

No. 651

28 May 2004

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

**Marketing**

Registered by NSB 03, Business, Commerce and Management Studies, publishes the following qualification and unit standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the qualification and unit standards. The qualification and unit standards can be accessed via the SAQA web-site at [www.saqqa.org.za](http://www.saqqa.org.za). Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, Hatfield Forum West, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the unit standards should reach SAQA at the address ***below and no later than 21 June 2004***. All correspondence should be marked **Standards Setting – SGB for Marketing** and addressed to

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## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### QUALIFICATION:

#### *Further Education and Training Certificate: Fundraising*

SAQA QUAL ID	QUALIFICATION TITLE	
48854	Further Education and Training Certificate: Fundraising	
SGB NAME	SGB Marketing	
ABET BAND	PROVIDER NAME	
Undefined		
QUALIFICATION CODE	QUAL TYPE	SUBFIELD
BUS-4-National Certificate	National Certificate	Marketing
MINIMUM CREDITS	NQF LEVEL	QUALIFICATION CLASS
137	Level 4	Regular-Unit Stds Based
SAQA DECISION NUMBER	REGISTRATION START DATE	REGISTRATION END DATE

#### **PURPOSE OF THE QUALIFICATION**

This qualification is designed to enable people to embark on a career in fundraising. It enables the learner to come to terms with:

- > The basic principles and approaches to fundraising
- > The planning required for effective fundraising
- > The approach adopted by experienced, successful fundraisers
- > The supporting knowledge required for effective fundraising

The qualification provides a mixture of theory and practice. It requires learners to understand the elements required for effective fundraising while at the same time giving them an opportunity to learn within an active, successful fundraising environment.

Prospective participants in the qualification will include:

- > Persons involved with non-profit organisations
- > Persons seeking a career in fundraising
- > Fundraisers in smaller NGOs
- > Fundraisers for newly established non-profit organisations
- > Persons doing fundraising for Section 21 organisations and schools

Given the fact that our democracy requires an active, vibrant civil society, successful fundraisers will always be in demand. The purpose of this qualification, the first step on a career path much in demand, is to provide the initial introduction to the field both experientially and theoretically.

The FETC in Fundraising: Level 4 supports the objectives of the NQF in that it gives the learner access to a Qualification registered on the National Qualifications Framework. It will ensure that the quality of education and training is enhanced and of a world-class standard.

It will provide the broad knowledge; skills and values needed in the Fundraising sector and will facilitate access to, and mobility and progression within, education and training and aid progress along a learning path for learners who:

- > Were previously disadvantaged or who were unable to complete their schooling and were therefore denied access to Further Education and Training.
- > Have worked in the Fundraising Sector for many years, but have no formal Qualification in this area.

> Wish to extend their range of skills and knowledge of the industry so that they can become competent workers in the fundraising Sector.

The Qualification has building blocks that can be developed further and will lead to a more defined learning path in Fundraising at more complex NQF levels. The intention is:

- > To promote the development of knowledge, skills and values that are required in the Fundraising sector.
- > To release the potential of people, in order for them to grow and develop.
- > To provide opportunities for people to move up career paths by being more valuable to their organisation, the economy and themselves.

Rationale for the qualification:

South Africa with its well-developed non-governmental sector has always had a demand for effective fundraisers, to raise the money required by organisations to keep operating and to provide a high quality service to their target markets. In recent times this need has grown because of the expanded range and reach of non-profit organisations in addressing the full spectrum of social and developmental issues in our society. Additionally, the move to create a greater degree of financial autonomy within the schooling sector at the level of the individual school has also increased the number of fundraising organisations considerably. It is estimated that there are well over 100 000 organisations of various kinds who fall into the category of "fundraisers". Since 1994 various bi-lateral governmental organisations and international foundations have also established a presence in South Africa. Appropriate training for effective approaches to these and to South African government organs has become increasingly important.

This Qualification has been developed to meet the needs of a large number of organisations and individuals for a learning pathway that adequately prepares persons working in a wide variety of organisations, particularly in the non-profit sector, to engage in fundraising or to be supported in their fundraising activities.

The Further Education and Training Certificate in Fundraising: Level 4 is the first Qualification in a learning pathway that will end with a Certificate and Diploma at NQF Level 5, that provides both a learning and career path for persons involved and interested in fundraising.

The Certificate in Fundraising: Level 4 is intended to introduce learners to the field of fundraising, but it will be very effective for persons who have worked in the fundraising sector for some time. The emphasis in the qualification is on an appropriate mix of theory and practical hands-on learning.

#### **RECOGNIZE PREVIOUS LEARNING?**

Y

#### **LEARNING ASSUMED TO BE IN PLACE**

Learners wishing to follow this Qualification should be competent in:

- > Communication in a first South African language at NQF level 3
- > Communication in a second South African language at NQF Level 2
- > Mathematical Literacy at NQF Level 3.

Recognition of Prior Learning:

The structure of this Unit Standard based Qualification makes the Recognition of Prior Learning possible. Learner and Assessor will jointly decide on methods to determine prior learning and competence in the knowledge, skills, values and attitudes implicit in the Qualification and the associated Unit Standards. Recognition of Prior Learning will be done by means of an Integrated Assessment.

This Recognition of Prior Learning may allow for:

- > Accelerated access to further learning at this or higher levels on the NQF
- > Gaining of credits towards a Unit Standard in this Qualification
- > Obtaining this Qualification in whole or in part.

All recognition of Prior Learning is subject to quality assurance by the relevant ETQA or an ETQA that has a Memorandum of Understanding with the relevant ETQA.

**QUALIFICATION RULES****Fundamental Component:**

It is imperative for a fundraiser to be fluent in at least two of the country's languages. Mathematical Literacy competency will also be of distinct advantage for a fundraiser. It is for these reasons that the following Unit Standards have been included in the Fundamental Component of the qualification:

- > Communication in First Language - 20 credits at NQF Level 4
- > Communication in Second Language - 20 credits at NQF Level 3
- > Mathematical Literacy - 16 credits at NQF Level 4.

These Unit Standards make the Qualification compliant with the regulations governing the awarding of an FETC.

All the Unit Standards in the Fundamental Component are compulsory.

**Core Component:**

The Unit Standards designated as Core have an exclusive focus on the practice of Fundraising. They present the learner with the basic skills, knowledge, attitudes and values required of an effective fundraiser.

All the Unit standards totaling 71 credits in the Core Component are compulsory.

**Elective Component:**

Unit Standards in Computer Literacy and Marketing totalling 26 credits have been included in the Elective Component. The Computer Literacy standards have been included because Fundraisers will find word processing skills most useful in the normal course of their work. The Marketing standards have been included because Fundraising and Marketing are allied fields and people easily move between the two sectors.

The learner must choose Electives totalling 10 credits.

**EXIT LEVEL OUTCOMES**

Qualifying learners will be able to:

1. Demonstrate a clear understanding of fundraising.
2. Develop the characteristics of an able fundraiser.
3. Analyse successful fundraising strategies and determine whether an organisation is ready for fundraising.
4. Apply effective fundraising strategies in an organisation.
5. Participate in actual fundraising events and activities.
6. Demonstrate effective verbal and written communication and presentation skills.
7. Perform mathematical computations correctly.
8. Make use of computer hardware and software for fundraising.

The following Critical Cross-Field Outcomes are addressed by the Unit Standards in the qualification to varying degrees:

1. Identify and solve problems in which responses display that responsible decisions using critical and creative thinking have been made.
2. Work effectively with others as a member of a team, group organization and community.
3. Organise and manage oneself and one's activities responsibly and effectively.
4. Collect, analyse, organize and critically evaluate information.
5. Communicate effectively using visual, mathematical and/or language skills in the modes of oral and/or written presentation.
6. Use science and technology effectively and critically, showing responsibility towards the environment and the health of others.
7. Demonstrate an understanding of the world as a set of related systems by recognizing that problem-solving contexts do not exist in isolation.

8. Contribute to the full personal development of the learner.

#### **ASSOCIATED ASSESSMENT CRITERIA**

1.

- > An understanding of the basic principles of fundraising is demonstrated through listing and explaining each of them while relating them to an appropriate context.
- > The principles of legislation governing non-profit organisations can be clearly articulated with reference to the appropriate legislation and the demonstration of how compliance should be achieved.
- > The various elements comprising the fundraising system are outlined and related to fundraising activities.

2.

- > The characteristics of a successful fundraiser are researched and a profile compiled through reading of references and articles, through internet searches and through interviews with experienced fundraisers.
- > A programme to develop the characteristics of a successful fundraiser is outlined for the learner in a particular fundraising context.
- > Specific elements of the profile are used to improve competence in the context in which the learner finds him/herself, or plans to be in.

3.

- > The fundraising strategies of significant, successful, non-profit organisations are analysed and related to the context in which the learner is operating.
- > The way in which organisational readiness for fundraising is established, are outlined through discussing the characteristics and measurement relating to organisational readiness for fundraising.

4.

- > A strategic plan for fundraising is developed for particular fundraising activities.
- > Research into the nature of donor funding in South Africa is conducted and conclusions drawn as to which are most appropriate for a particular fundraising venture or organisation.
- > Effective follow-up strategies are devised for particular fundraising activities.

5.

- > Letters of appeal are designed and sent to potential donors for fundraising purposes.
- > A special event is arranged by assisting in the planning, preparation, execution, and follow-up of an event.
- > Appropriate sponsorships for an organisation are actively sought and acquired by participating in sponsorship raising activities.
- > Detailed documentation of all activities is compiled for the purposes of record-keeping in the context of fundraising for an organisation.

6.

- > The learner is able to express him/herself clearly and correctly in the style appropriate to situations a fundraiser would find him/herself.
- > Verbal and written communication skills can be utilised in a first and a second language, making correct use of tone, style, register and vocabulary appropriate to the fundraising arena.
- > Grammatically correct, persuasive written documents are produced that can be used for fundraising.
- > Clear, motivating presentations are compiled and used together with appropriate audio-visual aids.

7.

- > Mathematical calculations relating to the learner's work are performed correctly and in the appropriate time.
- > Mathematical calculations relating to the learner's personal life work are performed correctly and in the appropriate time.

8.

- > Correct, accurate, well-formatted documents are produced which are relevant and useful for the purposes of fundraising or related activities.
- > Spreadsheets are used appropriately for keeping track of income and expenditure relating to fundraising.
- > Documents are stored and retrieved in an organisation's system.

Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification.

Learning, teaching and assessment are inextricably lined. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the unit standards should be integrated.

Assessment of the communication, language, literacy and numeracy should be conducted in conjunction with other aspects and should use authentic Administration contexts wherever possible.

A variety of methods must be used in assessment and tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on-the-job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.

The term 'Integrated Assessment' implies that theoretical and practical components should be assessed together. During integrated assessments the assessor should make use of formative and summative assessment methods and assess combinations of practical, applied, foundational and reflective competencies.

Assessors and moderators should make use of a range of formative and summative assessment methods. Assessors should assess and give credit for the evidence of learning that has already been acquired through formal, informal and non-formal learning and work experience.

Assessment should ensure that all specific outcomes, embedded knowledge and critical cross-field outcomes are evaluated. The assessment of the critical cross-field outcomes should be integrated with the assessment of specific outcomes and embedded knowledge.

#### **INTERNATIONAL COMPARABILITY**

There are few if any qualifications on an NQF-type structure that were available to the working group. Extensive consultation was made of the literature available internationally and the elements included in the Qualification incorporate what is seen to be international best practice.

Foreign qualifications with which this qualification compares positively, include:

- > The Diploma in Fundraising at [www.fia.org.au](http://www.fia.org.au)
- > A Certificate in Fundraising management at [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)
- > Various fundraising qualifications at [www.icdl.open.ac.uk](http://www.icdl.open.ac.uk)

#### **ARTICULATION OPTIONS**

This qualification will articulate horizontally with the following qualifications:

- > National Certificate in Business Administration Services: Level 4
- > National Certificate in Project Management: Level 4
- > National Certificate in Management: Level 4
- > National Certificate in Marketing Communications: Level 4
- > National Certificate in Customer Management: Level 4

The Qualification will articulate vertically with the following:

- > National Certificate in Fundraising: Level 5
- > National Diploma in Fundraising: Level 5
- > National Certificate in Management: Level 5
- > National Certificate in Marketing Communications: Level 5
- > National Certificate in Customer Management: Level 5.

Successful mastery of the Fundamental Component of this Qualification will enable the learner to access Qualifications at NQF Level 5 for which matriculation exemption is required, subject to the individual entry requirements of the

organisations offering the learning programme.

### **MODERATION OPTIONS**

> Anyone assessing a learner or moderating the assessment of a learner against this Qualification must be registered as an assessor with the relevant ETQA, or with an ETQA that has a Memorandum of Understanding with the relevant ETQA.

> Any institution offering learning that will enable the achievement of this Qualification must be accredited as a provider with the relevant ETQA, or with an ETQA that has a Memorandum of Understanding with the relevant ETQA.

> Assessment and moderation of assessment will be overseen by the relevant ETQA, or by an ETQA that has a Memorandum of Understanding with the relevant ETQA, according to the ETQA's policies and guidelines for assessment and moderation.

> Moderation must include both internal and external moderation of assessments at exit points of the Qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual Unit Standards as well as the integrated competence described in the Qualification.

Anyone wishing to be assessed against this Qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

### **CRITERIA FOR THE REGISTRATION OF ASSESSORS**

Assessors for this Qualification should:

- > Be in possession of a qualification in fundraising at NQF level 5 or above or have a minimum of three years practical and relevant occupational experience in fundraising
- > Be declared competent in all the outcomes of the National Assessor Unit Standards registered on the NQF
- > Be registered with the relevant ETQA as an assessor.

### **NOTES**

N/A

### **UNIT STANDARDS**

*(Note: A blank space after this line means that the qualification is not based on Unit Standards.)*

	<b>UNIT STANDARD ID AND TITLE</b>	<b>LEVEL</b>	<b>CREDITS</b>	<b>STATUS</b>
Core	115205 Determine organisational readiness for fundraising	Level 4	4	Draft - Prep for P Comment
Core	115206 Determine the basic principles of legislation governing non-profit organisations	Level 4	5	Draft - Prep for P Comment
Core	115207 Seek appropriate sponsorships for an organisation	Level 4	8	Draft - Prep for P Comment
Core	115208 Establish the basic principles of fundraising	Level 4	5	Draft - Prep for P Comment
Core	115209 Participate in the development of a strategic plan for fundraising	Level 4	12	Draft - Prep for P Comment
Core	115210 Conduct research into the nature of donor funding in South Africa	Level 4	10	Draft - Prep for P Comment
Core	115211 Design and send letters of appeal	Level 4	4	Draft - Prep for P Comment
Core	115212 Profile a successful fundraiser	Level 4	6	Draft - Prep for P Comment
Core	115213 Devise effective follow-up strategies for fundraising	Level 4	5	Draft - Prep for P Comment
Core	115214 Arrange a special event	Level 4	5	Draft - Prep for P Comment
Core	115215 Analyse the fundraising strategies of a successful non-profit organisation	Level 4	7	Draft - Prep for P Comment

Elective	7567 Produce and use spreadsheets for business	Level 3	5	Reregistered
Elective	7570 Produce word processing documents for business	Level 3	5	Reregistered
Elective	10013 Identify and utilise marketing resources to meet objectives	Level 4	4	Registered
Elective	10023 Identify internal and external stakeholders	Level 4	4	Registered
Elective	10024 Liaise with a range of customers of a business	Level 4	4	Registered
Elective	10027 Monitor marketing information flow and collect process marketing data	Level 4	4	Registered
Fundamental	8968 Accommodate audience and context needs in oral communication	Level 3	5	Registered
Fundamental	8969 Interpret and use information from texts	Level 3	5	Registered
Fundamental	8970 Write texts for a range of communicative contexts	Level 3	5	Registered
Fundamental	9302 Access information in order to respond to client enquiries in a financial services environment	Level 3	2	Registered
Fundamental	9303 Communicate verbally with clients in a financial environment	Level 3	3	Registered
Fundamental	7483 Solve problems involving sequences and series in real and simulated situations	Level 4	4	Registered
Fundamental	8974 Engage in sustained oral communication and evaluate spoken texts	Level 4	5	Registered
Fundamental	8975 Read analyse and respond to a variety of texts	Level 4	5	Registered
Fundamental	8976 Write for a wide range of contexts	Level 4	5	Registered
Fundamental	8977 Evaluate literary texts	Level 4	5	Registered
Fundamental	9014 Use mathematics to investigate and monitor the financial aspects of personal, business and national issues	Level 4	6	Registered
Fundamental	9015 Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	6	Registered





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

1

Analyse the fundraising strategies of a successful non-profit organisation

SAQA US ID	UNIT STANDARD TITLE		
115215	Analyse the fundraising strategies of a successful non-profit organisation		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	7

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Determine the nature of the organisation.

**SPECIFIC OUTCOME 2**

Analyse the fundraising strategy of the organisation.

**SPECIFIC OUTCOME 3**

Determine what role is played in strategy design and implementation by organisation members.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### UNIT STANDARD:

2

### Arrange a special event

SAQA US ID	UNIT STANDARD TITLE		
115214	Arrange a special event		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	5

### Specific Outcomes:

#### **SPECIFIC OUTCOME 1**

Gather and analyse information to assist event planning.

#### **SPECIFIC OUTCOME 2**

Plan an event.

#### **SPECIFIC OUTCOME 3**

Identify and procure supporting resources needed.

#### **SPECIFIC OUTCOME 4**

Arrange logistical elements of the event.

#### **SPECIFIC OUTCOME 5**

Evaluate the event against client requirements.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### UNIT STANDARD:

3

Conduct research into the nature of donor funding in South Africa

SAQA US ID	UNIT STANDARD TITLE		
115210	Conduct research into the nature of donor funding in South Africa		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	10

#### Specific Outcomes:

##### **SPECIFIC OUTCOME 1**

Investigate the possibility of attracting individual donors to a cause.

##### **SPECIFIC OUTCOME 2**

Determine which South African Corporate Donors may be interested in a cause.

##### **SPECIFIC OUTCOME 3**

Determine which international funding agencies may be interested in a cause.

##### **SPECIFIC OUTCOME 4**

Examine the possibilities for fundraising using the Internet.

##### **SPECIFIC OUTCOME 5**

Investigate the possibilities of cause-related marketing for a fundraising organisation.

##### **SPECIFIC OUTCOME 6**

Investigate the possibilities of in-kind donations.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

4

## Design and send letters of appeal

SAQA US ID	UNIT STANDARD TITLE		
115211	Design and send letters of appeal		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	4

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Design promotional material for organizations and/or fundraising ventures.

**SPECIFIC OUTCOME 2**

Draw up letters of appeal.

**SPECIFIC OUTCOME 3**

Analyse responses to letters of appeal to determine their effectiveness.

**SPECIFIC OUTCOME 4**

Maintain an updated record of letters of appeal and responses.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

5

## Determine organisational readiness for fundraising

SAQA US ID	UNIT STANDARD TITLE		
115205	Determine organisational readiness for fundraising		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	4

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Examine the leadership role played by the Executive Board of a Non-Profit Organisation.

**SPECIFIC OUTCOME 2**

Determine the role played by the fundraising committee.

**SPECIFIC OUTCOME 3**

Determine the rationale for the existence of the organisation and its need to fundraise.

**SPECIFIC OUTCOME 4**

Investigate organisational controls over spending.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### UNIT STANDARD:

6

**Determine the basic principles of legislation governing non-profit organisations**

SAQA US ID	UNIT STANDARD TITLE		
115206	Determine the basic principles of legislation governing non-profit organisations		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	5

#### **Specific Outcomes:**

##### **SPECIFIC OUTCOME 1**

Explain the implications of the Non-Profit Organisation Act of 1997 for fundraising organisations.

##### **SPECIFIC OUTCOME 2**

Explain the implications of the State Lotteries Act of 1997 for fundraising organisations.

##### **SPECIFIC OUTCOME 3**

Explain the implications of a provincial Gambling Act and its regulations.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

7

## Devise effective follow-up strategies for fundraising

SAQA US ID	UNIT STANDARD TITLE		
115213	Devise effective follow-up strategies for fundraising		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	5

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Draft and write personalised letters of thanks and acknowledgement for all donations received.

**SPECIFIC OUTCOME 2**

Establish a method of record-keeping of all donations received and responses made.

**SPECIFIC OUTCOME 3**

Develop a system of periodic contact with all donors throughout the year.

**SPECIFIC OUTCOME 4**

Find ways of recognising and honouring donors.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

8

## Establish the basic principles of fundraising

SAQA US ID	UNIT STANDARD TITLE		
115208	Establish the basic principles of fundraising		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	5

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Determine reasons why an organisation/cause should be supported.

**SPECIFIC OUTCOME 2**

Recognise the various features of the fundraising terrain in the country.

**SPECIFIC OUTCOME 3**

Determine the extent of Corporate support of fundraising ventures, organisations and causes.

**SPECIFIC OUTCOME 4**

Determine and apply ethics in a Fundraising context.





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### UNIT STANDARD:

9

#### Participate in the development of a strategic plan for fundraising

SAQA US ID	UNIT STANDARD TITLE		
115209	Participate in the development of a strategic plan for fundraising		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Marketing		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	12

#### **Specific Outcomes:**

##### **SPECIFIC OUTCOME 1**

Assist in drawing up a strategic plan.

##### **SPECIFIC OUTCOME 2**

Explain how the strategic plan fits into the fundraising cycle and calendar.

##### **SPECIFIC OUTCOME 3**

Prepare a case statement for a non-profit organisation.

##### **SPECIFIC OUTCOME 4**

Participate in the preparation of a fundraising budget and an action plan.

##### **SPECIFIC OUTCOME 5**

Evaluation of the results of a strategic planning exercise.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### UNIT STANDARD:

10

#### Profile a successful fundraiser

SAQA US ID	UNIT STANDARD TITLE		
115212	Profile a successful fundraiser		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	6

#### Specific Outcomes:

##### **SPECIFIC OUTCOME 1**

Describe fundraising.

##### **SPECIFIC OUTCOME 2**

Identify and describe the characteristics of a successful fundraiser.

##### **SPECIFIC OUTCOME 3**

Identify, assess and improve own fundraising characteristics.

##### **SPECIFIC OUTCOME 4**

Explain the need for effective teamwork in a fundraising context.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

11

## Seek appropriate sponsorships for an organisation

SAQA US ID	UNIT STANDARD TITLE		
115207	Seek appropriate sponsorships for an organisation		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Marketing	Undefined		
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Marketing	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-MKT-0-SGB MARK	Regular	Level 4	8

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Analyse the sector in which a fundraising organisation operates.

**SPECIFIC OUTCOME 2**

Provide a profile of a fundraising organisation in a sector.

**SPECIFIC OUTCOME 3**

Establish a database of donors who contribute to similar organisations.

**SPECIFIC OUTCOME 4**

Develop a fundraising strategy.