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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 video lectures, reading assignments, student discussion forums, and a course project designed to provide students a hands-on experience by developing the fund raising plan for an existing organization of their choice.

Course Goal: 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 profession
- Apply all the knowledge gained into completing a fund raising plan for a functioning nonprofit that incorporates key elements

1 The Instructor reserves the right to change any aspect of this syllabus and to make appropriate updates.
**Required Readings:** Students are required to buy and read the following two text books for this course:


In addition, few other required readings will be made available through e-learning. Class resources, announcements, updates, and assignments will also be made available through e-learning, so please check this site frequently: [http://lss.at.ufl.edu/](http://lss.at.ufl.edu/).

**GRADING**

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<td>A</td>
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**Course Assignments:** Grades will be based on the following:

- 5 Assignments: 450 points
- 5 Discussion Posts: 250 points
- Course Project: Fund Raising Plan: 300 points

**TOTAL:** 1000 points

1. **Five Assignments (450 points):** Students 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):** Students will interview three individuals about their perceptions of how nonprofits engage in fund raising and what fund raisers do.

**Assignment 2: Fund Raising Case Statement (100 points)** Students 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 (100 points): Students will develop a template for a donor research file, logically identifying three potential donors for the chosen nonprofit’s programs/projects.

Assignment 4: Report on three Grant Making Foundations (100 points): Students will conduct online research to identify three grant making foundations (local, national or international) that can provide potential grant funding for the chosen nonprofit.

Assignment 5: Report on Interview with a Professional Fund Raiser (75 points): Students 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 experience, strategies, and recommendations.

2. Five Discussion Forums (250 points): Students will post their completed assignments on the discussion board by Tuesday at 11:55pm EST of the assigned week, along with comments about their experience in completing the assignment. Each discussion forum corresponds with an assignment (5 discussion forums, 50 points each, 250 points total). Between Wednesday and Friday 11:55pm EST of that same week, students will review and comment on at least five other classmates’ assignment discussion posts. Specific information for the discussion forums are posted on the module pages and discussion tools.

3. Course Project: Fund Raising Plan for a Nonprofit Organization (300 points): Students will be required to complete a project to develop a fund raising plan for an existing nonprofit organization. Each student will choose a local nonprofit organization and develop a fund raising plan for that organization, drawing from various methods and strategies covered in the course. By the end of Module 3, each student is required to contact the chosen nonprofit, discuss the project with relevant officials, and submit a two-page organizational profile for the approval of the instructor.

There will be two parts to this fund raising plan project: 1) a PowerPoint presentation of the fund raising plan to be shared with fellow classmates (100 points) and 2) a final written fund raising plan (200 points). Specific information for the development plan are posted on the module pages and assignment tools.
COURSE POLICIES

Academic Integrity

Please review the University of Florida’s student honor code at the following website:
http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php

Copyright Information

Please also review the use of copyrighted materials available at the following website:
http://www.library.health.ufl.edu/services/copyright.htm

Make-up Exams or Other Course Work Policy

Exams and other projects must be taken at the scheduled times as per the syllabus. Students are expected to submit a written request to the instructor and secure permission for any deviation from the course schedule.

Accommodation Policy

Students requesting classroom accommodation must first register with the Dean of Student’s Office, 202 Peabody Hall, 352-392-1261. The DSO will provide documentation to the students who must then provide this documentation to the instructor.

Student Support Services

As a student in a distance learning course or program you have access to the same student support services that on campus students have. For course content questions contact your instructor. For any technical issues you encounter with your course please contact the UF computing Help Desk at 342-392-4357. For Help Desk hours visit: http://helpdesk.ufl.edu/. For a list of additional student support services links and information please visit: http://www.distance.ufl.edu/student-services

Special Accommodations

Students requesting disability-related academic accommodations must first register with the Disability Resource Center. http://www.dso.ufl.edu/drc/ The Disability Resource Center will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Complaints

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

U Matter We Care, www.umatter.ufl.edu/