



Australian Government

Department of Education, Employment and Workplace Relations

BSBPUB503A Manage fundraising and sponsorship activities

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to conduct and manage fundraising and sponsorship activities for a not-for-profit organisation, and to align fundraising and sponsorship activities with organisational requirements.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to senior public relations professionals who manage public relations in the not-for-profit sector. They usually coordinate activities of team members in developing funding submissions or allocating budgets, and implement specific public relations activities.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify factors influencing fundraising or sponsorship	1.1. Identify relevant environmental issues in relation to fundraising and sponsorship 1.2. Identify available sources of <i>funding or sponsorship</i> including criteria for, and any conditions or constraints on, funding 1.3. Conduct research to identify the most appropriate target public for fundraising or sponsorship activities in accordance with organisational profile and requirements 1.4. Identify and consider <i>legal and ethical requirements</i> in relation to fundraising or sponsorship 1.5. Make recommendations for fundraising or sponsorship campaigns or activities based on research findings
2. Prepare a funding submission	2.1. Evaluate organisation's current operations and readiness to apply for <i>funding</i> 2.2. Develop a <i>funding</i> submission which meets the funding source's guidelines and criteria 2.3. Ensure the submission complies with all <i>legal and ethical requirements</i> 2.4. Write the submission to meet the needs of the grantor and submitting organisation
3. Develop a fundraising or sponsorship campaign	3.1. Confirm the aims, objectives, outcomes and evaluation measures for a <i>fundraising or sponsorship campaign</i> with senior management 3.2. Conduct a feasibility study to ensure all aspects of the <i>fundraising or sponsorship campaign</i> have been considered 3.3. Examine and agree upon budgets with senior management 3.4. Prepare, and have agreed, a campaign plan for fundraising or sponsorship activities that meets organisational, ethical and legal requirements
4. Implement a fundraising or sponsorship campaign	4.1. Conduct a <i>fundraising or sponsorship campaign</i> in accordance with plan 4.2. Monitor progress of campaign and make necessary alterations as required 4.3. Ensure any changes are agreed upon by <i>relevant stakeholders</i>

ELEMENT	PERFORMANCE CRITERIA
	4.4.Ensure changes meet <i>legal and ethical requirements</i>
5. Evaluate campaign	5.1.Evaluate campaign outcomes against outcomes documented in campaign plan 5.2.Obtain feedback on performance of <i>fundraising or sponsorship campaign</i> from stakeholders 5.3.Develop mechanisms to incorporate feedback into any future fundraising campaigns

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- interpersonal skills to work with a variety of stakeholder such as employees, team members, senior management, volunteers and other external stakeholders and manage conflict effectively
- literacy skills to write and make presentations for funding or sponsorship submissions
- organisational, time-management, problem-solving and project management skills to simultaneously manage multiple project activities
- research and data collection skills to evaluate donor and sponsorship environment.

Required knowledge

- computer software applications
- overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation and principles of equal opportunity, equity and diversity
 - copyright
 - defamation and libel
 - ethical principles such as those outlined in the Public Relations Institute of Australia Code of Ethics and the Australian Journalists Association Code of Ethics
 - marketing codes of practice and conduct such as the Australian Direct Marketing Association Limited (ADMA) Direct Marketing Code of Practice
 - privacy laws
 - sweepstakes regulations
 - Trade Practices Act 1974 (Cth)
- organisational culture, policies, procedures and operating environment
- principles and practices of fundraising, donor motivation and fundraising alternatives
- principles and practices in relation to the media industry.

Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> developing and successful executing and evaluating a fundraising or sponsorship campaign.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> access to an actual workplace or simulated work environment access to office equipment and resources access to examples of public relations documents.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> analysis of responses to case studies and scenarios assessment of written reports on campaign activities examples of promotional or media activities undertaken as part of fundraising or sponsorship campaigns direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate observation of presentations oral or written questioning review of authenticated documents from the workplace or training environment review of testimony from team members, colleagues, supervisors or managers.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> BSBPUB501A Manage the public relations publication process BSBPUB502A Develop and manage complex public relations campaigns.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Funding or sponsorship</i> may include:	<ul style="list-style-type: none"> • corporate sponsorships and partnerships • government grants • non-government grants • private trust and foundations
<i>Legal and ethical requirements</i> may include:	<ul style="list-style-type: none"> • community standards • cultural expectations and influences • ethical principles • industry codes of conduct • legislation • regulations • society's expectations
<i>Fundraising or sponsorship campaign</i> may include:	<ul style="list-style-type: none"> • alumni • annual campaigns • bequests • capital campaigns • cause related marketing • direct mail campaigns • doorknocks • gaming • major gift giving • memberships • merchandising and income earned ventures • planned giving • special events • street appeals
<i>Relevant stakeholders</i> may include:	<ul style="list-style-type: none"> • community groups • contractors • general public • government departments • industry associations • investors • management

RANGE STATEMENT

	<ul style="list-style-type: none">• media• organisations• politicians• public service• staff• sponsorship organisation representatives• unions
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Public Relations
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Co-requisite units

Co-requisite units		