



PAN AFRICA CHRISTIAN UNIVERSITY

PhD IN ORGANIZATIONAL LEADERSHIP

END OF SEMESTER EXAMINATION

DEPARTMENT - LEADERSHIP

COURSE CODE - POLN 810

**ADVANCEMENT, FUNDRAISING AND PHILANTHROPY FOR
NONPROFITS**

EXAM DATE – APRIL 2022

Duration – 3 HOURS

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Section A **IS COMPULSORY**. Answer any other **TWO** questions in Section B.

SECTION 1: Compulsory question (10 marks)

Question 1

Case study: Tumaini NPO

When Zambezi took up the reins as Executive Director of Fundraising at the Tumaini Non-Profit Organization (NPO) it was an exciting time of change. He successfully led the development an ambitious, new 5 year fundraising strategy to raise \$10M. However, just as the project began so, too, did sustained media, political and public disquiet about fundraising. Discuss the steps Zambezi and his team should use to craft the messaging to ensure that it is compelling and appealing to potential donors for realization of the fundraising objectives of the NPO.

(10 marks)

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

Question 2

Using relevant examples elucidate **FIVE (5)** ways a board of directors of a Non-Profit Organization can contribute to fundraising and philanthropic efforts for advancement of the organization goals.

(5 marks)

Question 3

Volunteers have been instrumental in achieving fundraising goals of Non-Profit Organizations. You are a co-founder of an NPO whose focus is on youth and development. Discuss giving relevant examples **FIVE (5)** ways in which volunteers can help you in raising funds for your organization.

(5 marks)

Question 4

Why is fundraising a complex and challenging issue in the church or ministry work in developing countries? Articulate **FIVE (5)** reasons using relevant examples. (5 marks)

Question 5

Donor Cultivation refers to the process of building a long-term relationship with donors. The most essential step of donor cultivation is developing a plan. You are the resource mobilization manager of a Non-profit organization, which covers several countries in Africa. Expound **FIVE (5)** aspects that you would include in the donor-cultivation plan for the NPO.

(5 marks)

----- END -----