



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES

**BACHELOR OF COMMUNICATION &
PUBLIC RELATIONS**

COURSE CODE: CPR 4104

**COURSE TITLE: PROPOSAL WRITING &
FUNDRAISING**

DATE: 14TH DECEMBER 2022

TIME: 1100-1300

*This paper consists of **TWO** printed pages. Please turn over.*

This is a project that entails preparation of a project proposal to obtain grants for a particular initiative for the improvement or betterment of peoples' lives in any area whether physical, social, spiritual or any other that the student may wish to engage in. The student must include the key principles and procedures in preparing the project to obtain grants as learnt in class

NB// The following will be considered in

- Good English grammar with clear expression
- No spelling mistakes
- No crossing of words
- The flow of the elements of the proposal should follow each other procedurally
- Students can use imaginary organizations and not the real existing ones
- The proposal MUST include the following

1. Title page and cover letter

2. Introduction/abstract/summary: A brief overview of the proposal, its ability to complete the project, need, methods to be used and how those served will benefit.

3. Organizational background: Location, demographics, mission, objectives, relationship to the service area and past successes in the project area

(OVERALL FINAL MARKS IS 70%)