INTRODUCTORY TOPICS IN MASS COMMUNICATION:
PHILANTHROPY AND FUNDRAISING COMMUNICATION
19:169:001 Fall 2011 (ALSO 217:169 / PHILANTHROPY STUDIES PRACTICUM)
T/Th 12:30 - 1:45 / 302 LC
Professor Ann Haugland
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Office hours: Mon 11-12, Tues 2-3:30, Wed 1:30-3 and by appointment

Contact guidelines: For basic questions about the class or assignments (due dates, etc.), please first check course schedules, assignment instructions, syllabus as distributed in class or posted on course ICON site. E-mail is good for simple questions that I can answer in a sentence or two. For more complicated questions or concerns, I’d like to talk with you; please see me after class, during office hours, or by appointment. If you miss class, please check with a classmate. Please note that I will communicate through your UIowa email address only.

OVERVIEW
Every year, approximately 1.5 million nonprofit organizations receive more than $3 billion from individuals, foundations, corporations to help people in need, advocate for causes, support research, arts and culture, enhance opportunities for public and/or their members. Our work this term is to learn about how nonprofit organizations communicate with their potential supporters and to practice writing some typical fundraising materials. We’ll use our time together to review basic information/discuss reading, explore fundraising communication, keep up with developments in the profession of fundraising, and learn from people working in the field. You will also—individually and in groups—do some analysis and planning for a nonprofit organization.

THE IOWA DOZEN / J-SCHOOL
We learn to ...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value ...
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.

TEXT

Readings posted on ICON or online.

Regular reading of professional publications such as The Chronicle of Philanthropy, The Nonprofit Times, Advancing Philanthropy and blogs.
ASSIGNMENTS/EVALUATION

Two exams 150
Writing fundraising materials 75 (choose three / 25 pts each: analysis of support, message analysis, direct response piece, grant letter)
Critique/analysis of fundraising materials of nonprofit org of your choice 50
Fundraising/communication plan for client nonprofit org (group) 50
Class discussion/current events reading 25
+ occasional bonus points for in-class work or other assignments/contributions to class

325 = A  315 = A-
304 = B+ 290 = B-
290 = B- 269 = C+
255 = C 245 = C-

ATTENDANCE / CLASSROOM POLICIES

I expect that you will attend class regularly and be an active participant in discussions and activities. You are responsible for all material, assignments, and schedule changes whether or not you attend class.

Please talk with me if class or an assignment conflicts with a religious observance.

This will be an informal and, I hope, friendly and enjoyable class. Please respect your classmates, the J-School, and me by following these guidelines:

• no cell phones (that means turned off, put away, no checking messages or texting—really!)
• no laptops
• no ipods
• no food unless you bring enough to share (water, coffee, soda ok—don’t leave cups, cans)

If you need to use our class period for doing work for another course, reading the DI, you should do so—but please don’t come to class.

Arriving late or leaving early may occasionally be unavoidable, but please don’t make it a habit. If you have an on-going conflict with this class, please resolve it or drop the class.

UNIVERSITY/CLAS POLICIES

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS Student Academic Handbook.

Electronic Communication University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Academic Fraud Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental
DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.

CLAS Final Examination Policies Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO (David Perlumutter, School of Journalism). Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Accommodations for Disabilities A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Understanding Sexual Harassment Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. (Operations Manual, Part IV, 16. See items e, h, and i.)
TENTATIVE SCHEDULE*

THE THIRD SECTOR: DEFINITIONS, BASICS, ISSUES

22/25 Aug  Overview of nonprofits, philanthropy, trends in giving
30 Aug / 1 Sept “
6/8 Sept  Fundraising as profession.
13 Sept (Tuesday)  Test one

FUNDRAISING BOOTCAMP: DONORS, GIFTS, STRATEGIES

15 September  Developing base of donors
20/22 Sept  Fundraising plan: types of support
27/29 Sept  Developing a case for support / messages
            Assignment due: analysis of support
4/6 Oct  Seeking small gifts from many: annual funds, direct response fundraising
            Assignment due: message analysis
11/13 Oct  Seeking major gifts, capital campaigns
            Assignment due: direct response piece
18/20 Oct  Seeking support from foundations, corporations
25/27 Oct  Thanks and stewardship
            Assignment due: grant letter
            Test two

COMMUNICATION FOR NONPROFITS / GROUP PROJECT

1/3 Nov  Public relations, marketing for nonprofits
8/10 Nov  Working with mass media; using social media
15/17 Nov  Communicating through events
22/24 Nov  Thanksgiving break
29 Nov / 1 Dec  Work days
            Assignment due: critique/analysis of fundraising materials
6 /8 Dec  Presentations/group plans due

* This is a rough outline of course topics; detailed schedules with reading and assignments will be posted on ICON; dates of tests/assignments may change.