



The Hebrew University of Jerusalem

Syllabus

- 3547

Last update 22-11-2018

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Non profit Management and Leadership

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Mr jeff kaye

Coordinator Email: , natan@golanandkaye.com

Coordinator Office Hours: By appointment

Teaching Staff:

Mr.

Course/Module description:

Course Development - Theory and Tools is a course which will teach the participant the professional development resources from A to Z. The course is extensive and comprehensive course in which, in addition to theory, should be given practical toolkit that would prepare the students for both

Course/Module aims:

To train new professionals in the field who will be able to integrate into organizations and third sector organizations in Israel.

At the end of the course each participant could / A: create an efficient organizational environment based on professional development resources. Create a corporate identity card, which will enable identification of project needs, creation of materials and reason for the request donation. Fill key role in organizing resources including: Building work plan, portfolios of projects, budget planning, visits, building presentations and more. Set up a management committee / council to help develop resources. Plan to establish and implement a forecast of potential donors. Create and implement a fundraising plan that includes a schedule and various index points. Effectively write applications for grants from donors. Main campaign to build a relationship that will allow to create and nurture communication, involvement and recognition in turn follow and implement financial processes such as compliance agreements, implementation reports, transparency and protection of information.

Learning outcomes - On successful completion of this module, students should be able to:

Will be completed later

Attendance requirements(%):

100%

Teaching arrangement and method of instruction:

Course/Module Content:

Introduction course - Knowledge and matching expectations
Philanthropy - Past to Present
Various funding sources - individuals, foundations, federations, communities, governments
Organizational Readiness
The psychology of the donor

Volunteer recruitment resource development
Events Resource Development
Display Case fundraiser

Research donors and donors Database Management Software
Direct recruiting donors
Management Moves
Web sites and social networks
I play for an audience
Presentation to an audience II
Understanding messages between different cultural and cultural visits of delegations and guests on the organization
Dilemmas resource development and code of ethics

Positioning and branding the organization - (Opening statement)
Positioning and branding the organization - Workshop
Family Foundations
10 questions asked foreign donors
Raising events and trips abroad
How to respond to a negative response
Proposal writing reports for donors

The rate of involvement of the donor organization
Expressing gratitude, appreciation, ceremonies, gifts
I fundraising workshop
Workshop II fundraiser
Workshop III fundraiser
Building Organizational Development Program
Summary course and finish work

Required Reading:
Will be completed later

Additional Reading Material:
None

Course/Module evaluation:
End of year written/oral examination 40 %
Presentation 0 %
Participation in Tutorials 20 %
Project work 0 %

Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 40 %
Exercise summarizes

Additional information:

Guidelines for exercises and work:

Summarizes task - preparing the work plan of social organization.

Task score shall be based on examination of the course material integration and implementation work plan proposal

Team. Also, be tested elements of creativity, accuracy, and writing solutions work program

Optimal organization.