



***Diplôme d'Établissement***  
***Communication and Fundraising Tools for International Solidarity Organizations***

**Academic coordinator : Jean Joana** : Professor of Political Science – University of Montpellier

**Instructor : [Carolina Pulido Ariza](#)** : Fundraising and Communications specialist

**--THIS COURSE IS TAUGHT ENTIRELY IN ENGLISH –  
-- THIS COURSE CAN BE TAKEN REMOTELY –**

**Course Content and Preliminary Schedule for Academic Year 2026-2027**

**Course Content**

Through small-group instruction, direct interaction with professionals in the field, and one-on-one tutoring, this program will familiarize participants with the communication and fundraising tools used today 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.

**At the heart of this program is the preparation and presentation by small groups of students of a “pitch” for communication and fundraising campaign. The context for the “pitches” will be real-world organizations and situations, with the opportunity for interaction with the organizations in question.**

What sets this course apart is its hands-on collaboration with real-world partner organizations, rather than relying solely on theoretical simulations. Students work directly with NGOs to design and pitch communication and fundraising strategies tailored to their needs. In the past year, students have supported among other NGOs, the [Gaia Fodoulain Association](#), a rescue organization for vulnerable animals in Lebanon, and this year they will also support [Fundación Mejor Planeta](#), a Colombian initiative working on environmental restoration and youth empowerment. These experiences not only allowed students to apply their skills in authentic contexts but also helped generate real visibility and funding support for the organizations involved.

**Course Learning Objectives**

By the end of the course, students will be able to create innovative and effective communication and fundraising strategies for non-governmental organizations. To this end, they will:

- Understand the NGO environment and the role of fundraising and communication within it, including the unique challenges and opportunities these organizations face.

- Learn to work effectively in decentralized online task-focused groups, using collaboration tools like Trello to manage projects and ensure smooth communication.

More concretely, they will:

- Create innovative and effective fundraising strategies, mastering available tools and resources such as the latest neuromarketing tools adapted to fundraising. They will explore international trends in fundraising and understand why the top strategies are effective.
- Tailor messaging and fundraising to selected target audiences; create medium-term communication strategies; and evaluate the performance of fundraising campaigns using metrics and tools such as Google Analytics and social media insights.
- Learn about intercultural and ethical communication, understanding how to navigate and respect cultural differences in global fundraising efforts. They will delve into ethical and intercultural communication, exploring its impact on social media and other platforms.
- Mobilize storytelling techniques such as narrative construction, emotional appeal, and audience engagement for effective communication and fundraising. This includes creating written content for crowdfunding campaigns and using storytelling to enhance donor engagement.
- Transform stories into visual content using tools such as Canva, PowerPoint and Prezi for maximum impact. They will learn to create compelling visuals and infographics that enhance storytelling and donor engagement.
- Know and use tools such as Mailchimp for emailing campaigns, designing effective email campaigns, segmenting audiences, crafting personalized messages, and analyzing campaign performance to optimize future communications.
- Engage in practical exercises, such as quizzes and case studies, to measure the return on investment of fundraising activities and dive deep into real-world examples.
- Develop and present group assignments, working collaboratively to explain and pitch their fundraising and communication strategies.

This course will provide students with concrete tools to maximize the impact of their campaigns, which they can apply in their own work. Additionally, the skills and knowledge gained in this course will significantly enhance their employability, helping them find rewarding positions within the nonprofit sector. Whether you are a professional in the nonprofit sector or someone looking to transition into this field, this course provides the practical skills and knowledge needed to make a significant impact.

### Evaluation

Students will be evaluated based on two elements:

1- (35%) Regular participation in course sessions and completions of homework exercises and in-class quizzes

2 – (65%) Working in groups of 4 or 5, students will develop a fundraising campaign for a domestic or international NGO using available on-line 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.”

### Course Schedule

This course consists of several distinct units.

1) The first consists of full-day sessions on **three successive days : December 10, 11, and 12 2026**. These days will be taught in person in Montpellier, but students may participate remotely. Under the Direction of 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.

**=> These sessions will be held in person in Montpellier, from 9h to 13h French time, but it is possible to attend and participate at distance. Complete video recordings of these sessions will be available for use of students who are unable to attend on these dates.**

2) The second unit consists of 6 on-line courses over the months – January - March 2025. Led by **Carolina Pulido Ariza**, each course focuses on a specific tool or strategy and set of on-line tools. On-line courses will also include **guest speakers** from the organizations with which we will be working to develop fundraising strategies.

**=> Online classes will take place on Thursdays from 5:00 to 7:00 p.m. CET, starting January 15 and continuing throughout January and February.**

3) Concurrently with the tool- and strategy-centered courses, students will participate in small-group tutoring sessions during February and March focused on the production of each group’s final projects.

4) April 2025: student groups will present their pitches, followed by evaluation by the academic and professional instructors and individualized feedback sessions with Carolina Pulido Ariza.

**Taken together, students should expect approximately 25 hours of instruction, including at least 1,5 hours of one-on-one tutorial and an additional 20 hours of independent work in small groups.**

### Application and Fees

Application to this program must be made initially by contacting

Jean Joana : [jean.joana@umontpellier.fr](mailto:jean.joana@umontpellier.fr)

**Applications should include a complete CV and a letter of intent (lettre de motivation) explaining your reasons for wishing to follow this course.**

Schedule of Fees :

For students accepted into this program, registration fees are as follows.

- €400: Students currently registered in a formal degree-granting program (*diplôme national*) at the University of Montpellier
- €500: Students currently registered in another degree-granting university course (in France or elsewhere)

- €600: Returning students without outside financing (*formation continue non-financée*)
- €1000: Returning students with financing (*formation continue avec financement employeur ou Pôle Emploi*)

Students accepted into this program will be able to register beginning in mid-October and up to the start date of classes in December.