

**Course Name:** REC118 Fund Raising  
**Credit Value:** 5  
**Prerequisite Course:** None

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### **Course Description**

Fund raising is an essential part of any recreation organization. This course will introduce students to the theory, strategies and techniques of organizing and conducting successful fund raising campaigns.

A major component of this course will require students to be involved in an actual fund raising campaign.

### **PLAR Information**

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### **Course Learning Outcomes**

Upon completion of this course, the student will have reliably demonstrated the ability to:

- 1. Understand the requirements to launch and conduct a fund raising campaign.**
  - 1.1 Describe the benefits of a fund raising campaign.
  - 1.2 Discuss the components of a fund raising campaign: organizational structure, planning, implementing and evaluating.
  - 1.3 Outline guiding principles of a typical fund raising campaign.
  - 1.4 Discuss the organizational structure of a fund raising committee.
  - 1.5 Develop job descriptions for fund raising committee members.
  - 1.6 Create goals and objectives for a fund raising campaign.
  - 1.7 Develop general and specific timelines for a fund raising campaign.
  - 1.8 Research and evaluate existing local, provincial and national fund raising campaign.
- 2. Discuss operational aspects associated with a fund raising campaign.**
  - 2.1 Develop a budget for a fund raising campaign.
  - 2.2 Recruit, train, and supervise fund raising personnel.
  - 2.3 Develop a fund raising campaign information package.
- 3. Develop a marketing strategy for a fund raising campaign.**
  - 3.1 Relate strategies to market a fund raising campaign.
  - 3.2 Write a media release.
  - 3.3 Complete a media interview.
  - 3.4 Discuss the typical organization of a press conference.
  - 3.5 Design marketing materials: brochures, logo, ads, etc
  - 3.6 Implement a marketing strategy for a fund raising campaign.
- 4. Identify potential non-government sources for a fund raising campaign.**
  - 4.1 Research various potential non-government sources of funding.
  - 4.2 Write a fund raising proposal to a specific funding agency.
  - 4.3 Complete an application for a non-government grant.
- 5. Present an effective fund raising proposal.**
  - 5.1 Work with a team to develop and present a comprehensive marketing strategy for a fund raising campaign.
- 6. Develop and implement a major fund raising activity.**
  - 6.1 Work with a team to develop and present a fund raising campaign.

## Evaluation Strategy

### Grading System

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A+ Honours	90-100%						
A+	85-89%	B+	75-79%	C+	65-69%	D+	55-59%
A	80-84%	B	70-74%	C	60-64%	D	50-54%
						R	Repeat
						S	Successful
						I	Incomplete
						U	Unsatisfactory

\*For a complete detailed description please refer to the *Academic Calendar*.

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### Student Success

#### (Dial 5185 for Campus Life or 5301 for the Aboriginal Learning Unit)

Canadore is committed to Student Success and offers CONFIDENTIAL services to help you in your studies.

- Counselling helps with academic, career and personal/crisis issues.
- AccessAbility Services will accommodate you if you have physical, mobility, visual, auditory, medical and/or learning disabilities.
- Health Centre provides services to you in case of illness.
- Career Services offers career advice, resume and interviewing workshops.

### Waiver of Responsibility

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