MODULE DESCRIPTOR

TITLE	Charity Events and Fundraising
SI MODULE CODE	44-5096-00S
CREDITS	10
LEVEL	5
JACS CODE	N820
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Liz Sharples

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
18		82	100

MODULE AIM

To provide students with an overview of the approaches and methods used to generate funds for charities through the hosting of events. The module will include an examination of ethical issues, event organisation and management, legal context and professional standards.

MODULE LEARNING OUTCOMES
By engaging successfully with this module a student will be able to

1. To provide an appreciation of the different methods of fundraising and sponsorship

2. To develop an understanding of the donor/funder motivations behind the support of charities (donations & sponsorship)

3. To develop an understanding of the planning and implementation stages of a specific fundraising project/event

4. To develop an appreciation of the legal and ethical context involved in charitable fundraising

5. To develop an understanding of the process and importance of evaluation in assessing the effectiveness of fundraising

INDICATIVE CONTENT

• The Context of charitable organisations

• Fundraising concepts

• Fundraising streams and management of relationships

• Fundraising events and Innovation

• Planning and managing fundraising events

- Fundraising ethics, performance and evaluation

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

The Module will consist of 1 hour lectures every other week and 1 hour seminars each week. The lectures will be primarily information giving sessions whereas the seminars will consist of student led exercises, discussions, team activities and a site visit to a local charitable organisation.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Fundraising Event Proposal for specific client	CW	100%	2500	N

FEEDBACK
Students will receive feedback on their performance in the following ways

Written feedback will be provided to the students three weeks after the hand in date. Formative feedback will be used throughout the module to support individual and group student exercises.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Baguley, J. (2000) 2nd edn. Successful Fundraising, Bibliotek.
Botting, N. & Norton, M. (2007) 5th edn. The Complete Fundraising Handbook, Directory of Social Change.
Mordaunt, J. & Paton, R. (2007) Thoughtful fundraising, Taylor and Francis
Passingham, S. (1997) Tried and tested ideas for raising money locally: small and medium-scale events, Directory of Social Change
Passingham, S. (1995) Good ideas for raising serious money: Large-scale events, Directory of Social Change.
Supplementary and Alternative Texts
Kendall, J. (2003) the Voluntary Sector, Routledge.
The UK Civil Society Almanac (2010); key statistics, trends and analysis of the state of the sector. Published annually.
Lloyd, S. (2007) Charities: the new Law 2006: a practical guide to the Charities Acts.
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Voluntary Sector Review
International Journal of non-profit and voluntary sector marketing
Volunteering Action Journal
Social Enterprise Journal
Third Sector periodical
Charity Times periodical
Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
Charity Commission at www.charitycommission.gov.uk
Association of Charitable Foundations at www.acf.org.uk

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**Sept 2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	30/09/13	20/12/13
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
***Overall PERCENTAGE Mark of 40%**	Y
***Overall PASS / FAIL Grade**	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	