

CPRL 515. FUND-RAISING AND PHILANTHROPY.

Credits: 3

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

This course is not offered this catalogue year.

Description

The organization as donor and as fund-raiser. Social, legal and regulatory context of fund-raising and corporate giving. Role and structure of foundations, government agencies and other donor organizations. Corporate community support. Fund-raising campaigns (planning and methods), donor relations, working with volunteer leadership, information management, ethics and accountability.

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