



1. How can you get to know your donor? Please list two pieces of advice.
2. You are browsing a potential donor's website and you know very little about this donor. What are three things you need to pay attention to on their website?
3. After researching your donor on the website, you call an NGO peer to know more about this donor. What are two questions you should to ask?
4. You are preparing for a meeting with a potential donor. List/describe three points you should cover in your program pitch.
5. You have finally met the donor and have made your pitch. The donor is very interested in your program, but your focus is not part of their target area. What would you do next? Describe in 2-3 sentences.
6. Read the two statements below and choose the one with which you agree. Use 4-5 sentences to explain. Your answers should be based on your real feelings.

Statement 1 : "NGOs should view fundraising as a competition. The funding resources are limited compared with the large number of NGOs. When one NGO gets support then it means another one can't. Therefore, competition in fundraising is very important."

Statement 2 : “NGOs should cooperate in fundraising. In terms of the strategy, it brings more success when everybody exchanges information and collaborates, rather than viewing each other as competitors.”

7. Arrange the actions below in a logical order:
- (a) Finalize a strategic plan;
 - (b) Create a program timeline;
 - (c) Finalize an annual budget;
 - (d) Create a strategic plan internally;
 - (e) Get feedback on the strategic plan from allies;
 - (f) Draft budget internally.

