Nonprofit and Fundraising Communication (FPC:3185/JMC:3100)
Spring 2019

Class meets Monday and Wednesday, 9:30 – 10:45am
Adler Journalism Building (AJB): Room W332
https://clas.uiowa.edu/sjmc/philanthropy-certificate

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

Course Overview
Practical experience planning and writing fundraising materials; how yearly fundraising helps approximately 1.5 million nonprofit organizations receive more than $3 billion from individuals, foundations, and corporations to help people in need, advocate for causes, support research/arts/culture, and enhance opportunities for public and/or their members.

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:

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.

Your group will need to provide an electronic copy of all its materials to the client. You can do this by purchasing a USB Flash Drive and presenting it to the client at the final presentation or you can save and share all documents using a shared service like Google Docs or Dropbox.
Grading per assignment:
100 points   Participation
100 points   Communications Audit or Social Media Calendar or Case for Support
100 points   Guest Lecturer Assignments & Attendance (2 at 50 points each)
100 points   Blog Posts (4 at 25 points each)
100 points   Nonprofit Communication Comparison
100 points   Tools/Platforms Presentation
300 points   Client Projects (personalized)
100 points   Final Client Presentation
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
I will give feedback and grade your client materials. You will have the opportunity to edit the materials and resubmit them for consideration of some additional points. It’s in your best interest to show me your projects occasionally as you create them, so I can give you real-time feedback. 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 (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 so you can understand the current state of their fundraising and communication 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 may 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 or Case for Support or Social Media Calendar: Each student will create one of these for their client.

Guest Lecturers: 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.

Blog Posts: Students will learn how to craft an effective blog and then demonstrate their learning by writing three (4) 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 news 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 Communication 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: You will conduct in-depth research of a tool or platform utilize by nonprofits and prepare a 4-6 minute PowerPoint 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 (3) for their client. Examples include video, infographic, website recommendations, e-newsletter, etc.
Final Presentation (DUE: TBD week of December 10-14): You should be prepared to attend class at the date/time it will be assigned. 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

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**Course Policies**

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 lower your final grade by a 0.5 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 or the computers provided in the classroom when working on assignments and client projects. 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. 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 Resources

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).

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/).

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)