

Study Guide for  
Nonprofit Capacity Building: Fundraising

Background: Exam will be given on Monday, December 3. You will have 50 minutes to complete the exam. It will be a 50 question exam with a combination of multiple-choice and true-false questions. The exam questions will be given in English; you will not have to write a response to any question beyond the indication of the correct choice to the multiple choice/true-false question.

Those students not passing the first exam will have an opportunity to take a second exam on Wednesday, December 5. Students will be notified by e-mail if they do not pass the initial exam and the time and place for the second exam on December 5 will be indicated. No exam beyond this second exam will be given. The format and content for the second exam will be similar to that of the first exam.

For this exam, you should know the following:

- 1) Terms – What is meant by development, fundraising, philanthropy? What are the differences between nonprofit and for-profit organizations? What is included in a mission statement? What is a needs statement? What distinguishes a goal from an objective?
- 2) Context for fundraising – How does fundraising fit into the broader context of capacity building? What is the purpose of fundraising? What are the essential ingredients for fundraising? What are some of the other influential factors critical to fundraising success? What is the fundraising cycle? What is the social exchange model of giving?
- 3) Czech characteristics of fundraising – What is the environment for fundraising in the Czech Republic; i.e. numbers of organizations, who donates, volunteer trends, etc.
- 4) Individual giving – What are the motivations for individual giving? What is the donor pyramid? What is the 80/20 rule of fundraising?
- 5) Trends impacting the future of fundraising – How is the sector becoming more professional? In what ways is technology changing the fundraising field? How is the sector becoming more commercial? What is the idea of new philanthropy?
- 6) Fundraising plan development – What is a case statement? What are the three elements of a fundraising plan – annual giving, major/capital giving and planned giving?
- 7) Tactics – How does one use the following tactics to conduct fundraising efforts – direct mail, special events, personal solicitation, telephone solicitation, internet solicitation, etc.?
- 8) Five principles of effective fundraising – What are the five essential principles to good fundraising and what do they mean? What is the tin-cup mentality of fundraising?
- 9) Grant development – How does one develop a good grant? What does a good grant contain? What are the steps of grant development? How does one manage the relationship with foundations before, during and after grants are submitted?