Fundraising and Philanthropy Communication (FPC:3185/JMC:3100)
Fall 2017

Class meets Tuesday and Thursday, 2:00pm – 3:15pm
Adler Journalism Building (AJB): Room W236
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

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.

COURSE OBJECTIVES
By the end of the term, students will:

• understand why, how, and to whom nonprofit organizations communicate
• know strategic communication/public relations and fundraising terms and concepts
• have experience planning and writing typical nonprofit communication and fundraising materials
• have experience working with a nonprofit organization in the community.

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

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. You will be required to print drafts and final (Black & White and Color) copies of your created materials at your own expense.
Grading per assignment:
100 points Attendance
100 points Participation
200 points Communications Audit
50 points Case for Support
50 points Platform Presentation
50 points Direct Mail
50 points Email Solicitation
50 points Acknowledgement Letter
350 points Materials specific to client, i.e., infographic, brochure, reporting to donors,

1000 points sponsorship materials, fundraising content (website/social media), newsletter, etc.

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Extra Credit
Extra credit can be earned by attending fundraising events and submitting a brief report. The report must 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 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.

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.
**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 Perspective Client Information Form. We will review these documents within the first week or so of the semester and determine who will be working with each of the chosen clients. You will meet with them to understand the current state of their fundraising materials and develop an outline listing the materials you will produce for them throughout the semester. All clients will receive a Communications Audit and Case for Support. You will work as a team to take the best version or components of several versions, to design the final produces for the client portfolio.

**In-class editing:** We will be working on specific assignments in class leading up to their due date. This will provide you with time to access feedback from me prior to turning in assignments and work with your team.

**Social Media/Tools/Platform Presentation (Team of 2):** In pairs, you will research different social media platforms and prepare a 10-15 minute presentation to the class that describes the platform, its history, demographics, and expected future along with appropriate use in nonprofit organizations.

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

**Case for Support:** You will design a Case for Support to be used as a fundraising tool for a particular program for your client.

**Direct Mail:** We will create a direct mail package for our client. The package will include a solicitation letter, reply envelop, outer envelope, and other necessary materials.

**Email Solicitation:** The email solicitation may complement the direct mail solicitation or be a stand-alone campaign. We will determine the approach when working with the client.

**Acknowledgment letter:** It is critical that donors be thanked. We do that through traditional acknowledgment letters and other meaningful ways that are memorable to the donor.

**Additional materials that may be requested by the client.**

**Brochure:** Nearly every organization has at least one general information brochure. Examples will be provided through in-class discussions and readings.

**Infographic:** Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. From the information that you collect, you will design an infographic for the client.

**Sponsorship materials:** Sponsorship is a key fundraising vehicle. You will design sponsorship materials in response to the needs of the client.

**Fundraising Content (website):** All nonprofit websites should have a Donate Now button and the appropriate content and tools to make giving easy for the donor. You will develop content that will be most effective on the client’s website.
Fundraising Content (social media): Driving traffic from social media to the website is critical when developing a comprehensive fundraising campaign. You will be crafting content for this purpose – keeping in mind the platforms used by the client, i.e., Facebook, Twitter, Instagram, etc.

Newsletter: You will design a newsletter for the client using best practices for effective fundraising through a donor newsletter.

Final Presentation (DUE: TBD finals week): During finals week, each team will present their materials to their client.

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

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.