Fundraising Fundamentals (FPC:3100/JMC:3101)
Fall 2017

Class meets Tuesday and Thursday, 9:30 – 10:45
Adler Journalism Building (AJB): Room E220
https://clas.uiowa.edu/sjmc/philanthropy-certificate

Instructor: Jenifer Vick, jenifer-vick@uiowa.edu
Office Hours: Tuesday 11:00am - 2:00pm and by appointment in E322 AJB
SJMC DEO: David Ryfe, david-ryfe@uiowa.edu E305B AJB

Course Overview
Nearly all nonprofit organizations rely on raised funds to survive and thrive. As such, everyone who works at a successful nonprofit organization needs to understand and embrace the basic concepts of fundraising. This class will explore the basic fundraising techniques that nonprofits typically use: donor research, annual fund campaigns (phone, mail, email), capital campaigns, events, cause-related marketing, grants, planned giving, and donor stewardship. In the end, students will understand when and how to use different fundraising strategies to meet an organization’s goals.

This course fulfills one of the core courses for the Fundraising & Philanthropy Communication Certificate (Links to an external site.)

Course Objectives
- Understand the role of fundraising in nonprofit organizations and society as a whole
- Learn the major fundraising methods (e.g., broad-based solicitations, major donor campaigns, special events, grants) and the benefits, drawbacks, and appropriate audiences of each
- Critically analyze fundraising messages to assess their appropriateness for the intended audience and goals
- Develop strategic fundraising plan that leverages the organization’s strengths to meet its fundraising goals
- Practices making asks in different fundraising contexts

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.
This course does not use a required text. Readings and resources are posted on ICON.
Grading per assignment:
100 points Attendance
100 points Participation
100 points Analysis of Profession (Paper)
50 points Analysis of the Profession (Presentation)
100 points Personal Ask
100 points Reading Responses (10 points each)
50 points Donor Database exercises (25 points each)
25 points Speaker Preparations (5 points each)
50 points UI Foundation Tour
25 points Quiz
100 points Midterm Exam
200 points Final Exam
1000 points

Final Grade Points
A.........................950 – 1000
A-.......................900 – 949
B+......................890 – 899
B.........................810 – 889
B-.......................800 – 809
C+......................790 – 799
C.........................710 – 789
C-.......................700 – 709
D+......................690 – 699
D.........................610 – 679
D-.......................600 – 609
F.........................0 – 599

Extra Credit
Extra credit can be earned by attending fundraising events and submitting a brief report. The report has to be 400 words minimum and is worth up to 5 points. A maximum of 20 points can be earned through extra credit for the semester. 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 it was held, when it was 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.

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.

In-class Projects: You will complete the class presentation of your Analysis of the Profession and your Personal Ask assignment in class. Only in exceptional circumstances can you make up these assignments. Contact me in advance if an emergency arises. Otherwise, plan your schedule accordingly to assure you can attend class on these days.
Analysis of the Profession (Paper) Each student will interview a fundraising professional as broadly defined to include individuals who specialize in a particular aspect of fundraising (annual fund, major gifts, special events, grant writing) or those who raise money as part of a larger job (executive director, development director, director of marketing or communication). The interview should cover questions regarding the person’s education and preparation for their job, their job roles and tasks, necessary skills and anything they wish they knew when they started in the profession.

Analysis of the Profession (In Class Presentation) Using the contents of your paper, you will give a 5-7 minute presentation of what you learned from interviewing your fundraising professional. You should conduct this presentation utilizing PowerPoint.

Personal Ask: We will invite major gift and fundraising professionals to class and you will ask them to make a gift to a nonprofit organization in a mock scenario.

Speaker Preparation: You will submit a 3-paragraph bio and 3 questions for each guest speaker by the start of the class period before their visit via ICON.

UI Foundation Tour: You will write a two-page reflection paper in response to touring the UI Foundation. Use this as a guide/resource for a successful paper http://www.wikihow.com/Write-a-Reflection-Paper (Links to an external site.)Links to an external site.

Reading Responses: You will earn a total of 10 points per reading response. The responses should be no less than 300 words and have to be uploaded in ICON by the beginning of the class in which the reading is due. Please make sure the title of the reading is listed at the beginning of your response. To access all 100 points available, you will need to choose 10 readings to respond to throughout the semester but cannot submit more than one reading response per class period. In other words, don’t want until the last week or two of the semester to complete your reading responses. They won’t be accepted. You should not just restate what the reading included. Please write a thoughtful response that includes why you agree or disagree with particular points of the article. Have you had any experiences in other classes or volunteering for nonprofit events that you can connect to the reading? You are encouraged to include questions in your response that you would like me to answer in class. Here are some examples of Reading Responses that earned all 10 points.

Quizzes: The quizzes will test knowledge of fundraising theory and practice as presented in assigned readings and class discussions.

Midterm and Final Exams: The Midterm and Final Exams will test knowledge of fundraising theory and practice as presented in assigned readings and class discussions. We will discuss the specifics of the exam’s format prior to the test date.

A Word about the Date and Time of the Final Exam: The final examination date and time will be announced by the Registrar generally by the fifth week of classes. I will announce the final examination date and time for this course at the course ICON site once it is known. Do not plan your end of the semester travel plans until the final exam schedule is made public. It is your responsibility to know the date, time, and place of the final exam.
Course Policies

Attendance
I aim to make each meeting essential and meaningful, so please plan to attend every session or risk missing out on something important. You cannot be successful in this class if you are not consistently present and prepared. Out of respect for your classmates and our schedule, please also arrive on time and stay for the entire class period. Failing to do so will impact your grade.

Students who must miss class are accountable for all material presented and assignments that are given during their absence. It is your responsibility to communicate with your classmates to see what you need to know for the next session and to turn in any work that was due during the missed class period prior to the next meeting. In-class work may not be made up.

I will take attendance every day in this class. I will circulate an attendance sheet at the beginning of class. It is your responsibility to sign this sheet. If you have 0-1 unexcused absences, you will earn 100 attendance points. If you have 2 unexcused absences, you will earn 80 attendance points. If you have 3 unexcused absences, you will earn 70 attendance points. If you have 4 unexcused absences, you will earn 50 attendance points. If you have 5 or more unexcused absences, you will earn 0 attendance points. An unexcused absence is any absence where I'm not emailed prior to class.

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.

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.

Rubrics
A rubric will be available for each major assignment. It can be found on ICON with the assignment details.

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](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, k.11*).

**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 particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See [https://sds.studentlife.uiowa.edu/](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 on the basis of 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.