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—people they serve, individuals and organizations that support them, and others engaged in the same mission. We’ll explore branding and message development, fundraising, and advocacy. You’ll put your knowledge into action in work (team and individual) for Iowa City area nonprofits. We’ll also spend time each week keeping up with developments in the nonprofit/fundraising field.

COURSE OBJECTIVES
By the end of the term, students will
- understand how nonprofit organizations communicate with a range of audiences to achieve mission-related goals
- have created communication materials used by nonprofits
- have experience working with a nonprofit organization in the community.

SJMC LEARNING OUTCOMES
The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment. This course contributes to the following areas:
- Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.
- To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications. You’ll think about how to communicate effectively and with respect for your audiences.
- Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development. You’ll explore how strategic communication differs from journalism.

WHAT TO EXPECT IN CLASS
Early in the term, we will use class time to get up to speed on some basic concepts and contexts through discussion and a bit of lecture. Later, much of the class period will be devoted to client-based assignments: team analysis/planning and individual writing. I will provide clear guidelines for assignments and be available for questions and advice, but students/teams will be responsible for organizing their work and using class time effectively to meet deadlines.

TEXTS
Readings posted on ICON, regular reading of nonprofit news media and blogs.
ASSIGNMENTS / EVALUATION

Group work for client 400
- Communication audit 100
- Branding and messaging guide 100
- Communication plan 50
- Final materials/presentation to client 150

Individual work for client/consistent with group plans 350
- Presentation for community groups 100
- Content marketing piece 100
- Fundraising/direct response piece 100
- Evaluation of contributions to group work (team and instructor assessment at mid and end of term) 50

Nonprofit/strat comm concepts and news/best practices 250
- Test on basics 100
- Contributions to online and in class discussion of nonprofit news and blogs, best practices 50
- Analysis of chosen nonprofit organizations' communication 100

Assignments will receive letter grades that translate to points (For example, for a 100 pt assignment, A = 94+, A- = 91, B+= 88, B= 85, B-= 81, C+= 78, C = 75, C- = 71 . . .)

COURSE GRADE (A+ not used)
Note that the final grade is based on many assignments--final % will not be rounded up.

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CLASS POLICIES / ATTENDANCE, ASSIGNMENTS, CLASS EXPECTATIONS

I will keep a record of your attendance and expect you to be here every day. When you miss class, you miss the work of the day and cause problems for your team. I understand that at some point during the term you may be sick or have an important obligation that keeps you from class. Let me and—especially your team—know in advance, but please note that all absences factor into your final grade as outlined below. (My job is to evaluate your work in class, not to evaluate your reasons for missing it.)

Missing
- 5 classes will lower your final grade by 1/3 letter (ex: B+ to B)
- 6 classes, by 2/3 grade (ex: B+ to B-)
- 7 classes by a full grade (ex: B+ to C+)
- 8 + classes is grounds for failure.

If an on-going serious health or other problem is affecting your work and attendance, talk with me right away. Also talk with me if a class meeting or assignment interferes with a religious observance.

Assignments must be submitted in the manner and at the time indicated in assignment instructions. Assignments that are late will lose one letter grade per day, beginning at the start of class and including weekends and holidays. This means that an assignment that would have received an A if it was on time will receive a B the next day, C for two days late, and so on. If you miss an assignment deadline or an in-class graded assignment because of an illness or emergency, be in touch right away.

You are responsible for any schedule or assignment changes announced. If you missed class, be in touch with a classmate to find out what went on in your absence.
This will be an **informal** and, I hope, **friendly** and enjoyable class. Lab/writing courses require you to be an active and attentive participant, and I expect that you will observe the following **standards of courtesy and professional behavior:**

- Arrive on time, don’t leave early.
- Keep your **attention on the work of the class** during the time we have together.
- Put laptops away, lab computers open to course materials only during the class period.
- Stash your **phone in your bag**—really! (talk with me if an urgent situation requires you to use your phone)
- Keep ears open, no ear buds.
- Don’t eat – unless your sharing with the class.

If I note problems in these areas, we will discuss the necessary changes and consequences if not resolved, which might be extra work, grade penalty, or, in extreme situations, failure.

Please note that this class assumes competence in grammar and language usage. I will help you as much as I can, but if you need to do some catch up work, I’ll refer you to the Writing Center.

I expect that each person in a group has contributed equally and can provide a full description of his or her effort. Representing the work of someone else as your own or getting credit in two classes for the same work is academic dishonesty. While I encourage you to discuss assignments with others, I expect that anything you hand in is your own. Work for this class must be original—not revised versions of research or writing you have done or are doing for another class. Please talk with me if you have questions or want to discuss specific situations.

**TENTATIVE SCHEDULE / DETAILED SCHEDULES ON ICON**

**Nonprofit communication foundations**
Jan 16 / 18  Intro to class, nonprofit basics / Review of strategic communication  
Jan 23 / 25  Nonprofit basics/ Audiences for nonprofits  
Jan 30 / Feb 1 Fundraising and stewardship / Test on strat comm and nonprofit basics

**Planning communication and messaging strategies**
Feb 6 / 8  Meet clients / communication audits  
Feb 13 / 15  continued  
Feb 20 / 22  continued / communication audit due  
Feb 27 / Mar 1  Branding / messages  
Mar 6 / 8  continued / branding and message guide due

Mar 13 / 15  **SPRING BREAK**

**Reaching friends, communicating mission**
Mar 20 / 22  “Tell us what you do” creating presentations for community groups  
Mar 27 / 29  continued / presentations due  
Apr 3 / 5  Content marketing/social media  
Apr 10 / 12  continued / content piece due  
Apr 17 / 19  Direct response fundraising / letter or email due

**Share your work**
Apr 24 / 26  Polish / prepare (revise/expand comm audit and brand guide, package materials, prepare presentation)  
May 1 / 3  practice / presentation for clients

Final exam week / analysis papers due