

FYC 4410
FUND RAISING FOR NONPROFIT ORGANIZATIONS ¹
SPRING 2018

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

Class Location: MCCB #G108

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

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

¹ 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 book:

Tempel, E. R., Seiler, T.L., & Burlingame, D.F., (Eds.). (2016). *Achieving Excellence in Fund Raising* (4th ed.). Hoboken, NJ: John Wiley & Sons. ISBN 9781118853825. Also available as e-book.

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 the course Canvas page frequently.

COURSE SCHEDULE

Dates	Topics	Assignments/Due Dates
<i>January 5:</i> Introductions and Course Overview		
Week 1		
<i>January 9</i>	Nonprofit Sector in the USA Group formation	Handout
<i>January 11</i>	Group project instructions and group discussion	Project Group Sign-up DUE
Week 2		
<i>January 16</i>	Charity, Philanthropy and Fund Raising; Introduction to Fund Raising	Tempel et.al. Chs.1&2 Handout
<i>January 18</i>	Case study presentation; Group discussion on readings & project	Group 1
Week 3		
<i>January 23</i>	History and Principles of Fund Raising	Tempel 6&36 Profile of nonprofit chosen by groups DUE
<i>January 25</i>	Nonprofit field visit	Group Visit to Nonprofit
Week 4		
<i>January 30</i>	The Nonprofit Funding Base	Tempel 8,10&12 - 15 Giving USA 2016 Highlights
<i>February 1</i>	Case study presentation; Group discussion on readings & project	Group 2 Group case study DUE Assignment 1 DUE
Week 5		
<i>February 6</i>	Marketing and Fund Raising	Tempel 5,16&24
<i>February 8</i>	Case study presentation; Group discussion on readings & project	Group 3
Week 6		
<i>February 13</i>	The Fund Seeking Process	Tempel 4,7,21&22
<i>February 15</i>	QUIZ	QUIZ #1

Dates	Topics	Assignments/Due Dates
Week 7		
<i>February 20</i>	Essentials of Successful Fund Raising	Tempel 17 - 20
<i>February 22</i>	Case study presentation; Group discussion on readings & project	Group 4 Assignment 2 DUE
Week 8		
<i>February 27</i>	Methods of Effective Fund Raising	Tempel 26 – 28&30
<i>March 1</i>	Case study presentation; Group discussion on readings & project	Group 5
March 5 - 9 : SPRING BREAK		
Week 9		
<i>March 13</i>	Methods of Online Fund Raising	Tempel 29
<i>March 15</i>	QUIZ	QUIZ #2
Week 10		
<i>March 20</i>	Efficient Fund Raising Management	Tempel 23,25&37
<i>March 22</i>	Case study presentation; Group discussion on readings & project	Group 6 Assignment 3 DUE
Week 11		
<i>March 27</i>	Elements of Grant Writing	Tempel 9
<i>March 29</i>	Group discussion on project	Group project work
Week 12		
<i>April 3</i>	Laws, Ethics and Nonprofit Fund Raising	Tempel 31,34&35
<i>April 5</i>	Case study presentation; Group discussion on readings & project	Group 7 Assignment 4 DUE
Week 13		
<i>April 10</i>	Group work on Fund Raising Plan	
<i>April 12</i>	QUIZ	QUIZ #3
Week 14		
<i>April 17</i>	Group presentations I	Groups 1 – 4 Assignment 5 DUE
<i>April 19</i>	Group presentations II	Groups 5 & 6
Week 15		
<i>April 24</i>	Group presentations III & course debrief	Groups 7 & 8 Group FR Plans DUE

Key Dates

Assignment #1: February 1
Quiz #1: February 15
Assignment #2: February 22
Quiz #2: March 15
Assignment #3: March 22

Assignment #4: April 5
Quiz #3: April 12
Assignment #5: April 17
Group presentations: April 17, 19 7 24
**Group FR plans are due on April 24*

GRADES

Grading Scale:	
Letter Grade	Points
A	970+
A-	920-969
B+	890-919
B	850-889
B-	820-849
C+	790-819
C	750-789
C-	720-749
D+	690-719
D	650-689
D-	600-649
E	<600

Course Assignments: Grades will be based on the following:	
Discussions on Reading	75 points
5 Brief Group Assignments	375 points
Two Quizzes	200 points
Group Case Study	100 points
Group Project	200 points
<u>Attendance & class participation</u>	<u>50 points</u>
TOTAL	1000 points
<i>Extra Credits</i>	<i>about 25 points</i>

Discussions on assigned readings lead by groups (75 points): Students are expected to complete assigned readings and discuss key information from readings in class. Each group will lead discussion on assigned readings during designated class session. Discussions will be led by assigned groups, whose members will give an over view of the topic(s) covered in the readings (about 10 minutes) and initiate a discussion by asking a series of appropriate questions. Leading active discussion is worth 50 points and active participation in discussions accounts for 25 points.

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): EACH member in the group 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 (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 potential donors (one per each member in the group) for the chosen nonprofit's programs/projects.

Assignment 4: Report on five grant-making Foundations (75 points): EACH member in the group 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 (200 points): Three quizzes based on specifically-defined readings and lectures will be required. Each quiz will consist of approximately 25 multiple choice questions. Each quiz will be worth 100 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). Students are required to take ALL three quizzes.

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 (200 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 (50 points): 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 absense 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 & TA 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/*
 - 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/*

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/