



EMERGE

EMpowerING civic Engagement and participation

Capacity Building Training Programme

Module 6 | Assessment Exercise

Read each statement carefully and mark the correct answer.

1. Knowing your CSOs why, what, when and how, is important in establishing your message to key donors.

- A. True
- B. False

Answer: A

Explanation: Understanding these elements helps your CSO define a clear message and communicate more efficiently with donors.

2. Before a CSO begins to attract donors, it must perform _____

- A. Quality assurance tests
- B. Risk analysis for donors
- C. Research and auditing

Answer: C

Explanation: A CSO must understand the space it is involved in, its competitors, and its value proposition before beginning to attract donors.

3. _____ is a key skill they would look to identify in the CSO organizational efficiency

- A. HR management
- B. Financial management discipline
- C. Social media management

Answer: B

Explanation: Financial management discipline is correct. Donors are keen to know that each Euro/Dollar is well managed and spent.

4. A healthy method to establish a solid reputation entails systematic benchmarking of impact per project.

- A. True
- B. False

Answer: A

Explanation: Continuous monitoring of a CSOs impact helps nurture its integrity and credibility.

5. A “Donor’s Journey” consists of awareness, engagement, decision-making, and _____

- A. Marketing
- B. Follow up
- C. Analysis

Answer: B

Explanation: Following up with donors is crucial to ensuring they feel valued and heard.

6. A CSOs key message is not related to the success of its “donor’s journey”.

- A. True
- B. False

Answer: B

Explanation: A CSOs key message helps manage donor’s expectations when interacting with a CSO.

7. What budgeting rule can be used for a CSO to better manage its finances?

- A. 50/20/20/10
- B. 60/30/10
- C. 50/30/20

Answer: A

Explanation: The distribution of financial resources can be more efficiently spread out throughout the CSO with this structure.

8. The first thing a CSO must do when money comes in is to pay their _____ first

- A. Founders and employees
- B. Donors and suppliers
- C. Employees and suppliers

Answer:C

Explanation: Paying employees and suppliers first establishes a healthy reputation, displaying integrity and reliability.

9. It is a good idea for CSOs to take on debt to fund their projects.

- A. True
- B. False

Answer: B

Explanation: CSOs should actively avoid taking on debt, however, if they must, they should seek a loan from the founder, instead of the bank.

10. Why should a CSO set 20% of their income aside?

- A. For wanna do expenses and projects
- B. To pay employees
- C. For must do expenses

Answer: A

Explanation: These “pockets” are the safety net of budgeting. It requires discipline, regular tracking of spending habits, truthfulness, and transparency in the budgeting cycle.



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