

FYC 6424
FUND RAISING FOR COMMUNITY NONPROFIT ORGANIZATIONS ¹
SPRING 2018

Meeting Times: W-Periods 9-11 (4:05-7:05 pm)

Class Location: MCCA #2186

Instructor: Muthusami Kumaran, Ph.D.

Office: 3002-B McCarty Hall D

Phone #: 352-273-3524

Office Hrs: W 1:00 – 3:00 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 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/E-Learning: Students are required to buy and read the following two text books for this course:

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.

Weinstein, S. (2017). *The Complete Guide to Fundraising Management* (4th ed.). Hoboken, NJ: John Wiley & Sons, Inc. ISBN 978-1-119-28932-6

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	Reading Assignments/Due Dates
Session 1		
<i>January 10</i>	Syllabus & Course Overview; Nonprofit Sector in the USA	Handouts
Session 2		
<i>January 17</i>	Charity, Philanthropy and Fund Raising; Introduction to Fund Raising Discussion on the Almanac Brief and NCCS website	Tempel et.al. Chs.1&2 2012 Nonprofit Almanac Brief Case study & Theme Paper Class Presentations Sign-up DUE
Session 3		
<i>January 24</i>	History and Principles of Fund Raising	Tempel 6&36 Weinstein 1&2
Session 4		
<i>January 31</i>	The Nonprofit Funding Base	Tempel 8,10&12 - 15 Weinstein 6 Giving USA 2016 Highlights Assignment 1 DUE
Session 5		
<i>February 7</i>	Marketing and Fund Raising	Tempel 5,16&24
Session 6		
<i>February 14</i>	The Fund Seeking Process	Tempel 4,7,21&22 Weinstein 4 Fund Raising Case Study Report DUE

Dates	Topics	Reading Assignments/Due Dates
Session 7		
<i>February 21</i>	Essentials of Successful Fund Raising	Tempel - 9 Weinstein 8,13&14 Assignment 2 DUE
<i>February 28</i>	Essentials of Successful Fund Raising	Tempel 17 - 20 Weinstein 8,13&14
March 5 - 9 : SPRING BREAK		
Session 8		
<i>March 14</i>	Methods of Effective Fund Raising	Tempel 26 – 28&30 Weinstein 7,9&10 Assignment 3 DUE
Session 9		
<i>March 21</i>	Methods of Online Fund Raising	Tempel 29 Theme Paper DUE
Session 10		
<i>March 28</i>	Efficient Fund Raising Management	Tempel 23,25&37 Weinstein 3&5 Assignment 4 DUE
Session 11		
<i>April 4</i>	Elements of Grant Writing	Tempel 9 Weinstein12
Session 12		
<i>April 11</i>	Laws, Ethics and Nonprofit Fund Raising	Tempel 31,34&35 Assignment 5 DUE
Session 13		
<i>April 18</i>	Fund Raising Plan Presentations	
Session 14		
<i>April 25</i>	Fund Raising Plan Presentations & Course Debrief	FR Plans DUE

Key Dates

<p><i>Assignment 1: January 31</i> <i>Fund Raising Case Study: February 14</i> <i>Assignment 2: February 21</i> <i>Assignment 3: March 14</i> <i>Theme Paper: March 21</i> <i>Assignment 4: March 28</i></p>	<p><i>Assignment 5: April 11</i> <i>Case Study & Theme Paper Presentations: as assigned</i> <i>FR Plan Presentations: April 18 & 25</i> <i>*Written Fund Raising Plans due on April 25</i></p>
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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:

5 Brief assignments	375 points
Nonprofit fund raising case study	100 points
Theme paper & presentation	175 points
Fund Raising Plan & presentation	250 points
<u>Class Participation</u>	<u>100 points</u>
TOTAL	1000 points
<i>Extra Credits</i>	<i>about 30 points</i>

- 1. Five Brief Assignments (375 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 (75 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 (75 points): Students will select a nonprofit of their choice and develop a template for a donor research file, identifying potential donors for the chosen nonprofit's programs/projects.

Assignment 4: Report on three Foundations (75 points): Referring back to Assignment 2, students 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): Students will conduct a survey with a professional fund raiser or a person designated as a fund raiser within a nonprofit, and write a report on their fund raising strategies, experience, and recommendations.

- 2. Case Study on Nonprofit Fund Raising (100 points):** Students will be required to complete a case study on nonprofit fund raising. Each student will choose any one existing nonprofit organization (this can be the nonprofit chosen for the 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 student will make an in-class presentation of this 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. Further instructions will be provided.

3. **Theme paper and in-class presentation on an assigned topic (175 points):** Each student will choose one of the fund raising related topics proposed by the instructor, conduct research on the topic and write a theme paper. Based on the research and the theme paper, each student will also develop and make a PowerPoint presentation (30 minutes, similar to a 'guest lecture') to the class during assigned schedule. The theme paper will be worth 100 points and the PowerPoint presentation will be worth 75 points.
4. **Project on Fund Raising Plan for a nonprofit organization (250 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-on from various methods and strategies covered in the course. There will be two parts to this fund raising plan: (1) the written plan (150 points) and (2) PowerPoint presentation of the plan to the class (100 points). These presentations will be made during sessions 13 and 14 (April 18 & 25). Further instructions will be provided.
5. **Class participation (100 points):** Students are expected to complete assigned readings and assignments on time and actively participate during lectures, class discussions and small group discussions. Active class participation accounts for 100 points.

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/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.
- **Respect:** Treat the other students, guests, 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/