

Online FYC 6424: FUND RAISING FOR NONPROFIT ORGANIZATIONS ¹

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All communications & e-mail: via 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 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:

Shaker, G.G., Tempel, E.R., Nathan, S.K., & Stanczykiewicz, B., (Eds.). (2022). Achieving Excellence in Fund Raising (5th ed.). Hoboken, NJ: John Wiley & Sons. ISBN 9781119763758. Also available as e-Pub & e-PDF.

Weinstein, S., & Barden, P. (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 are posted on module pages. All announcements, updates, course resources, and assignments are posted on Canvas, so check the course Canvas page frequently throughout the semester.

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:

Profile of nonprofit	25 points
5 Assignments	450 points
5 Discussion Posts	225 points
Course Project: Fund Raising Plan	300 points
TOTAL	1000 points

1. Brief profile of the nonprofit organization chosen for course project (25 points):

Students will compete and submit a brief profile of the nonprofit organization they choose for the course project of developing a fund raising plan. Each student is required to contact the chosen nonprofit, discuss the project with relevant officials, and submit an organizational profile for the approval of the instructor.

2. Five Assignments (450 points):

Students will be required to complete five brief assignments designed to enhance understanding and knowledge on fund raising strategies practiced by nonprofit organizations. Specific instructions, rubrics, and samples for each assignment are provided in assignment pages. 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.

3. **Five Discussion Forums (225 points):** Students will post their completed assignments on the discussion board by Tuesday at 5:00 pm EST of the assigned week, along with comments about their experience in completing the assignment. Each discussion forum corresponds with an assignment. Between Tuesday and Friday 5:00 pm 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 discussion pages. Active participation in each of the five discussion forums is worth 45 points for a total of 225 points.
4. **Course Project: Fund Raising Plan for a Nonprofit Organization (300 points):** Students will be required to complete a course project to developing the fund raising plan for an existing nonprofit organization of their choice. 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.

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 instructions, rubric, samples, and additional resources for the development plan are posted on the assignment page.

COURSE POLICIES

The course adheres to University of Florida's Syllabus Policy which can be accessed at: <http://www.syllabus.ufl.edu/syllabus-policy>

Academic Integrity

Carefully review the University of Florida's student honor code at the following websites: the process at: <https://sccr.dso.ufl.edu/students/student-conduct-code/> and *The Orange Book* at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

Assignments and other Course Work Policy

Students are required to complete all readings, lectures, and assignments provided in the syllabus and course calendars. All written assignments and the course project must be submitted through Canvas on appropriate assignment pages, and are due by 5:00 pm on the dates indicated on the course calendar. There is a six-hour grace period (until 11:00 pm on the due dates) for assignment submissions. All assignment pages will close on the dot at 11:01 pm and students will not be able to submit assignments after that time. **Late assignment submissions, through any other means, will not be accepted.**

- The grace period of six hours (5:00 – 11 pm) is intended to accommodate for any technical difficulties while trying to submit your assignment. If you wait until close to 11:00 pm before attempting to submit your assignment for the first time and experience technical difficulties, you will not be granted additional time as a result. You should attempt to submit by the scheduled due time/date (5:00 pm) and use the grace period to resolve technical issues that may arise, if any. **Do not wait until 11:00 pm to submit assignments as the assignment pages will close sharp at 11:01 pm and assignments will not be accepted after that time, resulting in a zero (0) grade.**
- Extension for assignment submission will be granted ONLY for University of Florida's approved medical and other reasons, and students are required to submit a written request along with necessary documents (such as a doctor's note) to the instructor for approval at least 24 hours prior to the scheduled due date. That is, approval must be obtained via email by 5:00 p.m. the day before an assignment is due. Requirements for assignments and other course work are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.
- In the event of an unforeseen emergency (accident, sudden illness, etc.), contact the instructor as soon as possible to request extension to submit assignment. Be proactive and forthcoming. Failure to communicate with the instructor may result in a zero (0) grade.
- Once again, assignments not submitted by their due dates and times will not be accepted resulting in zero (0) grade for such assignments.

Accommodation Policy

Students requesting disability-related academic accommodations must first register with the UF Disability Resource Center (DRC) by visiting <https://disability.ufl.edu/students/get-started/>. The

DRC will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. It is important for students to discuss their accommodation needs with the instructor as early as possible in the semester.

Copyright Information

Review the use of copyrighted materials available at the following website:

<https://guides.uflib.ufl.edu/copyright/onlineteaching>

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 contact the UF computing Help Desk at 352-392-4357. For Help Desk hours visit: <http://helpdesk.ufl.edu/>.

Campus Helping Resources

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit counseling.ufl.edu/ or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu/.
- University Police Department: Visit police.ufl.edu/ or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services career.ufl.edu/.
- Library Support: cms.uflib.ufl.edu/ask various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392- 6420. General study skills and tutoring. teachingcenter.ufl.edu/
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. writing.ufl.edu/writing-studio/
- On-Line Students Complaints: distance.ufl.edu/student-complaint-process/