Fundraising Fundamentals (FPC:3100:OEXW)  
Spring 2019

Instructor: Jenifer Vick, jenifer-vick@uiowa.edu  
Office: Adler E322  
Office Hours: Monday 10:45am – 1:45pm or by appointment

Class Meeting Times
All course materials and lectures are available via ICON. Students are responsible for viewing lectures and completing assignments by the due dates. to be prepared for exams.

Course Site
To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password. http://icon.uiowa.edu/index.shtml

Academic Course Home
School of Journalism & Mass Communication UI College of Liberal Arts and Sciences  
SJMC, DEO: David Ryfe, david-ryfe@uiowa.edu E305 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 materials that to meet 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
No text book is required for this course. Readings and resources are posted on ICON.

Grading:
Written Work (15%): Written work will consist of 50 points

Developing Materials (35%): You will develop a variety of fundraising materials utilizing the factitious nonprofit House to Home.

Presentations (10): You will have two presentations – one in response to your analysis of the profession and the other asking someone for a major gift.

Discussion Forums (15%): There will be periodical discussions in response to videos and readings. A thoughtful discussion post should be approximately 200 words in length. You should also have responded to at least two other posts to get full credit.

Quizzes (25%): You will learn the principles and best practices of nonprofit fundraising and be quizzed on your knowledge throughout the semester.

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<th>Points</th>
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<td>Written Work</td>
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<td>Developing Materials</td>
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<td>Presentations</td>
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<td>Discussion Forums</td>
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Final course grades will be assigned as follows:

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<tr>
<td>A+</td>
<td>B+</td>
<td>C+ 77-79</td>
<td>D+ 67-69</td>
<td>F ≤ 60</td>
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<tr>
<td>A</td>
<td>B</td>
<td>C 73-76</td>
<td>D 63-66</td>
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<td>A-</td>
<td>B-</td>
<td>C- 70-72</td>
<td>D- 60-62</td>
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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 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.
The College of Liberal Arts and Sciences: Important Policies and Procedures

Administrative Home
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college ([https://clas.uiowa.edu/students/handbook](https://clas.uiowa.edu/students/handbook)).

Electronic Communication
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI ([Operations Manual, III.15.2](#)).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor ([https://sds.studentlife.uiowa.edu/](https://sds.studentlife.uiowa.edu/)).

Nondiscrimination in the Classroom
UI 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 at diversity@uiowa.edu or diversity.uiowa.edu.

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

CLAS Final Examination Policies
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. ([https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies](https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies).)

Making a Complaint
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS ([https://clas.uiowa.edu/students/handbook/student-rights-responsibilities](https://clas.uiowa.edu/students/handbook/student-rights-responsibilities)).

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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see [https://osmrc.uiowa.edu/](https://osmrc.uiowa.edu/).