

Summary

The theme of the final qualifying work: Fundraising as a technology to support the activities of socially-oriented organizations

The aim of the research: to investigate the application of fundraising in socially-oriented organizations and to determine ways to improve its activity

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The supervising organization: The Center for Support of Children and Youth with Disabilities "Solnechniy Gorodok"

Relevance of the research: The problem of finding funds is exacerbated during a crisis for any organization, but the largest resource deficit is experienced by non-profit organizations (NPOs) in the social sphere. Not all NPOs can fully meet the specific requirements listed in the legislation for obtaining state support, and moreover in Russia it is impractical to become dependent on one source of financing - state funding. For the social sphere, the formation of a resource base on the basis of the multivariate sources becomes promising. This dictates the need to use such innovative methods of accumulating resources as fundraising.

Theoretical and practical significance of the research. Theoretical developments make it possible to develop and deepen theoretical ideas in research on the problems of securing the social sphere with sufficient resources, in particular, through fundraising technologies.

The results of the study are of practical importance for increasing the efficiency of accumulation of resources in order to support the activities of the Autonomous nonprofit organization "Solnechniy Gorodok" and will be useful for other socially-oriented organizations that need a well-organized search for financial resources.

The results of the study: The application of fundraising and sponsoring technologies in the practice of socially-oriented organizations was investigated on the basis of the Center for Support of Children and Youth with Disabilities "Solnechniy Gorodok".

An analysis of the center's activities and the technologies used for charitable purposes made it possible to identify the following.

The main charitable resources for Autonomous nonprofit organization "Solnechniy Gorodok" are donations of parishioners and people who learn about promotions from friends and from ads on social networks. The center competently approaches the information work in this field: groups are established in the most popular social networks Vkontakte, Odnoklassniki and Facebook, the organization also enjoys the popular service Instagram. Another type of charitable assistance is volunteer assistance.

The involvement of these types of assistance is mainly due to interaction with educational institutions in the field of organization of practice for students and with the help of requests for help that are distributed among the parishioners of the temple and in popular social networks. Technologies of sponsoring in the Center are not applied; there is no system of working with sponsors.

Recommendations:

As the main measure, we have developed an invitation to cooperate to participate in the social publishing project "Light for solar children." The project is planned for June 2018; it involves the participation of representatives of the regional and municipal authorities, the business community, the church, as well as the spheres of education, culture, social work. Presentation format: information tour and conference.

Future sponsors will be offered several gradations of participation with a range of information and advertising opportunities. This will create the necessary source of information for families with children with disabilities, and the Center will establish contacts with influential representatives of government and business in our region.