a community partner. The aim is to teach these practical lessons and also to give the students real-world experience that can be useful to them later on in life. The activities of this course also aim to strengthen the relationship between the University and the community.											
Learning outcomes											
Knowledge		MSG1_04 The student knows and understand that enterprises and other economic entities operate with the use of project methods. Can characterize project organizations operating on the basis of a project portfolio.									
Skills		MSG1_UO2 The student can define the preconditions, schedule and plan for the implementation of a business project.									
Attitudes		MSG1_K03 The student participates in the implementation of social and economic projects using the analysis of the legal, administrative and economic environment.									
Course contents											
<ol style="list-style-type: none"> 1. 1. Introduction to the World of NGO Fundraising 2. Meet with Non-profit Leaders and Board members off-site. 3. Process the takeaways from the meeting and brainstorm some ideas for events. Learn the basic elements of a successful event. 4. Students propose several options for an event, and the final model is chosen. 5. Introduction to project management. Creation of project teams. 6. Present ideas to the chosen NGO. 											

7. The scope of the event. How to define the main goal? Evaluation and development of the project scope.
8. Finance in the project: goals and constraints.
9. Stakeholders management and communication. Promotion and marketing of the events.
10. Operational planning: schedule and work breakdown structure development (WBS).
11. Progress report development.
12. Fiduciary responsibility and group work.
13. Business meetings with NGOs.
14. Event execution with NGOs.
15. Summary of the event and lessons learned from the practical and theoretical side.

Recommended reading lists

Literature

1. I. Bray, *Effective Fundraising for Nonprofits* : Real-World Strategies That Work, 2013, NOLO
2. Holland, T. P., & Ritvo, R. A. (2008). *Nonprofit organizations : principles and practices* . 342.
3. Jason Charvat, *Project Management Methodologies. Selecting, Implementing and Supporting Methodologies and Processes for Projects.*

And electronic information provided by the lecturer

Contact

christian.orobello@ug.edu.pl, aleksandra.borowicz@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations