



**COURSE CODE:** POLN 810

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

**EXAM DATE:** April 2024

**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**

Assume you are a program officer working in an **NPO** focusing on a community health initiative aimed at improving access to healthcare services in a rural area in your country. Your NPO heavily relies on volunteers to assist with various tasks, from organizing health education workshops to providing transportation for those in need. However, recently you have noticed a decline in volunteer participation.

**(10 marks)**

**Question:**

1. Evaluate how volunteers contribute to the effectiveness of such initiatives implemented by NPOs.
2. Propose how community engagement would be leveraged by the NPO to attract more volunteers and ensure their continued involvement?

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

**Question 2**

A Christian based preparatory school sponsored by your NPO intends to do a #GivingApril to raise funds as part of their annual fundraising campaign. The school is aware that they need to expand their online efforts in new and exciting ways to better engage and inspire donors from the global context.

As the resource mobilizer of your NPO defend the online fundraising strategies you would advise the school to use

**(5 marks)**

**Question 3**

Some people argue that *“Nonprofit organizations are not entitled to support – they must earn it”*. A lot of this support emanates from donors. Donor cultivation is a slow process and it involves lot of small steps for success. As a CEO of an NPO, identify the key details a well-defined donor cultivation plan should provide.

**Question 4**

Philanthropy plays a crucial role in addressing societal challenges and driving positive change. In order to ensure effective and impactful philanthropic endeavors, robust governance practices are essential.

The Zanen Foundation, a well-known philanthropic NPO, has made significant contributions to a range of societal issues over the years. Nonetheless, recent events have sparked concern about the foundation's governance. Analyze the governance issues that may have led to these concerns and highlight an impact on the foundation for each issue.

**(5 Marks)**

**Question 5**

Meredith Hill asserts that *“when you speak to everyone you speak to no-one”*. Support this statement in line with target audience analysis as a key element of NPO communication for fundraising.

**(5 marks)**

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