FYC 6424
FUND RAISING FOR COMMUNITY NONPROFIT ORGANIZATIONS ¹
SPRING 2019

Meeting Times: W-Periods 7 - 9 (1:55-4:55 pm)  
Class Location: FLI 0113

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 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 textbooks 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 the course Canvas page frequently.

COURSE SCHEDULE

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<tr>
<th>Dates</th>
<th>Topics</th>
<th>Reading &amp; Assignment Due Dates</th>
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<tbody>
<tr>
<td><strong>Session 1</strong></td>
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<tr>
<td>January 9</td>
<td>Syllabus &amp; Course Overview; Nonprofit Sector in the USA</td>
<td>Handouts</td>
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<td><strong>Session 2</strong></td>
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<td>January 16</td>
<td>Charity, Philanthropy and Fund Raising; Introduction to Fund Raising &amp; Discussion on 2015 Nonprofit Sector in Brief</td>
<td>Tempel et.al. Chs.1&amp;2 2015 Nonprofit Sector in Brief</td>
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<tr>
<td><strong>Session 3</strong></td>
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| January 23  | History and Principles of Fund Raising                   | Tempel 6&36  
Weinstein 1&2  
Profile of nonprofit chosen for Course Project DUE |
| **Session 4** |                                                          |                                                                  |
| January 30  | The Nonprofit Funding Base                               | Tempel 8,10&12 - 15  
Weinstein 6  
Giving USA 2017 Highlights  
Assignment 1 DUE |
| **Session 5** |                                                          |                                                                  |
| February 6  | Marketing and Fund Raising                               | Tempel 5,16&24                                                   |
| **Session 6** |                                                          |                                                                  |
| February 13 | The Fund Seeking Process                                 | Tempel 4,7,21&22   
Weinstein 4  
Fund Raising Case Study Report & PPT DUE |

Online
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<th>Dates</th>
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<tr>
<td><strong>Session 7</strong></td>
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| February 20 | Essentials of Successful Fund Raising       | Tempel 17 - 20
                                                      Weinstein 8,13&14
                                                      **Assignment 2 DUE**                                               |
|            |                                             |                                                                     |
| **Session 8**                                     |                                                                  |
| February 27 | Methods of Effective Fund Raising           | Tempel 26 – 28&30
                                                      Weinstein 7,9&10                                                  |
| **Online** |                                             |                                                                     |
| **March 4 - 8 : SPRING BREAK**                     |                                                                  |
| **Session 9**                                     |                                                                  |
| March 13   | Methods of Online Fund Raising              | Tempel 29
                                                      Weinstein 10&11
                                                      **Assignment 3 DUE**                                               |
| **Online** |                                             |                                                                     |
| **Session 10**                                    |                                                                  |
| March 20   | Efficient Fund Raising Management           | Tempel 23,25&37
                                                      Weinstein 3,5&16
                                                      **Theme Paper & PPT DUE**                                          |
| **Session 11**                                    |                                                                  |
| March 27   | Elements of Grant Writing                   | Tempel 9
                                                      Weinstein12                                                        |
| **Session 12**                                    |                                                                  |
| April 3    | Laws, Ethics and Nonprofit Fund Raising     | Tempel 31,34&35
                                                      **Assignment 4 DUE**                                               |
| **Online** |                                             |                                                                     |
| **Session 13**                                    |                                                                  |
| April 10   | Perspectives from Professional Fund Raiser  | **Assignment 5 DUE**                                               |
| **Online** |                                             |                                                                     |
| **Session 14**                                    |                                                                  |
| April 17   | Work on Fund Raising Plan                   |                                                                     |
| **Session 15**                                    |                                                                  |
| April 24   | Fund Raising Plan Presentations II          | **FR Plans DUE**                                                   |
|            | & Course Debrief                            |                                                                     |

**Key Dates**

- **Assignment 1: January 30**
- **FR Case Study Report: February 13**
- **Assignment 2: February 20**
- **Assignment 3: March 13**
- **Theme Paper: March 20**
- **Assignment 4: April 3**
- **Assignment 5: April 10**
- **Case Study & Theme Paper Presentations: as assigned**
- **FR Plan Presentations: April 24**
- **Written Fund Raising Plans due on April 24**
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 fundraisers 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 coursework 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 15 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 20 - 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 overview of the topic(s) covered in the readings (about 5 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.

**Late Assignments:** All late assignments will be penalized 20% for each (calendar) day late. This penalty starts right after the assignments are 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](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](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, review the process at: [https://sccr.dso.ufl.edu/students/student-conduct-code/](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/](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.

**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/](http://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/](http://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/](http://www.dso.ufl.edu/drc/)