

**FYC 4410**  
**FUND RAISING FOR NONPROFIT ORGANIZATIONS <sup>1</sup>**  
**SPRING 2017**

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**Meeting Times: T-periods 7&8 (1:55 – 3:50 pm)**  
**R-period 8 (3:00 – 3:50 pm)**

**Class Location: MCCB #G108**

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**Instructor:** Muthusami Kumaran, Ph.D.

**Office:** 3002-B McCarty Hall D

**Phone #:** 352-273-3524

**Office Hrs:** W 1:00 – 3:30 pm or by appt.

**e-mail:** within Canvas

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**Course Description:** This course explores some of the current and emerging fund raising methods and strategies for nonprofit organizations. The course relies heavily on class lectures, reading assignments, student presentations and a group project designed to provide students a hands-on fund raising planning experience.

**Course Goals:** Students will gain knowledge about various methods of fund raising for nonprofits and develop understanding on a range of ‘best practices’ for effective fund raising. Students will gain working knowledge on developing a systematic fund raising plan, incorporating various strategies.

**Course Objectives:** After completing this course students will be able to:

- Understand the historical growth of the nonprofit sector in the US and its current status
- Understand the theories and practices of charity and philanthropy
- Understand major principles of successful fund raising
- Interpret the funding base for the nonprofit sector
- Understand nonprofit marketing to mobilize resources
- Demonstrate knowledge on developing sound case statements that are foundations for nonprofit fund raising
- Create a donor research profile for a chosen nonprofit organization
- Explain some of the successful methods and strategies for nonprofit fund raising
- Discuss different fund raising mechanisms for specific nonprofit(s)
- Appreciate the efforts of nonprofits in raising funds for worthy causes
- Interpret emerging trends and strategies in online fund raising
- Interpret the fund raising management process
- Understand the elements of writing grant proposals for nonprofit organizations
- Understand the legal and ethical aspects of fund raising
- Apply all the knowledge gained into completing a fund raising plan for a functioning nonprofit that incorporates key elements

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<sup>1</sup> The Instructor reserves the right to change any aspect of this syllabus and to make appropriate updates. Changes to the syllabus, if any, will be communicated to students in advance.

**Required Readings/Canvas:** Students are required to buy the following text books for this course:

Tempel, Eugene, R., T.L. Seiler & D.F. Burlingame (Eds.), (2016). *Achieving Excellence in Fund Raising* (fourth edition). Hoboken, NJ: John Wiley & Sons. ISBN 9781118853825. Also available as e-book.

All other required readings will be made available through Canvas and will be posted at least one week in advance of the date on which they will be covered. The instructor will also post PowerPoint slides of each class at least 24 hours prior to that class. Class PowerPoint slides, announcements, updates, and assignments will also be made available through Canvas, so please check this site frequently: <http://lss.at.ufl.edu/>.

### COURSE SCHEDULE

Dates	Topics	Assignments/Due Dates
<b>Week 1</b>		
<i>January 5</i>	Syllabus & Course Overview;	<b>Project Group Sign-up DUE</b>
<b>Week 2</b>		
<i>January 10</i>	Nonprofit Sector in the USA Charity, Philanthropy and Fund Raising; Introduction to Fund Raising	Tempel et.al. Chs.1&2 Handout
<i>January 12</i>		
<b>Week 3</b>		
<i>January 17</i>	History and Principles of Fund Raising	Tempel 6&36
<i>January 19</i>	Group Visit to Nonprofit	
<b>Week 4</b>		
<i>January 24</i>	The Nonprofit Funding Base	Tempel 8,10&12 - 15 Giving USA 2014 Highlights <b>Assignment 1 DUE</b>
<i>January 26</i>		
<b>Week 5</b>		
<i>January 31</i>	Marketing and Fund Raising	Tempel 5,16&24
<i>February 2</i>		
<b>Week 6</b>		
<i>February 7</i>	The Fund Seeking Process	Tempel 4,7,21&22
<i>February 9</i>	QUIZ	<b>QUIZ #1</b>
<b>Week 7</b>		
<i>February 14</i>	Essentials of Successful Fund Raising	Tempel 17 - 20 <b>Assignment 2 DUE</b>
<i>February 16</i>		
<b>Week 8</b>		

<b>Dates</b>	<b>Topics</b>	<b>Assignments/Due Dates</b>
<i>February 21</i>	Methods of Effective Fund Raising	Tempel 26 – 28&30
<i>February 23</i>		
<b>Week 9</b>		
<i>February 28</i>	Methods of Online Fund Raising	Tempel 29
<i>March 2</i>	QUIZ	<b>QUIZ #2</b>
<b>March 6 - 10 : SPRING BREAK</b>		
<b>Week 10</b>		
<i>March 14</i>	Efficient Fund Raising Management	Tempel 23,25&37  <b>Assignment 3 DUE</b>
<i>March 16</i>		
<b>Week 11</b>		
<i>March 21</i>	Elements of Grant Writing	Tempel 9 Weinstein 12
<i>March 23</i>		
<b>Week 12</b>		
<i>March 28</i>	Laws, Ethics and Nonprofit Fund Raising	Tempel 31,34&35 <b>Assignment 4 DUE</b>
<i>March 30</i>		
<b>Week 13</b>		
<i>April 4</i>	Discussion on Fund Raising Plan	
<i>April 6</i>	QUIZ	<b>QUIZ #3</b>
<b>Week 14</b>		
<i>April 11</i>	Group presentations I	
<i>April 13</i>	Group presentations II	<b>Assignment 5 DUE</b>
<b>Week 15</b>		
<i>April 18</i>	Group presentations III & course debrief	<b>Group FR Plans DUE</b>

#### **Key Dates**

*Assignment #1: January 26*  
*Quiz #1: February 9*  
*Assignment #2: February 16*  
*Quiz #2: March 2*  
*Assignment #3: March 16*

*Assignment #4: March 30*  
*Quiz #3: April 6*  
*Group presentations: April 7, 14, 16 & 21*  
*Assignment #5: April 13*  
*\*Group FR plans are due on April 18*

## GRADES

<b>Grading Scale:</b>	
<b>Letter Grade</b>	<b>Points</b>
A	950+
A-	900-949
B+	870-899
B	830-869
B-	800-829
C+	770-799
C	730-769
C-	700-729
D+	670-699
D	630-669
D-	600-629
E	<600

<b>Course Assignments:</b> Grades will be based on the following:	
5 Brief Group Assignments	375 points
Two Quizzes	250 points
Group Case Study	100 points
Group Project	225 points
<u>Attendance &amp; class participation</u>	<u>50 points</u>
<b>TOTAL</b>	<b>1000 points</b>
<i>Extra Credits</i>	<i>about 25 points</i>

**Five Brief Group-Assignments (375 points):** All assignments for the course are done by student groups (5 students per group, self-assigned). Student groups will be required to complete five brief assignments designed to increase understanding of fund raising strategies practiced by nonprofit organizations. Specific instructions for each assignment will be provided during the semester. These five assignments are:

**Assignment 1: Summary Report on Perceptions of Nonprofit Fund Raising (75 points):**

Student groups will interview five individuals about their perceptions of how nonprofits engage in fund raising and what fund raisers do.

**Assignment 2: Fund Raising Case Statement (75 points)** Groups will develop a case statement that forms the foundation of fund raising efforts of the nonprofit chosen for the course project. This statement makes the case for support and persuades potential donors to contribute to the nonprofit.

**Assignment 3: Donor Research File (75 points):** Groups will develop a donor research file, identifying five potential donors for the chosen nonprofit's programs/projects.

**Assignment 4: Report on five grant-making Foundations (75 points):** Groups will do some research to identify foundations (local, national or international) that can provide potential funding for the chosen nonprofit.

**Assignment 5: Report on a Survey of a Professional Fund Raiser (75 points):** Each group member will conduct an interview with a professional fund raiser or a person designated as a fund raiser within a nonprofit, and write a report on her/his fund raising strategies, experience, and recommendations. .

**Two Quizzes (250 points):** Three quizzes (halfway between a quiz and an exam) will be required, and will be based on specifically-defined readings and lectures. Each quiz will consist of

approximately 25 multiple choice questions. Each quiz will be worth 125 points. For the final grade, only two quiz with the highest scores will be considered (ie: one quiz with the lowest score will be dropped).

**Group Case Study on Nonprofit Fund Raising (100 points):** Student groups will be required to complete a case study on nonprofit fund raising. Each group will choose any one existing nonprofit organization (this cannot be the nonprofit the group chooses for final course project), conduct research about the organization's revenue, fund raising history, current fund raising strategies, and develop a written case study report (no more than 5 pages, double spaced). Each group will make an in-class presentation of its nonprofit fund raising case study on the pre-assigned schedule. It will be a 20 minutes presentation using PowerPoint slides. The written report will be worth 50 points and the in-class presentation will be worth 50 points. An internal peer review process will be used to encourage full participation of all team members. Each member of the group is required to complete group assessment forms for the two parts of her/his group case study. Further instructions will be provided.

**Group Course Project: Fund Raising Plan for a Nonprofit Organization (225 points):** Student groups will be required to complete a course project to develop a fund raising plan for an existing nonprofit organization. Each group will choose a local nonprofit organization and develop a fund raising plan for that organization, drawing-on various methods & strategies covered in the course. There will be two parts to this fund raising plan: i) the written plan - 125 points, and ii) presentation of the plan to the class - 100 points. It will be a 25 minutes presentation using PowerPoint slides. An internal peer review process will be used and each member of the group is required to complete group assessment forms for the two parts of her/his group project. Further instructions will be provided.

**Attendance & class participation (50 points):** Students are expected to complete assigned readings prior to the class and actively participate in class discussions, small group discussions and the group project. Students are required to sign the attendance sheet every class. Signing the attendance sheet for someone else may lead to a fail grade in the course. Each student will receive TWO unexcused absence during the semester. There will be penalty of 10 points for each additional absence in the class.

**Extra Credit Opportunities (up to 25 points):** Students will get opportunities for a total of up to 25 extra credit points throughout the semester. Extra credit points will be given for various activities, optional assignments, etc.

**Late Assignments:** All late assignments will be penalized 10% for each day late. This penalty starts the minute after the assignment was due. It is the student's responsibility to ensure that assignments are received by the instructor by the time described on each assignment. Only University-approved excuses will be accepted.

### **Classroom Policies and Procedures**

- **Communications:** *ALL emails to the instructor need to be sent via Canvas.* I will also make every effort to be available in person after every class session to address student issues and questions
- **Electronic Devices:** Make sure that all electronic devices (cell phones, ipods, gaming and other devices, etc.) are turned off during class and that outside reading materials (e.g., newspapers) are put away. If your electronic device or behavior becomes a nuisance to the

instructor or other students, you will be asked to leave the class. ***Open laptop computers are NOT allowed in the class. Any student who is seen texting or with an open laptop computer in the class will be asked to leave the class room.***

- **Respect:** Treat other students and the instructor with respect and expect to be treated with respect. During lecture and discussion, side conversations, inappropriate remarks, and other rude activities will not be tolerated..
- **Excused Absences:** Excused absences will include: sick days (documented by a medical practitioner), death of an immediate family member, conferences, or authorized UF travel. Submit authorized excused absences paperwork to the instructor.

## UF Policies

### Grades and Grade Points

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### Absences and Make-Up Work

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

### Academic Honesty

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: “*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*” You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: “*On my honor, I have neither given nor received unauthorized aid in doing this assignment.*”

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php>.

### Software Use:

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

## **Campus Helping Resources**

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- *University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, [www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)*
  - Counseling Services
  - Groups and Workshops
  - Outreach and Consultation
  - Self-Help Library
  - Training Programs
  - Community Provider Database
- *Career Resource Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/)*

## **Services for Students with Disabilities**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation

0001 Reid Hall, 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)