

# 1

1. Descrivi una campagna di raccolta fondi digitale di una qualsiasi organizzazione che ti ha colpito e spiega perché.
2. Cos'è e a cosa serve il "facebook pixel"? Come si utilizza?
3. The wave of charitable donations to medical research and development since the start of the COVID-19 outbreak represents something new in the development of the philanthropic sector in China. For the first time China's billionaires, companies and foundations have turned their charitable attention to scientific endeavours, recognising the potential for such investments to have a transformative effect on public health and society.

## 2

1. Quali strategie digitali utilizzeresti per coinvolgere le aziende verso un progetto di raccolta fondi dell'Università?
2. Cosa si intende con Lookalike Audience? Come viene utilizzata?
3. In the past, donations to universities within China by Chinese donors were relatively rare. Wealthy individuals donated more overseas. For example, in 2016 a Chinese billionaire, Chen Tianqiao, donated US\$115 million to the California Institute of Technology for neuroscience research, but attracted much criticism for giving outside his own country, the report notes.

### 3

1. Quali canali digitali utilizzeresti per raccogliere fondi per l'Università e spiega perché.
2. Dovendo utilizzare Google ADS con un budget di 1000 euro per sponsorizzare la ricerca oncologica di Unipd, quali keyword sceglierebbe? Perché?
3. As the world confronts the COVID-19 pandemic, Imperial College London is playing a leading role in the global effort to respond to the crisis. Imperial academics are at the forefront of efforts to advise the public and policymakers, understand the disease, develop new vaccines and create new diagnostic tests.

## 4

1. Descrivi gli strumenti Google per il non profit
2. Cosa si intende con “retargeting”?
3. The Imperial College COVID-19 Response Fund has been established to provide a means for donors to contribute to a pooled fund that will give the College the flexibility to quickly support high-impact projects in the university’s efforts to tackle COVID-19 as well as students impacted financially by the pandemic.

## 5

1. Come si possono raccogliere fondi con Facebook?
2. In una campagna Facebook, cosa si intende con “CPM Costo per click” e “CPM Costo per mille”? Quando preferire l'uno all'altro?
3. The Student Support Fund was created in 2016 to support students going through unexpected financial hardship. With additional funds from the COVID Hardship Scheme, this support has been extended and expanded and has now resulted in approximately £70,000 having been awarded to 60 students since the start of the pandemic.

## 6

1. Fai degli esempi di *rewarding* e ringraziamento per donatori on line
2. Quali metriche trovo in Instagram Insights e come possono essermi utili nel gestire il mio organico?
3. There are many ways to make a donation: online, by phone, by direct debit, or by leaving a gift in your will. Find out how to make a gift. If you'd like to make a one-off donation, please download the appropriate forms below and send it by mail to the following address...

## 7

1. Quale piattaforma di donazione on-line utilizzeresti per i progetti dell'Università e spiega perché.
2. Dovendo valutare l'efficacia di una campagna social Facebook e Instagram la donazione per borse di studio, che porti a donare in una pagina del sito di Ateneo quali strumenti utilizzerebbe?
3. We are currently working remotely. This means there will be a delay processing the post – including donations made by cheque. Please accept our apologies for any delay in processing your gift and acknowledging your generosity.

## 8

1. Quali strumenti digitali utilizzeresti per raggiungere e attrarre potenziali donatori internazionali.
2. Cosa si intende con SEO relativamente ad un sito web? Quali sono i primi criteri o fattori premianti che le vengono in mente?
3. By giving through a company matched-giving scheme, you could double the value of your donation to Imperial College. Donations made through a matched-giving scheme are “topped up” by the donor’s employer—sometimes pound-for-pound—increasing the amount that the donor’s chosen charity receives.



## 9

1. Quali strumenti digitali utilizzeresti per interagire con i sostenitori?
2. Cosa si intende con i termini “accessibilità” e “usabilità” nell’ambito web e digitale?
3. The King Baudouin Foundation United States (KBFUS) is the leading resource for philanthropic giving to Europe and Africa. We enable U.S. donors to support their favorite causes and organizations overseas, and provide European and African nonprofits with cost-effective solutions to raise funds in the United States.

# 10

1. Come renderesti efficace una DEM, descrivi quali elementi, contenuti e altre strategie utilizzeresti.
2. Cosa si intende con “Brand awarness” e cosa la differenza dalla “Brand reputation”?
3. In these unprecedented times, the King Baudouin Foundation United States (KBFUS) is launching an Emergency Response Fund for several European countries that have been hit particularly hard by the COVID-19 pandemic. Each one of these Emergency Response Funds will pool donor contributions, and distribute their generosity to the nonprofit organizations listed on the country page.

1. Utilizzeresti LinkedIn come strumento di digital fundraising? Se sì spiega come.
2. Cosa si intende con "Sentiment analysis" e che strumenti conosce per poterla misurare?
3. Fondazione Gemelli runs a university hospital, and in the context of the coronavirus emergency, its doctors, nurses and staff are working on the frontlines to save patients. Gemelli coordinated the transformation of the Columbus Presidio into a specialized regional hospital, focused on patients or suspected cases of Covid-19.

## 12

1. Quali strategie digitali utilizzeresti per coinvolgere gli studenti verso un progetto di raccolta fondi dell'Università?
2. Cosa è la GDPR? È rilevante per una attività di digital fundraising? Se sì in che modo?
3. Niguarda Hospital is one of the largest and most important hospitals in Milan. It is raising funds to cover some of the urgent needs it faces in the context of the Covid-19 emergency, such as the installation of additional beds in its Intensive Care Unit, the purchase of protective equipment for its doctors and nurses, and the hiring of additional staff to adequately treat patients.

## 13

1. Come renderesti efficace una newsletter di fundraising, descrivi quali elementi, contenuti e altre strategie utilizzeresti.
2. Cosa si intende per SEM (Search engine marketing)? È importante per un digital fundraiser? Quali azioni potrebbe comportare in questo ambito?
3. Transnational Giving Europe is a network of prestigious philanthropic institutions collaborating internationally to foster charitable giving within Europe and covers 21 countries. We aim to facilitate cross-border philanthropy in Europe by providing a secure and efficient solution to enable donors to give; to promote cross-border philanthropy through the exchange of information and best practices; to improve and extend the TGE network to new countries as a trusted and practical service for a tax-effective philanthropy across Europe.