**Financing Cooperation: Marketing and Strategic Philanthropy**

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with an overview of innovative techniques and tools to finance cooperation projects.

The first part of the course will explore the world of private philanthropy with a specific focus on the world of donor foundations as key partners for strategic support to long-term projects.

The second part will address the world of digital marketing and its uses to generate effective fundraising campaigns and effectively engage private donors and businesses.

***COURSE CONTENT***

*MODULE 1: Introduction to Philanthropy*

Recent macro trends and the ecosystem of modern philanthropy

Developments of philanthropic tradition at international level

*MODULE 2: Generating positive social impact: a spectrum of possibilities*

New approaches to strategic philanthropy: from traditional giving to impact investing

*MODULE 3: Panorama of the providers*

Which are the Italian and the foreign providers

Mapping and characteristics

*MODULE 4: Philanthropic Donation*

Modern grant-making process, principles and strategies

Trust based philanthropy, project support and organisational support, capacity building approach, DEI (diversity, equity, inclusion) framework in grant-making

*MODULE 5: Effective Philanthropy*

Evidence-based philanthropic models and Effective Altruism

*MODULE 6: Fundraising for Cooperation*

Advantages and disadvantages of the most used fundraising tools

*MODULE 7: Marketing at the service of NGOs*

From lead generation to constant dialogue with regular donors

*MODULE 8: The Digital Marketing and multi-channel communication*

From social media to influencer’s marketing

*MODULE 9: Live Streaming to cultivate trust-based relationships*

Live events to immerse donors in the local reality without filters, in total transparency, to increase trust

*MODULE 10: Funnel and exercises*

From first contact to follow up: nurturing the donor step by step

Practical activity: design a marketing plan and digital fundraising event

***READING LIST***

R. Papocchia, *Fundraising dalle fondazioni di origine bancaria,* SMART Fundraising, May 2012

B. Casadei, *Le fondazioni di comunità. Strumenti e strategie per un nuovo welfare*, Carocci, 2015

M. Grumo, *Le partnership tra fondazioni d’impresa e istituti non profit*, Vita&Pensiero, 2007

G. P. Barbetta, *Le fondazioni. Il motore finanziario del terzo settore,* il Mulino, 2013

S. Castello e u. Swierczynska, *Filantropia 2.0, istruzioni per l’uso,* FrancoAngeli, 2021

e. Bortoluzzi dubach e c. tinonin, *La relazione generosa. Guida alla collaborazione con filantropi e mecenati,* FrancoAngeli, 2020

FONDAZIONE ITALIA SOCIALE, La filantropia in Italia nel confronto internazionale, Working Paper 1, 2019.

S. Godin, *La Mucca Viola, ROI Edizioni 2021*

***TEACHING METHOD***

Frontal lectures in class, supported by guided practical activities, to be carried out in groups.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will be based on students’ active participation in class and a written paper to be submitted at the end of the course. Students will answer a set of questions and design a marketing plan for an NGO. The assessment criteria will include accuracy (in terms of observance of the instructions given by the lecturer), use of appropriate methodologies and terminology, and analytical quality of the paper.

***NOTES AND PREREQUISITES***

No particular prior knowledge is necessary to follow the laboratory.

*Class attendance*: students will have to attend at least 80% of the lectures. The students who do not have the possibility to attend classes will have to inform the lecturer, in order to define alternative modes of attendance.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.