FUNDRAISING AND PHILANTHROPY COMMUNICATION / FPC 3185
Fall 15 / Monday 4:30-7:15 / E236 AJB
Instructor: Ann Haugland
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Office hours: Mon 1-2:30, Tues 11-12, 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 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 many audiences--especially with potential supporters. We'll explore branding and message development and write some typical communication and fundraising pieces. You'll put your knowledge into action in a project for a small nonprofit organization of your choice. Finally, together, we'll help a Iowa City area nonprofit communicate its mission. We'll also spend time each week keeping up with developments in the nonprofit/fundraising field.

WHAT TO EXPECT IN CLASS
Consider this a workshop: each week we'll talk about an issue or task for nonprofit communicators and will practice developing a communication strategy or writing a typical piece. We're a small group; let's make the most of our time together each Monday. Please come prepared and ready to talk, to work.

COURSE OBJECTIVES
By the end of the term, students will
• understand why, how, and to whom nonprofit organizations communicate
• know strategic comm/public relations and fundraising terms and concepts
• have experience planning and writing some typical nonprofit comm and fundraising materials
• be familiar with professional association and publications
• have experience working with a nonprofit organization in the community.

THE IOWA DOZEN / SJMC (focus elements in ital)
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
Excerpts from texts, professional publications posted on ICON as PDFs or links
The Chronicle of Philanthropy (Resource Center and online) and other news outlets
ASSIGNMENTS / EVALUATION

Writing for a nonprofit / individual work 275
  Analysis of organization and mission (75)
  Key messages / branding plan (25)
  Presentation for community groups (75)
  Direct response fundraising (50)
  Thank you/stewardship (50)

Client project / group and individual work 100
  (components/details TBD)

Class prep assignments, in-class work, quizzes 75
  (points awarded most class sessions / must be present)

Final essay / analysis 100

Total = 550/ final grade calculated as below. (A+ grade not used.)

511 = A  
495= A- 
478 = B+  
456= B  
440 = B-  
423 = C+  
401 = C  
385 = C- 
368 = D+ 
346= D  
330 = D- 
< 330 = F

EXAM AND ASSIGNMENT POLICIES

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.

Please submit your work as specified for each assignment—ICON or hard copy.

In-class work, quizzes cannot be made up; class prep assignments must be turned in personally in class.

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.

Representing the work of someone else as your own or getting credit in two classes for the same work is academic dishonesty. While I encourage you to discuss assignments with others, I expect that anything you hand in is your own research, analysis, and writing. I expect that each person in a group has contributed equally and can provide a full description of his or her effort. Work for this class must be original—not revised versions of research or writing you have done or are doing for another class. Please talk with me if you have questions or want to discuss specific situations.

ATTENDANCE

We meet only once a week. If you aren't in class, you will lose class prep/participation points and--more important- you'll miss information, discussion, practice and won't be prepared for the work assigned. I expect you to make your best effort to get here each week and come ready to be an active participant. You are responsible for all material, assignments, and schedule changes whether or not you attend class.

I will record attendance; I won't distinguish between excused/unexcused absences. Only you know if you have a good reason--your responsibility to make good decisions. If you wish, you can tell me why you are not in class --and I always hope you are OK--but it's not required. When you are working in a group, you absolutely should let other members know.

Missing four classes (more than 25% of our meetings) for any reason is grounds for failure. Missing a substantial part of class (for example, leaving early) will count as an absence. If you have other obligations on Mondays 4:30-7:15, please resolve them or drop the class. Please don't ask for my permission to miss class or ask that your absence be excused.

If you have a serious illness or problem that interferes with your work during the term, please talk with me--sooner rather than later--so that we can figure out how to handle it.

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

Studies show that students who use laptops in class get worse grades than those who don’t. As terrific as it can be for many many things, a laptop or tablet is a distraction and a physical and psychological barrier between you and the rest of us. You are less likely to talk, less likely to pay attention to discussion, and less likely to remember what we do. I discourage students from using laptops or tablets during class and may sometimes ask they be closed.

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, out of sight, in your bag-- no checking messages or texting during discussion or work time)
• no food (unless it's a class treat!); no sticky drinks

Please give me a break- laugh at my occasional jokes. (At least smile and look puzzled.) Or offer one of your own.

FROM CLAS

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 of topics and major assignments

(changes possible; detailed schedule of readings and assignments posted on ICON)

24 August Intro to class, nonprofit basics
31 August Audiences for nonprofits: public relations/marketing/fundraising/advocacy
7 September Labor Day / class does not meet / a class prep online assignment due
14 September Branding and message development / Analysis of organization and mission due
21 September "Tell us what you do:" short, sweet presentations / Key messages assignment due
28 September Working with the media
5 October Review of fundraising / giving basics / Presentation assignment due
12 October Communicating with donors: what motivates giving?
19 October Direct response: fundraising: letters, ads, phone calls
26 October Stewardship: thanking donors and reporting results / Direct response assignment due
2 November Project work /Stewardship assignment due
9 November continued
16 November continued
23 November Thanksgiving break / class does not meet
30 November continued
7 December continued
Final exam period / final essays due