

Assessment 3 –

Group 10min Presentation 30% of the total module mark

Group Size: 4 people in a group. Groups can be self-selected.

Word Count: Presentations to be no longer than **10min**, supporting documentation can be given to the assessor during the presentation.

Submission date: Presentations delivered in week commencing 25/03 in class, presentation slides must be submitted on the day of the presentation. DATE TBC.

Keep your slides informative but not overloaded with information and text, use your vocal presentation as the discussion around the key provision within each section.

Note: Although you will be marked as a group your contribution could influence your individual grade in a positive or negative way.

Title and Content

Charity Fundraising – A case study approach

As a group you need to select a charity and analyse their fundraising activity. See the full mark scheme for further information.

Things to consider:

Overview of the charity:

- Type of charity
- Charitable purpose
- Legal structure (charities commission and companies house information)
- Organisational structure (Board of Trustees)
- Analysis of charity income and expenditure

Fundraising activities:

- Fundraising team structure/divisions
- Outline and discuss the range of fundraising activities the charity
- Types of fundraising events
- Connect the above discuss to the theory and data of 'Why We Give'

Fundraising events and marketing:

- Analyse how the charity markets/promotes the fundraising events – connect to 'Why We Give'
 - Target market
 - Consider the message, copy, visuals and others
 - Legislation

Data / theory you could use:

- Giving statistics
- News stories
- Why We Give literature
- Giving pyramid
- Fundraising Matrix
- Ansoff's Matrix



Assessment Criteria	70%	60-69%	50-59%	40 – 49%	Refer
Demonstrate an understanding of the purpose, legal and financial structure of a charity	Excellent analysis of a how the legal, financial and organisational structure reflects the charities purpose. Showing good observations and critique of ethical practices of fundraising.	Very good analysis the legal, financial and organisational structure with some connection to the charities purpose. Showing some observations and critique of ethical practices of fundraising.	Good analysis of the legal, financial and organisational structure. However, may lack clarity when reflects the charities purpose. Very little critique of ethical practices of fundraising.	Reasonable analysis of the legal, financial and organisational. Mainly factual and descriptive and no connection to charities purpose. Lacks clarity and shows some confusions.	Generally poor analysis the legal, financial and organisational structure. Descriptive. No connection to charities purpose. Mainly confused confusions with no conclusions.
Identify sources of fundraising within a charity and compare their effectiveness in raising funds and targeting different donors	Excellent range of fundraising sources considered. Connecting to the theory of fundratio's and industry data. Detailed analysis and comparison provided.	Very good range of fundraising sources considered. Connecting to the theory of fundratio's and industry data. Some analysis and comparison provided.	Good range of fundraising sources considered. Some connection to the theory of fundratio's and industry data. Limited analysis and comparison provided.	Reasonable range of fundraising sources considered. Limited connection to the theory of fundratio's and industry data. A lack of analysis and comparison	Generally poor range of fundraising sources considered. No connection to the theory of fundratio's and industry data. Confused analysis and comparison.
Show Knowledge of how different events can be used to encourage giving, using a range of models and tools	Articulate analysis of events, critical and realistic conclusions made. Comprehensive application of models such as the fundraising matrix, Ansoff's matrix and BCG matrix	Very good analysis of events, realistic conclusions made. Comprehensive application of models such as the fundraising matrix, Ansoff's matrix and BCG matrix	Good analysis of events, realistic conclusions made. Application of some models such as the fundraising matrix, Ansoff's matrix and BCG matrix	Descriptive approach, some conclusions made but lacks clarity. Application of some models such as the fundraising matrix, Ansoff's matrix and BCG matrix	Description of events, poor conclusions made, some confusion. Limited application of some models such as the fundraising matrix, Ansoff's matrix and BCG matrix
Demonstrate knowledge of donor recruitment and management	Excellent comprehension of the donor journey through recruitment and management.	Very good comprehension of the donor journey through recruitment and management.	Good comprehension of the donor journey through recruitment and management.	Reasonable comprehension of the donor journey through recruitment and management.	Poor comprehension of the donor journey through recruitment and management.
Presentation (verbally and visually) & level of research demonstrated	Excellent presentation, showing equal and fair team work. Visuals are clear and interesting. Supported with relevant references and reports. Demonstration of extensive reading.	Very good presentation, showing equal and fair team work. Visuals are clear and interesting. Supported with relevant references and reports. Some demonstration of extensive reading.	Generally good presentation, showing reasonable team work. Visuals lack attention to detail. Relevant references and reports. Little additional reading shown.	Reasonable presentation. Some evidence of weak team work. Visuals lack attention to detail, with mistakes. Lacking in references. No additional reading demonstrated.	Generally poor presentation, team work is weak. Visuals are confused and lack clarity. Little or no references. No additional reading demonstrated.