Fundraising Fundamentals (FPC:3100/JMC:3101)
Fall 2018

Class meets Tuesday and Thursday, 11:00am – 12:15pm
English-Philosophy Building (EPB): Room 104
https://clas.uiowa.edu/sjmc/philanthropy-certificate

Instructor: Jenifer Vick, jenifer-vick@uiowa.edu
Office Hours: Tuesday & Thursday 12:30pm – 2:00pm or 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 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.
Although this course does not use a required text (readings and resources are posted on ICON), you are required to have the following:

- 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:

50 points  Analysis of Profession PAPER
25 points  Analysis of the Profession PRESENTATION
50 points  Major Gift Ask Outline/Narrative
25 points  Mock Ask Evaluation
125 points Guest Lecturer Assignments and Attendance (5 at 25 points each)
25 points  UICA Fieldtrip Research
50 points  UICA Fieldtrip Reflection Paper
50 points  NPD and Phil Lecture
120 points Reading Responses (12 at 10 points each)
180 points Fundraising Assignments (solicitation letter, acknowledgment letter, etc.) (25 each)
200 points Midterm and Final Exams
100 points  Participation

1000 points

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

Grading Philosophy
Similar to the working world, not only are your projects and materials evaluated based on best practices, but also as they are compared to your peers. Not everyone does “A” level work. Keeping the lines of communications open with me, will benefit you and increase the likelihood that you will get the best grade possible.

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.
Assignments are outlined below. Due dates and details can be found in ICON. Go to Course Calendar under Modules to see the schedule of class activities. Go to Assignments to view detailed instructions for all assignments.

Analysis of the Profession PAPER: Each student will interview (in-person or over the phone. NO EMAIL INTERVIEWS) a fundraising professional as broadly defined to include individuals who specialize in an 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 PRESENTATION: Using the contents of your paper, you will give a 3-5-minute PowerPoint presentation of what you learned from interviewing your fundraising professional.

Major Gift Ask Outline/Narrative: You will write out your personal ask using best practices learned in class. You will use this paper to practice your mock ask with the volunteer professional. You should memorize the components of the ask and all necessary details. You are not allowed to read from your paper when participating in the mock ask.

Mock Ask Evaluation: 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.

Guest Speaker Assignments & Attendance: Each guest lecturer will provide an assignment for you to complete prior to them visiting the classroom. You will earn points on their assignment and elevated attendance points the day they are in class.

UI Center for Advancement (UICA) Fieldtrip RESEARCH: Prior to attending the UICA fieldtrip, you will complete the questionnaire provided for this assignment. In addition to answering questions about UICA, you will research one other Big10 University of your choosing to compare to your findings on UICA.

UICA Fieldtrip Reflection PAPER: You will write a two-page reflection paper in response to attending the professional panel event at the University of Iowa Center for Advancement. Use this as a guide/resource for a successful paper http://www.wikihow.com/Write-a-Reflection-Paper.

Solicitation and Acknowledgement letters and other fundraising materials: Using the factious organization, House to Home you will write a solicitation letter, an acknowledgement letter, etc.

Reading Responses: For each topic reading, you will need to complete the accompanying document that asks you a series of questions. To earn the full 10 points available for each reading response, 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.

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 take attendance each class period. You can have two unexcused absences during the semester without negative consequences. For each additional unexcused absence, you will have 10 points deducted from your final class points, which could easily lower your final grade by a half grade (A- to a B+).

*Excused Absences Include:* 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. Absences due to illnesses are excused only with a doctor’s note. Let me know in advance when you can. 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.

#### Guest Lecturers
A portion of the points you receive for guest lecturers are for attendance. The rest are for the assignment they assign.

#### Participation
My classes are all about engagement! The profession of fundraising, volunteerism, and philanthropy in general are all about engagement. I’m happiest when students engage during class, but engagement can look like other interactions also...like talking to me before or after class, sending me an email, visiting me during office hours (Tue & Thurs 12:30 – 2pm). Also, it’s really hard to earn participation points when you don’t attend class. You begin the semester with zero points and can earn up to 100 points as the semester progresses.

#### Technology
You are free to use your laptop when working on assignments. IF you insist on taking lecture notes using your laptop, you need to tell me that at the beginning of the semester and show me your notes following class. I don’t mind if you send or receive an occasional text, but I’ll ask you to put your phone away if it’s anything more than occasional.

#### Assignments
Students must submit all assignments via ICON unless otherwise directed. 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 points for each day it is late. Almost all assignments should be created in MS Word. We will talk in class about other formats that can be used.
**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.

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**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](https://www.uiowa.edu/operations-manual)).

**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](https://www.clas.uiowa.edu/about/policies/policies-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).

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/.