



## Syllabus Course Program



# Fundamentals of fundraising

### Specialty

073 – Management

### Educational program

Management of organizations and administration

### Level of education

Bachelor's level

### Semester

8

### Institute

Institute of Education and Science in Economics, Management and International Business

### Department

Management (204)

### Course type

Elective

### Language of instruction

English

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## Lecturers and course developers



### Mariia Foshchii

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senior lecturer of Management department

Authored and co-authored over 10 scientific and methodological publications. Courses: Business Valuation, Business Planning, Fundamentals of fundraising, Competitiveness management

[More about the lecturer on the department's website](#)

## General information

### Summary

The course "Fundamentals of Fundraising" consists in the formation of modern systemic thinking and a complex of special skills, practical knowledge, methods and skills in the students of education, regarding the purposeful search for sponsorship (or other) funds for the implementation of own projects, socially significant projects (programs, actions) and support for social significant institutions.

### Course objectives and goals

Formation of students' system of knowledge on the theory and practice of the process of attracting resources for the implementation of projects, as well as deepening knowledge about the development of socially significant, research and startup projects and their implementation with the help of external support.

### Format of classes

Lectures, workshops, consultations, self-study. Individual assignment. Final control in the form of a test. (Differentiated grading).

## Competencies

GC01. The ability to realize one's own rights and duties as a member of society, understand the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.

GC08. The ability to use information and communication technology.

GC12. The ability to generate new ideas (creativity).

SC06. The ability to act in a socially responsible and conscientious manner.

SC13. To understand the principles and rules of law and to use them in the professional activity.

## Learning outcomes

LO 01. To know the rights and duties as a member of society, be aware of the values of civil society, the rule of law, human and citizen rights, and freedoms in Ukraine.

LO 12. To evaluate the legal, social, and economic outcomes of an organization's functioning.

LO 15. To show the ability to act in a socially responsible and socially conscious manner on the basis of ethical considerations (motives), respect for diversity and interculturalism.

## Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 20 hours, workshops - 10 hours, self-study - 120 hours.

## Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Fundamentals of Management", "Business planning", "Innovation Management", "Strategic Management", "Basics of financial management".

## Features of the course, teaching and learning methods, and technologies

Lectures are delivered interactively with the use of multimedia technologies. Practical workshops use a project-based learning approach, game-based methods and case-study method, discussions and problem-based learning. Learning materials are available to students via Google Classroom.

## Program of the course

### Topics of the lectures

#### Topic 1. The essence, principles and basic concepts of fundraising.

Definition of the essence of fundraising and its main concepts. Fundamentals of fundraising: principles, tasks, areas of activity. Donors and methods of interaction with them.

#### Topic 2. The state and prospects of fundraising development.

History of fundraising development in Ukraine. Experience of fundraising organizations in foreign countries. Use of new fundraising tools.

#### Topic 3. Fundraising activity and forms of its support.

Fundraising as a basis for the development of non-profit and public organizations. Types of resources, additional sources of funding for fundraising activities and possible forms of support. Fundraising tools. Regulatory and legal foundations of fundraising.

#### Topic 4. Foundations and grants.

Definition of the fund. Types of funds in Ukraine. Foreign foundations. Fund selection. The essence of the concept of "grant" according to the current legislation of Ukraine. Grants classification. Grant institutions. Information sources for finding grants and features of working with them.

#### Topic 5. Planning and choosing the strategy of fundraising activity.

Defining the problems and needs of the project and ways to solve them. Formulation of the project's goals and objectives. Logical scheme of the project, project plan and its assessment tools. Developing a fundraising strategy.

**Topic 6. Strategy selection and appeal.**

Studying the possibilities of supporting one's own idea. Sponsorship package. Appeal. Types of applications. Complete application and its structure. Supporting documents.

**Topic 7. Budget and the result of fundraising activities.**

Drafting of the project budget. Types of reporting. The result of a fundraising company. Project development after the end of funding. Monitoring and evaluation.

**Topic 8. Peculiarities of the fundraiser's work.**

Result-oriented management. Corporate fundraising. Methods of financial activity with state institutions and local self-government. Private donations. Methods of working with business structures.

**Topic 9. The importance of fundraising during the war.**

## Topics of the workshops

**Topic 1. Innovative forms of financing the creation and development of one's own business. Prospects of fundraising development in Ukraine.**

**Topic 2. Grant search. Internet resources, institutes, scientific centers as information sources for searching for grants.**

**Topic 3. Online platforms of Ukraine and the world. Algorithm for registering your own project.**

**Topic 4. Development of a fundraising strategy.**

**Topic 5. Peculiarities of project budget preparation and implementation.**

## Topics of the laboratory classes

No laboratory classes are included in the plan.

## Self-study

The course involves learning additional materials regarding the topics of the lectures. Students are expected to complete an individual assignment and its oral defense. Students are also recommended additional materials (videos, articles) for independent study and analysis.

## Course materials and recommended reading

1. The European Fundraising Association (EFA). URL: <https://efa-net.eu/>
2. Association of Fundraising Professionals. URL: [www.afpnet.org](http://www.afpnet.org)
3. Kim Klein, Stan Yogi. Fundraising for Social Change 8th Edition. San Francisco: John Wiley & Sons Inc, 2022. 496 p.
4. Toal R. Fundraising Essentials: Creating the perfect fundraising mix for your NGO URL: <http://www.fundsforngos.org/free-resources-for-ngos/fundraisingessentialscreating-perfect-fundraising-mix-ngo/>
5. Flanagan, J. The Grass Roots Fundraising Book: How to Raise Money in Your Community. (rev. ed.) Chicago: Contemporary Books, 1995. 344 p.
6. Grace, K. S. Beyond Fund Raising: New Strategies for Nonprofit Innovation and Investment. (2nd ed.) New York: Wiley, 2005. 266 p.
7. Кобзарев О. Фандрейзинг: навчальний посібник для посадових осіб місцевого самоврядування. Асоціація міст України. К., ТОВ «ПІДПРИЄМСТВО «ВІ ЕН ЕЙ», 2015. 84 с.
8. Бабій О.Я. Посібник з фандрейзингу для бізнес-об'єднань: посібник. К.: 2017. 168 с.
9. Чернявська О.В., Соколова А.М. Фандрайзинг: навч. посіб. 2-ге вид., з доопрац. та допав. К.: Алерта, 2015. 272 с.
10. Шаповалова Т.В. Соціальне підприємництво і фандрейзинг : навчальний посібник. МФСА. К: 2016. 186 с.
11. Управління проектами і фандрайзинг у сфері освіти: навчально-методичний посібник до курсу / авт.-упоряд. І.В.Єгорова. Івано-Франківськ, 2021. 140 с.

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

100% final grade is the result of the final assessment (60%) and continuous assessment (40%).

**Final assessment:** final test (30%); presentation of the individual assignment (30%)

**Continuous assessment:** mid-term control (online tests) (20%); problem-solving during the workshops (20%)

### Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

**Head of the department**  
Olena PROKHORENKO

Date, signature

**Guarantor of the educational program**  
Olena PROKHORENKO