



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
THIRD YEAR, SECOND SEMESTER EXAMINATION
2024/2025 ACADEMIC YEAR

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

COURSE CODE: CCM 312
COURSE TITLE: PUBLIC RELATIONS AND
FUNDRAISING

DATE: 25/04/2025

TIME: 9.00AM – 11.00 AM

INSTRUCTION TO CANDIDATES
SEE INSIDE

ANSWER FOUR QUESTIONS.QUESTION ONE IS COMPULSORY

CCM 312: PUBLIC RELATIONS AND FUNDRAISING

Answer Four Questions: Question one is Compulsory

- 1) You have been commissioned by Umoja non-profit organization to develop a fundraising campaign aimed at enhancing a polio vaccination drive in an urban slum. The campaign should highlight the organization's impact and engage potential donors.
 - a) Discuss the role of public relations in maximizing donor contributions towards this initiative (10 marks)
 - b) Explain key theories of public relations and fundraising that will guide your campaign strategy to effectively engage and motivate donors. (10 marks)
 - c) Identify the ethical considerations in fundraising that should be upheld to maintain donor confidence and organizational credibility. (5 marks)
- 2)
 - a) The Ministry of Sports, Culture, and Heritage in Kenya plans to launch a nationwide campaign to promote youth participation in traditional sports and cultural heritage preservation. Explain the key components that should be included in the proposal to enhance its effectiveness and increase the likelihood of funding approval. (10 marks)
 - b) Discuss the key principles of fundraising that should guide the campaign's funding strategy. (5 marks)
- 3)
 - a) Effective public relations fundraising leverages multiple funding sources to ensure sustainability and impact. Using relevant examples, describe the sources of funds which help in maximizing outreach and support in an initiative to establish mobile health clinics in Kenya's rural slums (10 marks)
 - b) Explain the tips for grant fundraising in public relations (5 marks).
- 4a). Kikwetu Initiative, a nonprofit organization dedicated to providing clean water access in underserved communities, is planning a major fundraising event to support new water projects. As the public relations officer, which type of fundraising events would you organize to maximize financial support? (10 marks)
- b).Discuss key considerations when planning a successful fundraising event for your organization. (5 marks)
- 5)
 - a) Explain ways in which a children's home in Kenya can use the internet to raise funds for acquisition of new clothes, geared towards promoting the well-being of the children (10 marks)
 - b) Identify the disadvantages of mobile technology in fundraising (5 marks)

6a).Persuasive fundraising involves strategic communication techniques to inspire donations. In reference to a recent Kenyan fundraising campaign, discuss the persuasive approaches to fundraising (10 marks).

c) .Identify five guidelines for ensuring project sustainability (5 marks)