



## UNIT 4: MANAGING RESOURCES FOR FUNDRAISING

### 1. INTRODUCTION

#### **Brief description of the Unit:**

This Unit will help SNGO leaders, staff, and volunteers to understand various elements of resources for fundraising and to construct a clear plan based on resource requirements, i.e. what kind of resources can be used and how to deploy them for a fundraising campaign in the most efficient way.

SNGO leaders, staff, and volunteers will be provided with main concepts concerning managing and distributing the resources under three headings: human, material, and financial.

Also, this unit will help SNGO leaders, staff, and volunteers to recognize what it is that they do not know about managing resources for fundraising and how to remedy that situation, providing practical tips for some kinds of fundraising events.

**Competence statements:** Identify and apply main strategies and techniques on fundraising cost planning, control and monitoring, balancing the investment between desired objectives and the current situation. Set up creative and low-budgeted schemes to provide resources for a successful campaign.

#### **Learning outcomes:**

- Identify the main concepts of a budget plan for different fundraising actions;
- Know the best digital fundraising techniques to set a fundraising campaign
- Describe main digital tools to support digital fundraising actions (plugins, Google, Microsoft, etc.)
- Identify basic skills as a fundraiser in a small NGO

**Keywords:** resource requirements, human resources, material resources, financial resources, donors, fundraising plan

**Hashtag of the Unit:** #FundraisingResources

**Expected time:** 7-10 hours (tbc)