

FYC 6424
FUND RAISING FOR COMMUNITY NONPROFIT ORGANIZATIONS ¹
SPRING 2025

Meeting Times: W-Periods 8-10 (3:00-6:00 pm)

Class Location: FLI #0111

Instructor: Muthusami Kumaran, Ph.D.

Office: 3025-D McCarty Hall D

Phone #: 352-273-3524

Office Hours: Fridays 1:00 – 3:30 pm or by appointment

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 lectures, reading assignments, student presentations and a project designed to provide students a hands-on fund raising planning experience. The course is offered in a hybrid format with on-campus and online lectures.

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:

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 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 & Assignment Due Dates
Session 1		
<i>January 15</i>	Syllabus & Course Overview; Nonprofit Sector in the USA	Handouts Nonprofit Sector Almanac Brief
Session 2		
<i>January 22</i>	Charity, Philanthropy and Fund Raising; Introduction to Fund Raising	Shaker, et.al. Chs.1, 4 &6
Session 3		
<i>January 29</i>	History and Principles of Fund Raising	Shaker 5, 7 &8 Weinstein & Barden 1 &2 Profile of nonprofit chosen for Course Project DUE
Session 4		
<i>February 5</i>	The Nonprofit Funding Base	Shaker 26 – 29 & 31 Weinstein 6 Giving USA 2019 Highlights & 2021 Infograph Assignment 1 DUE
Session 5		
<i>February 12</i>	Marketing and Fund Raising	Shaker 16 &17
Session 6		
<i>February 19</i> Online	The Fund Seeking Process	Shaker 11 – 14 Weinstein 4 Fund Raising Case Study Report & PPT DUE

Dates	Topics	Reading & Assignment Due Dates
		FR Case Study class presentations I
Session 7		
<i>February 26</i>	Essentials of Successful Fund Raising	Shaker 22, 35 & 36 Weinstein 8, 13 & 14 FR Case Study class presentations II Assignment 2 DUE
Session 8		
<i>March 5</i> Online	Methods of Effective Fund Raising	Shaker 23, 25 & 34 Weinstein 7, 9 & 10
Session 9		
<i>March 12</i> Online	Methods of Online Fund Raising	Shaker 24 Weinstein 10 & 11 Assignment 3 DUE
<i>March 17 – 21: Spring Break – Enjoy a safe & relaxing Spring Break!</i>		
Session 10		
<i>March 26</i>	Efficient Fund Raising Management	Shaker 19 - 21 Weinstein 3, 5 & 16
Session 11		
<i>April 2</i>	Elements of Grant Writing	Shaker 38 & 39 Weinstein 12 Theme Paper & PPT DUE Theme Paper class presentations I
Session 12		
<i>April 9</i>	Laws, Ethics and Nonprofit Fund Raising	Shaker 2 & 3 Assignment 4 DUE Theme Paper class presentations II
Session 13		
<i>April 16</i> Online	Perspectives from Professional Fund Raiser	Assignment 5 DUE
Session 14		
<i>April 23</i>	Fund Raising Plan Presentations & Course Debrief	FR Plan class presentations FR Plans DUE

Key Dates

<i>Assignment 1: February 5</i> <i>FR Case Study Report: February 19</i> <i>Assignment 2: February 26</i> <i>Assignment 3: March 12</i> <i>Theme Paper: April 2</i> <i>Assignment 4: April 9</i>	<i>Assignment 5: April 16</i> <i>Case Study & Theme Paper Presentations: as assigned and posted on Canvas.</i> <i>FR Plan Presentations: April 23</i> <i>*Written Fund Raising Plans due on April 23</i>
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GRADES

Grading Scale:

Letter Grade	Points
A	960+
A-	920-959
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 instruction & rubric for each assignment are provided on Canvas and be discussed 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 develop a donor research file, identifying three potential donors for the chosen nonprofit's programs/projects.

Assignment 4: Report on three Foundations (75 points): Students will do some research to identify grant making 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 cannot 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.
- 3. Theme paper and in-class presentation on an assigned topic (175 points):** Each student will choose a nonprofit fund raising related topic/theme (approved by the instructor), conduct research on that topic and write a theme paper. Based on the research and the theme paper, each student will also develop and make a PowerPoint presentation (about 25 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 course project to develop a 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-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 the final session on April 24. Further instructions will be provided.
- 5. Class participation (100 points):** Students are expected to complete assigned readings and assignments in a timely manner and actively participate during lectures, class discussions and small group discussions. Each class session will have a group discussion on assigned readings. Discussions will be led by assigned student who 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 the discussion is worth 50 points and active class participation accounts for the final 50 points. The schedule for discussion leads will be posted.

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.

CLASSROOM POLICIES

Electronic Devices

Make sure that all electronic devices (smart phones, ipods, pagers, gaming devices, etc.) are turned off during class and that outside reading materials are put away. If your electronic device or behavior becomes disruptive, you will be asked to leave the class room. Open laptop computers are allowed in the class ONLY for notes taking and other course related purpose. Any student who is seen texting or with an open laptop computer for purposes unrelated to the course

will be asked to leave the class room.

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. See the details at:

http://www.syllabus.ufl.edu/media/syllabusufledu/syllabi_policy_7_28_2021.pdf

Respect

Treat your fellow classmates and the instructor with respect. During lecture and discussion, side conversations, inappropriate remarks, and other rude activities will not be tolerated.

Communications

If you have a routine question (such as grade, absence, etc.), contact the instructor via email within the Canvas platform, or meet with the instructor during office hours. ALL communications with the instructor need to be sent via Canvas (and not via @ufl.edu).

COURSE POLICIES

The course adheres to University of Florida's Syllabus Policy which can be accessed at:

<http://www.syllabus.ufl.edu/syllabus-policy>.

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 3:00 pm on the dates indicated on the course calendar. There is a eight-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 (3:00 – 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 (3:00 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.

Grades and Grade Points

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

Attendance 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/UGRD/academic-regulations/attendance-policies/>.

Online Course Evaluation Process

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals.

Guidance on how to give feedback in a professional and respectful manner is available at: <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at: <https://gatorevals.aa.ufl.edu/public-results/>.

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/process/student-conduct-honor-code>, and read The Student Honor and Conduct Codes in *The Orange Book* at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

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.

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.

Disability Resource Center: 0001 Reid Hall, 352-392-8565, <https://disability.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/
- Student Complaints On-Campus: sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/
- On-Line Students Complaints: distance.ufl.edu/student-complaint-process/