Philanthropy Communication in a Digital World (FPC:3633/JMC:3633)
Spring 2018

Class meets Tuesday and Thursday, 9:30 – 10:45am
Adler Journalism Building (AJB): Room W236
https://clas.uiowa.edu/sjmc/philanthropy-certificate

Instructor: Jenifer Vick, jenifer-vick@uiowa.edu
Office Hours: Tuesday & Thursday 10:45am - 12:15pm or by appointment in E322 AJB
SJMC DEO: David Ryfe, david-ryfe@uiowa.edu E305B AJB

Course Overview
The world of philanthropy and nonprofit work has changed rapidly – and continues to change – with and in response to developments in digital communication. Campaigns and fundraisers on social networking sites provide one example of how nonprofits operate in a digital environment. This class provides an overview of trends in the areas of nonprofit work and teaches practical skills to help you communicate, create, and disseminate messages using multiple digital tools and social media. You will learn to analyze communication/media strategies as well as produce media in this hands-on course.

Philanthropy Communication in a Digital World – a 3-credit course – meets twice a week. This class involves digital media and media production software to produce relevant content to fundraising and nonprofit organizations. We will work with local nonprofit organizations throughout the semester to develop and produce content related to their mission and goals.

Course Objectives

- Critically analyze fundraising and philanthropy communication strategies to better understand the field
- Learn to develop communication and media materials for fundraising, philanthropy, and other nonprofit work
- Create media messages and materials using digital and social media tools

This course fulfills one of the core courses for the Fundraising & Philanthropy Communication Certificate. For more information about the certificate, view the Fundraising & Philanthropy Communication page.

SJMC Goal and Learning Objective
The SJMC takes student learning outcomes seriously. Students may find its assessment plan here: https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan. This course contributes to learning outcome #3, Writing and Storytelling. In particular, this course reinforces learning objective #2: Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.
Readings and Required Texts.
Although this course does not use a required text (readings and resources are posted on ICON), you are required to have the following:

- Your group will need to purchase one USB Flash Drive to save all of your materials and provide the Flash Drive to the client at the time of the final presentation. The cost can be shared between the group.

- You will be required to print drafts and final (Black & White and Color) copies of your created materials at your own expense. Please keep an adequate amount of credit in your print account.

Grading per assignment:
100 points  Participation  
100 points  Communications Audit (2 team members)  
100 points  Social Media Content Calendar (2 team members)  
100 points  Case for Support (1 team member)  
50 points  Blog Posts (5 at 10 points each)  
50 points  Nonprofit Social Media Comparison Assignment  
100 points  Tools/Platforms Presentation  
300 points  Client Materials (personalized)  
100 points  Final Client Presentation  
**1000 Points**

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Extra Credit
Extra credit can be earned by attending fundraising events and submitting a brief report (400 words minimum/5 points). I will make you aware of some special events that take place, but you are also encouraged to find events to attend on your own. **If you become aware of an event you would like to attend, you will need to get prior approval from me to confirm that it is a qualified event for extra credit.** Following your attendance at the event, you will need to submit a report that includes: Who put the event on, the purpose of the event, where was it held, when was it held, and three
observations you made while at the event. These observations can be something we have discussed in class, you thought were especially effective, you thought needed improvement or other observations related to fundraising best practices.

**Experiential**
I have reached out to the nonprofit community throughout the Corridor (Iowa City and Cedar Rapids) and several organizations are interested in serving as a client to students during this semester. Each has filled out a Prospective Client Information Form. We will review these documents within the first couple weeks of the semester and determine who will be working with each of the chosen clients. I will invite key personnel/volunteers from the organization to meet with your team (of 5 students) so you can understand the current state of their fundraising materials and develop an outline listing the materials you will produce for them, above the standard materials. All teams will produce the following materials for their client: communication audit, case for support, and social media content calendar.

**Lecture and In-class editing**
I will present detailed instruction, including best practices for each of the materials you will be producing for your client, prior to you beginning. You will be expected to complete materials outside of class time, but there will be some class time provided to work on materials so you can easily access my direct feedback leading up to the due date.

**Assignments are outlined below. Due dates and details can be found in ICON.**
You can access links to readings on the Class Schedule and Assigned Readings in ICON under **Modules**.

**Communications Audit:** Each team will conduct a communications audit for their client.

**Case Statement:** Each team will design a Case for Support to be used as a fundraising tool for a program for your client.

**Social Media Content Calendar:** Each team will develop a Social Media Content Calendar.

**Blog Posts:** Students will learn how to craft an effective blog and then demonstrate their learning by writing five (5) fundraising/philanthropy/nonprofit related blog posts during the course. Some appropriate publications and websites to follow to collect content for your blogs include The Chronicle of Philanthropy, Philanthropy News Digest, Nonprofit Quarterly, Philanthropy Journal News, Case Studies from Network for Good, Movie Mondays for Fundraisers, Nonprofit Tech for Good, Society for Nonprofits, Community Organizer 2.0, and allisonfine.com. Some of these have daily or weekly new briefs to which you might consider subscribing. If you find others, please let me know and we can evaluate their value in following as well.

**Nonprofit Social Media Comparison:** Each student will choose two nonprofit organizations – one local/regional and one national – so they can compare and contrast their websites and use of digital communication strategies and tactics.

**Tools/Platforms Presentation (Team of 2):** In pairs, you will conduct in-depth research of a tool or platform utilize by nonprofits and prepare a 4-6 minute presentation to the class that describes the platform’s features, “how to” use, and benefits and challenges of using the resource.
Personalized Client Materials: Each student will develop their own additional materials for their client. Examples include video, infographic, website recommendations, e-newsletter, etc.

Final Presentation (DUE: TBD week of May 7-11): During finals week, (and leading up to the end of the semester) each team will present their materials to their client.

Equipment
Equipment used in this class is available for checkout in the equipment room located on the first floor of the Becker Communications building. We have access to audio recorders, cameras, and other accessories.

This is valuable, expensive equipment, and you are responsible for maintaining it when you check it out.

YOU MUST HAVE A VALID UNIVERSITY OF IOWA STUDENT I.D. CARD TO CHECKOUT

2. Pick up reservations between 1:00pm–4:00pm every afternoon. If you reserve more than 5 items, allow an hour before picking them up.

3. Reservations not picked up by 4:00pm will be cancelled and the equipment may be checked out to other students.

4. Students without a reservation may checkout up to 5 items of available equipment between 4:00pm–4:30pm.

5. All items are due back before 12:00pm on the due date. Equipment is due in 2 days, with the exception of weekends, when items are due back on the following Monday.

6. There will be a fine for equipment returned late, accruing at $10 per day for Cinema students, and $15 for Journalism students. Prevent late fees by contacting checkout staff BEFORE equipment is due.

7. You may get one extension on checked out items if available.

8. CHECK THROUGH THE EQUIPMENT BEFORE SIGNING CONTRACT!!!
It is YOUR responsibility to make sure that everything listed on the contract is included and in working order before signing the contract. Anything found missing or damaged upon return will be charged to your U-Bill, including applicable insurance deductibles.

9. Please reserve only the equipment that you plan on actually using.

10. If you are unable to pick up your reserved equipment, cancel the order and make one for another day.

11. Please reserve the same equipment number for all items when possible: Camera #1, Tripod #1, H4n #1, etc.

12. In the event equipment is stolen or damaged, you must obtain a police report, if possible, in order for the University to pursue an insurance claim.

13. Only one camera per student without written consent from instructor.

14. DO NOT TAKE EQUIPMENT OUT OF THE UNITED STATES WITHOUT DEPARTMENTAL APPROVAL.
15. Any use of University of Iowa equipment for purposes other than those relating directly to coursework is strictly prohibited. Students in violation of this policy will permanently lose access to Production Unit equipment. Any abuse of the equipment and/or system will be dealt with on a case-by-case basis.

With questions contact Tim Looney at 319-335-0587 or timothy-looney@uiowa.edu

Course Policies

Attendance
I will keep a record of your attendance and expect you to be here every day. Absences are excused for internships, job interviews, University-related activities, and religious observances. Be sure to let me know ahead of time if a class meeting conflicts with any such commitments, and please provide documentation if/when necessary. Absences due to illnesses are excused only with a doctor’s note. Let me know in advance when you can, but please note that unexcused absences, for whatever reason, will factor into your final grade as outlined below. Unexcused absences will impact the contribution portion of your grade.

If you find that a serious health or other problem is affecting your work, please discuss it with me ASAP. If you wait until the end of the semester to reach out, I can’t help you make other arrangements. In addition, be sure to let me know right away if you have a conflict with the scheduled exam times.

If you miss class, you are still responsible for any schedule changes announced. Check ICON and be in touch with a classmate to find out what went on in your absence.

- Three unexcused absences will lower your final grade the next step down (e.g., B+ to B)
- Four or more unexcused absences will lower your final grade a full letter grade (e.g., B+ to C+)
- **Five or more unexcused absences is grounds for failure**

Participation
Your participation grade depends on your ability to perform during class discussions. Are you prepared? Do you ask good questions? Can you answer questions I raise during class? Do you listen carefully and respond to comments made by other students in class? If the answer to ALL of these questions is “yes,” you will earn 100 participation points. If the answer to MOST of them is “yes,” you will earn 80 participation points. If the answer to SOME of them is “yes,” you will earn 70 participation points. If the answer to FEW, IF ANY, of them is “yes,” you will earn 50 participation points.

Unless needed for a specific exercise, cell phone and laptop usage are not allowed in my classes because they do not contribute to student learning. **IF you insist on taking lecture notes using your laptop, you will be asked to tell me that at the beginning of the semester and also show me your notes following class.**

Assignments
Students must submit all written work in Microsoft Word (unless otherwise indicated) via the class ICON site (unless otherwise noted). My grading assumes that you produce professional, high-quality work, free of spelling and grammatical errors. Please proof your work carefully. Assignments must be
turned in on time unless you make prior arrangements. Late work will lose one letter grade for each day it is late. We will discuss what version the final materials should be in for our clients.

Workload
The UI College of Liberal Arts guidelines state that each semester hour of class time should entail around two hours per week of outside homework and class preparation for the average student. For example, in our 3-semester hour course, students should expect (on average) 6 additional hours of outside work per week.

Professionalism
Professionalism is key in fundraising and nonprofit communication. Students are expected to behave in a professional manner in the classroom and when representing the class in any way. This includes using proper email etiquette, arriving on time, being respectful and attentive, and more. I reserve the right to lower your final grade by up to 5 percent for each instance of unprofessional behavior. Examples of unprofessional behavior include lack of engagement with guest presenters, showing up for special events and tours in sweatpants, arriving late or leaving class early without good cause, talking or using your electronics during class discussions, etc.

The College of Liberal Arts and Sciences: Important Policies and Procedures
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 https://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.

Accommodations for Disabilities
The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor’s office to make arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See https://sds.studentlife.uiowa.edu/ for information.
Nondiscrimination in the Classroom
The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals based on race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity, diversity@uiowa.edu, or visit diversity.uiowa.edu.

Academic Honesty
All CLAS students or students taking classes offered by CLAS 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 by the Registrar generally by the fifth week of classes. 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 date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

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 Office of the Sexual Misconduct Response Coordinator 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.