OVERVIEW/COURSE OBJECTIVES

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 discuss reading, practice writing some fundraising pieces, keep up with developments in the profession of fundraising, and learn from people working in the field.

By the end of the term, students will

• understand the role of fundraising in the “third sector”
• know fundraising terms and concepts
• have experience planning and writing some typical fundraising materials (case for support, direct mail, letter of inquiry for grant, news release for fundraising event)
• be familiar with professional association and publications
• have experience working with a nonprofit organization in the community.

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.

TEXTS


Tom Ahern. *How to Write Fundraising Materials that Raise More Money*. Emerson and Church Publishers, 2007. (University Book Store and one copy on reserve in SJMC Resource Center)

*The Chronicle of Philanthropy* (student subscription / 13 weeks / info in class; one copy in SJMC Resource Center)

Readings posted on ICON or online.
ASSIGNMENTS/EVALUATION

Two exams 150
Fundraising writing assignments 100
  case for support/message plan
  direct mail piece
  letter of inquiry for grant
  news release for fundraising event
Diary / analysis of donor communication 50
Report/presentation to client (group) 50
In class work / discussion / participation 25

Total = 375 / final grade calculated as follows:
349 = A  262 = C-
337 = A-  251 = D+
326 = B+  236 = D
311 = B  225 = D-
300 = B-  < 225 = F
289 = C+
274 = C

EXAM AND ASSIGNMENT POLICIES

Exams must be taken as scheduled. If you have an unavoidable conflict, talk with me in advance.
In an emergency or illness, be in touch as soon as you can, in advance if possible.
Please submit your work as specified for each assignment—ICON or hard copy.
Late work is accepted only in cases of illness or other emergencies that you have discussed with me. Note: computer or printer problems do not count as emergencies; plan ahead; remember to back up your work.
Always always keep a copy of your assignments. We all do our best, but papers or electronically submitted material can go astray. You are responsible for providing a copy if necessary.

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 ipods
  • no food unless you bring enough to share (water, coffee, soda ok—don’t leave cups, cans)
  • laptops used only for class work (no shopping or Facebooking)
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.
Administrative Home
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 Academic Policies Handbook at http://clas.uiowa.edu/students/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, k.11).

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.

Academic Honesty
All CLAS students have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies
The final examination schedule for each class is announced around the fifth week of the semester by the Registrar. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the dates and times of each final exam, the complete schedule will be published on the Registrar's web site.

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

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 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. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.
**TENTATIVE SCHEDULE***

THE THIRD SECTOR: DEFINITIONS, BASICS, ISSUES

21 / 23 Aug  Overview of nonprofits, philanthropy, trends in giving, fundraising as a profession

28 / 30 Aug  “

4 / 6 Sept  Test one

REACHING DONORS: MESSAGES, STRATEGIES

11 / 13 Sept  Who gives and why

18 / 20 Sept  Making the case: message planning

25 / 27 Sept  Appealing to donors / emotion, stories, information (case due)

2 / 4 Oct  Direct response fundraising: small gifts from many

9 / 11 Oct  “
            (letter due)

16 / 18 Oct  Fundraising events + media relations

23 / 25 Oct  Talking with major donors
            (news release due)

30 Oct / 1 Nov  Seeking grants + stewardship (saying thanks)

6 / 8 Nov  Corporate giving / cause-related marketing +
           (grant letter due)

13 / 15 Nov  Social media fundraising + celebrities
            Test two

20 / 22 Nov  Tha nks giving b reak

RESEARCH / CRITIQUE / PLAN FOR CLIENT

27 / 29 Nov  TBA

3 / 5 Dec  “

Final exam period  “

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