

**Please answer the questions listed below by choosing the correct answer (a, b, c or d).  
(PLACE A BIG CROSS NEXT TO THE CORRECT ANSWER)**

N°	QUESTIONS	a	b	c	d
1	The basic elements of the communication process are	The message and the media	The message, the recipient and the media	The message, the recipient, the media and the results	It depends on the type of communication
2	Fundraising is	Selling a good idea	Philanthropism	An activity to be done when the organization does not have enough money to implement its projects	An essential part of the strategic plan of each organization
3	The case statement	Is an internal working document	Is a document that should guide the fundraising activities and present the organization to the public	Is the description of the activities of the organization	Is a legal mandatory document
4	The fundraising strategy	Is a programmatic document that should result from the analysis of the organization and of the environment and may vary from organization to organization	Should be the same for all the organizations	Should include the communication plan	Is a detailed description of the foreseen fundraising activities
5	Which of the following criteria should be used to select the fundraising target?	The availability of resources	The support given during previous years	All the holder of resources should be involved in our fundraising activities without any distinction	The Link, Capacity and Interest criteria starting always from the constituency
6	Social media in fundraising	Allow to reach all the typology of individuals	Allow to establish new relations and to build networks, but should always be used together with other fundraising modalities	Should be used only if the other planned activities hadn't achieved the expected results	Are the future of fundraising
7	Crowdfunding	Is a big event where the organization launches its fundraising campaign	Is the name given to the results of all the fundraising activities having individuals as target group	Is a fundraising activity that foresees the use of an on line platform to collect money from the general public in support of a specific idea	Is a Facebook application
8	EU funds	Are available only to Europe-based organizations	Are awarded to the organizations that respect the eligibility criteria set out in the call for proposal and that present a proposal in line with the call's requirements and the Commission's programmatic documents	Are awarded to third countries Governments only	Are only available for activities carried out in Europe
9	An awareness Campaign	Is a big conference where the organization explains its main goals	Is a series of operations undertaken to achieve a set goal(s), and it operates within a particular time frame with defined start and end dates.	Is an activity that requires the intervention of public media	Is an activity that aims to influence the politic
10	Which of these skills is not required for fundraising dedicated staff	Knowledge about the donors motivations	Ability to establish personal contact and to build relationship	Predisposition to public advertising and informatics skills	Driving licence

Provided by:



THE PROJECT IS CO-FUNDED  
BY THE EUROPEAN UNION.



THE PROJECT IS IMPLEMENTED BY  
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