

DIPLÔME D'UNIVERSITÉ

COMMUNICATION AND FUNDRAISING TOOLS FOR INTERNATIONAL SOLIDARITY ORGANIZATIONS

Coordinator : Marc Smyrl

Instructor : Carolina Pulido Ariza



THIS COURSE IS TAUGHT IN ENGLISH

COURSE CONTENT

This program will familiarize participants with the communication and fundraising tools used in the international sector. It focusses on active learning through which students will be involved throughout the sessions in evaluating case studies and carrying out hands-on exercises. Students will learn the stages of putting together a communication and fundraising campaign in an international setting, with a particular focus on the use of on-line communication platforms and tools.

COURSE LEARNING OBJECTIVE

- Understand the NGO environment and the role of fundraising and communication in it
- Create innovative and effective fundraising strategies ; master available tools and resources to this end
- Evaluate the performance of fundraising campaigns ; create medium-term communication strategies
- Mobilize story-telling techniques for effective communication and fundraising
- Transform stories into visual content for maximum impact
- Know and use the tools for e-mailing, and design an e-mailing campaign
- Tailor messaging and fundraising to selected target audiences

REGISTRATION FEES

- Students currently registered at the University of Montpellier : 400€
- Students currently registered in another degree-granting university course : 500€
- Returning students without outside financing (formation continue non-financée) : 600€
- Returning students with financing (formation continue avec financement employeur ou Pôle Emploi) : 1000€



INFORMATION & CONTACT

University Website

<https://www.droit.edu.umontpellier.fr/>

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COURSE SCHEDULE

⌚ DECEMBER 8TH AND 9TH 2023

These days will be taught in person in Montpellier, but students may participate remotely. Under the Direction of Marc SMYRL and Carolina PULIDO ARIZA, these days will present a general introduction to strategies of communication and fundraising and present an overview of the tools to be used. At the end of these first days, project groups will be formed with a view to preparing the “pitches” which will be this course’s capstone projects.

⌚ JANUARY TO MARCH 2024

The second consists of 6 on-line courses over the months of January – March 2024. Presented by Carolina Pulido Ariza, each course focuses on a specific tool or strategy. Dates for these courses will be decided during the December meetings. Compétence « avocature et arbitrage »

⌚ JANUARY TO MARCH 2024

Concurrently with the tool- and strategy-centered courses, students will participate in small-group tutoring sessions focused on the production of each group’s final projects. Sessions with Carolina Pulido Ariza will focus on mastering the technical tools. Sessions with Marc Smyrl will focus on presentation strategies and effective communication.

⌚ APRIL AND MAY 2024

In April and May, student groups will present their pitches, followed by evaluation and feedback sessions with both Carolina Pulido Ariza and Marc Smyrl.

⌚ EVALUATION

Working in groups of 4 or 5, students will develop a fundraising campaign for a domestic or international NGO using available on-tools. They will then simulate “pitching” this campaign to the organization in question.

Projects will be evaluated on the quality of the presentation and the effectiveness of its presentation, “the pitch”.