

CPRL 220. FUNDAMENTALS OF FUND-RAISING.

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Fall 2025

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Description

Current status of fund-raising and philanthropy in Canada. Donor motivations, strategies for attracting support from different donor audiences, development of fund-raising campaigns for not-for-profits, charitable foundations, para-public and public-sector organizations. Role of donor organizations. Theoretical knowledge, technical skills and ethical considerations.

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