![Australian Government]

BSBPUB503 Manage fundraising and sponsorship activities

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to conduct and administer fundraising and sponsorship activities.

It applies to individuals in not-for-profit organisations who typically have responsibility for the work of other staff and lead teams in developing submissions, identifying funding prospects and budgets according to organisational requirements.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Public Relations

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
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 funding or sponsorship including criteria, conditions or constraints related to funding
	1.3 Conduct research to identify the most appropriate target public for fundraising or sponsorship activities in accordance with organisation profile and requirements
	1.4 Identify and consider legal and ethical requirements in relation to fundraising or sponsorship
	1.5 Make recommendations for fundraising, sponsorship campaigns or activities based on research findings

ELEMENT	PERFORMANCE CRITERIA
2. Prepare a funding submission	2.1 Evaluate organisation's current operations and readiness to apply for funding 2.2 Develop a funding submission which meets the funding source's guidelines and criteria 2.3 Ensure the submission complies with all legal and ethical requirements 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 fundraising or sponsorship campaign with senior management 3.2 Conduct a feasibility study to ensure all aspects of the fundraising or sponsorship campaign have been considered 3.3 Examine and agree upon budgets with senior management 3.4 Prepare and obtain agreement on 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 fundraising or sponsorship campaign 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 relevant stakeholders 4.4 Ensure changes meet legal and ethical requirements
5. Evaluate campaign	5.1 Evaluate campaign outcomes against outcomes documented in campaign plan 5.2 Obtain feedback on performance of fundraising or sponsorship campaign from stakeholders 5.3 Develop mechanisms to incorporate feedback into any future fundraising campaigns

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.4, 2.3, 2.4, 3.2-3.4, 4.1, 4.2, 4.4, 5.1	• Interprets and analyses complex information to identify grant bodies' guidelines, sponsor's requirements and legislative and regulatory expectations
Writing	1.5, 2.2, 2.4, 3.1, 3.4, 5.2	• Uses clear and precise language, and suitable formatting and style, to develop campaign plans, submissions and internal communications
Oral Communication	3.1, 3.3, 3.4, 4.3, 5.2	• Employs listening and questioning techniques to clarify information and confirm understanding • Clearly articulates information using language and features suitable to diverse audiences
Numeracy	1.2, 3.3	• Uses mathematical formula to calculate whole numbers and decimals to determine funding constraints and sponsorship budgets
Navigate the world of work	1.4, 2.3, 3.4, 4.4	• Understands and complies with all organisational, legal and ethical requirements relevant to own role
Interact with others	3.1, 3.3, 3.4, 4.3, 5.2	• Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role • Collaborates with others to negotiate agreement on plans
Get the work done	1.1-1.3, 2.1, 2.4, 3.1, 3.2, 3.4, 4.1, 4.2, 5.1, 5.3	• Plans, coordinates and sequences tasks to ensure that timelines are met • Monitors progress of plans and implements changes, where required • Uses analytical approaches to build knowledge required to make decisions • Evaluates outcomes to identify improvements for future reference • Uses digital applications to record, store, retrieve and share documents

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBPUB503	BSBPUB503A	Updated to meet	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
Manage sponsorship and fundraising activities	Manage sponsorship and fundraising activities	Standards for Training Packages	

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10