



*Inspiring Innovation and Leadership*

**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**THIRD YEAR, SECOND SEMESTER EXAMINATION**  
**2023/2024 ACADEMIC YEAR**

**FOR THE DEGREE OF:**  
**BACHELOR OF SCIENCE IN COMMUNICATION AND**  
**PUBLIC RELATIONS**

**COURSE CODE: CCM 312**

**COURSE TITLE: PUBLIC RELATIONS AND FUNDRAISING**

**DATE: 19<sup>TH</sup> APRIL, 2024**

**TIME: 9.00-11.00AM**

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**INSTRUCTION TO CANDIDATES**

**Answer Four Questions. Question One is Compulsory.**

## CCM 312: PUBLIC RELATIONS AND FUNDRAISING

**Instructions: Answer Four Questions. Question One is Compulsory.**

UWEZ.Org is a non-governmental organization based in Kenya. Their mission is to empower the poor widowed women from the marginalized communities in Kenya. Their work entails grouping women and funding them as a way of empowering them to identify and initiate small scale initiatives that they can use to support themselves. However, funding their initiatives has been a challenge due to ineffective fundraising initiatives. Recently you were employed by this organization to oversee the fundraising process and also as their public relations manager. After checking through their fundraising process and initiatives, you have decided to re-align the entire fundraising process.

1.a). Referring to the first five elements of a fundraising strategy, demonstrate how you will align their fundraising strategy. (15 marks).

b). In 250 words write the case for support for the UWEZ.Org organization. (10 marks).

2. a) Citing examples, describe six fundraising methods or techniques applicable in the 21<sup>st</sup> century. (12 marks).

b). Discuss the relevance of E-mail in fundraising. (3 marks).

3a). Using relevant examples, demonstrate how ethics is applied in fundraising. (8 marks).

b). Imagine that you work for a foundation interested in funding initiatives aligned to community development. Explain what you should capture in a request for proposals.

(7 marks)

4. a). Discuss the role of public relations practitioners in a fundraising campaign. (5 marks).

b). Profitable relationships refer to mutually beneficial exchanges. Citing examples, discuss five key concepts in relationship building in fundraising. (10 marks).

5. a). Fundraising is a not an easy task for most people. Describe six principles of fundraising that guide fundraisers in raising more money without questioning the rationale for the function or its effect on recipient organization and society. (12 marks).

b). Explain six friend-raising activities utilized by fundraisers. (3 marks).

6. Demonstrate how the following theories are applied in fundraising. (15 marks).

a) Systems theory

b) Social Exchange theory

c) Grunig Four models of public relations