# Course Title: Fundraising Fundamentals

## Course Instructor

Instructor: Jenifer Vick  
**Campus Address:** E322 AJB  
**Phone:** (319) 241-4747  
**Email:** jenifer-vick@uiowa.edu  
**Office Hours:** Drop-in on M/W 2:00 p.m. – 3:30 p.m. via Zoom or in-person at E322 AJB

To chat via Zoom, by phone or in-person at a time other than listed above, email me at jenifer-vick@uiowa.edu to make an appointment.

## Class Meeting Times

This course is asynchronous, but a couple assignments require you to sign up to meet with team members via Zoom. Details will be provided.

## Course Site

To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password.

## Prerequisites

None

## Academic Course Home

- [College of Liberal Arts and Sciences](#)  
- **DEO:** David Ryfe  
- **Email:** david-ryfe@uiowa.edu

## Course Description and Objectives

Students learn critical fundraising concepts that contribute to a sustainable nonprofit organizational budget. Coursework includes exploring annual, major, and planned giving techniques that are grounded in industry best practice. Methods include special events, corporate sponsorships, direct mail solicitations, grant writing, capital campaigns, major gift asks, and more. In the end, students will understand when and how to use different fundraising strategies to meet an organization’s goals.

**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 meet fundraising goals  
- Practice making asks in different fundraising contexts

This course fulfills one of the core courses for the [Certificate in Nonprofit Leadership and Philanthropy](#).

## 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](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 have a required text. All readings and resources are posted on ICON.

Media/System Requirements

Technical requirements for completing University of Iowa Distance and Online Education classes include:

- Student-provided personal computer.
- Computer with reliable Internet access. A wired Ethernet connection to the internet is very strongly suggested. Wireless and cellphone data connections may experience connection problems. Android and iOS operating systems are not fully supported at this time. See specific requirements on the Distance and Online Education Technical Requirements/Download page.
- While tablets, smartphones and other mobile devices may allow for some completion of coursework, they are not guaranteed to work in all areas. Please ensure you have a Windows or Mac based computer available to complete coursework in the event your selected mobile device does not meet the needs of the course.

Students who need assistive technologies will have different computer and technology requirements. Please check with your Student Disability Services to determine the requirements for the specific technologies needed to support your online classes.

For questions, with virtual classrooms (i.e. Zoom) or UICapture (Panopto), please contact Continuing Education Technical Support (319 335-3925).

Need help with ICON or your Hawkid? Please contact the ITS Helpdesk (319 384-HELP).

Readings and Required Texts.
This course does not have a required text. All readings and resources are posted on ICON.

Grading Criteria

Final course grades will be assessed based on the student’s performance in the following items:

<table>
<thead>
<tr>
<th>Graded Item</th>
<th>% of final grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>50%</td>
</tr>
<tr>
<td>Participation in Discussion Forums</td>
<td>20%</td>
</tr>
<tr>
<td>Online Exams</td>
<td>30%</td>
</tr>
</tbody>
</table>

100%
Final course grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>950 – 1000</td>
</tr>
<tr>
<td>A-</td>
<td>900 – 949</td>
</tr>
<tr>
<td>B+</td>
<td>890 – 899</td>
</tr>
<tr>
<td>B</td>
<td>810 – 889</td>
</tr>
<tr>
<td>B-</td>
<td>800 – 809</td>
</tr>
<tr>
<td>C+</td>
<td>790 – 799</td>
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<tr>
<td>C</td>
<td>710 – 789</td>
</tr>
<tr>
<td>C-</td>
<td>700 – 709</td>
</tr>
<tr>
<td>D+</td>
<td>690 – 699</td>
</tr>
<tr>
<td>D</td>
<td>610 – 679</td>
</tr>
<tr>
<td>D-</td>
<td>600 – 609</td>
</tr>
<tr>
<td>F</td>
<td>0 – 599</td>
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**Grading Philosophy**
Similar to the working world, not only are your projects and materials evaluated based on best practices, but also are compared to your peers. Not everyone does “A” level work. Keeping the lines of communication open with me, will benefit you and increase the likelihood that you will get the best grade possible based on your work.

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

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>Jan. 21 – 26</th>
<th>Introduction</th>
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</thead>
<tbody>
<tr>
<td>WEEK 2</td>
<td>Jan. 27 – Feb. 2</td>
<td>What is Philanthropy [Part 1]</td>
</tr>
<tr>
<td>WEEK 3</td>
<td>Feb. 3 - 9</td>
<td>What is Philanthropy [Part 2]</td>
</tr>
<tr>
<td>WEEK 4</td>
<td>Feb. 10 - 16</td>
<td>Fundraising Financials and Overhead</td>
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<td>WEEK 5</td>
<td>Feb. 17 - 23</td>
<td>Foundational Elements of Fundraising</td>
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<tr>
<td>WEEK 6</td>
<td>Feb. 24 – March 1</td>
<td>Cultivation &amp; Stewardship</td>
</tr>
<tr>
<td>WEEK 7</td>
<td>March 2 - 8</td>
<td>Annual Giving</td>
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<tr>
<td>WEEK 8</td>
<td>March 9 - 15</td>
<td>Donor Solicitations</td>
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<tr>
<td>SPRING BREAK</td>
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<td>WEEK 9</td>
<td>March 23 - 29</td>
<td>Mid-Term Exam</td>
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<td>WEEK 10</td>
<td>March 30 - April 5</td>
<td>Acknowledgements and Special Events</td>
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<tr>
<td>WEEK 11</td>
<td>April 6 - 12</td>
<td>Grant Writing</td>
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<tr>
<td>WEEK 12</td>
<td>April 13 - 19</td>
<td>Planned Giving</td>
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<tr>
<td>WEEK 13</td>
<td>April 20 - 26</td>
<td>Ethics and Prospect Research</td>
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<tr>
<td>WEEK 14</td>
<td>April 27 – May 3</td>
<td>Major Giving</td>
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<tr>
<td>WEEK 15</td>
<td>May 4 - 10</td>
<td>Capital Campaigns</td>
</tr>
<tr>
<td>WEEK 16</td>
<td>May 11 - 15</td>
<td>Finals Week - Final Exam</td>
</tr>
</tbody>
</table>
Course Structure

This course is being offered over the World Wide Web as a Distance and Online Education offering. Students will login to the course site on ICON to access the course materials. For details of the course assignments and activities, see the “Course Work” section of this syllabus.

As an asynchronous course, there is no set time that the class will meet on a regular basis. Although, students can access the course content at any time, they do need to meet assignment deadlines.

Students are expected to visit the course site regularly to:

- **Access assigned course materials (posted on the “Modules” page)** such as pre-recorded lectures and articles.
- **Review the course homepage regularly** for any updates related to the course “Announcements” and/or “Calendar.”
- **Submit assignments** to the course instructor via the ICON “Assignments” by the due date.
- **Participate** in the “Discussion” forums.

Course Work

**Assignments (50%):**

Students are required to complete and submit a variety of assignments as outlined in the course. These are intended to broaden student learning and require students to demonstrate their understanding. Each assignment should be submitted electronically via the ICON “Assignments” page.

**Online Discussions (20%):**

Students will participate in online discussion activities. Discussions will be based on questions from the instructor relevant to the readings, assignments and videos. Students will answer instructor questions and then discuss the questions with classmates. See the assignments in ICON for posting deadlines and points related to the original discussion posts. Students will also be required to respond to classmates’ posts.

**Exams (30%):**

Another requirement of this course is the completion of a mid-term exam and a final exam. These will be timed exams on ICON consisting primarily of true/false and multiple-choice questions. The mid-term will include content consumed up to that point and the final will include content provided following the mid-term.

University Policies

As a registered student in a Distance and Online Education course through The University of Iowa, you are responsible for the course policies posted below.

**Communications:** Students can expect to receive weekly communications from the instructor via video in the Weekly Updates section of the Module Overview. You can expect to receive responses to your inquiries within 24-48 hours.

**Assignment Format:** All assignments should be submitted utilizing either MS Word or the Text Entry in ICON, unless otherwise stated.

**Due Dates, Quality of Work, and Missed Deadlines:** See due dates in the assignment section in ICON. 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.
Netiquette: The term “netiquette” refers to the do’s and don’ts of online communication. As it applies to this online course, it is my expectation that students will communicate effectively and respectfully with each other, the instructor, and our guest speakers (if applicable). (if applicable). Follow this link to learn more about The Core Rules of Netiquette.

Special Modifications: Subsequent to course enrollment, students needing accommodations should register with Student Disability Services, 3100 Burge Hall, (319) 335.1462, and obtain a Student Academic Accommodation Request (SAAR) form. The form will specify what course accommodations are judged reasonable for that student. The Division of Continuing Education is committed to both Section 504 of the Rehabilitation Act of 1973 and Section 508 of the Workforce Investment Act of 1998.

Understanding Sexual Harassment: Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the well-being of students, faculty, and staff. Visit this site for the Office of the Sexual Misconduct Response Coordinator for definitions, assistance, and the full University policy.

Academic Misconduct: All forms of plagiarism and any other activities that result in a student presenting work that is not his or her own are academic fraud. All academic fraud is reported to the departmental DEO and then to the Associate Dean for the Office of Academic Programs and Student Development. All incidents of academic misconduct (plagiarism and cheating) will be subject to the rules and regulations of the College of Liberal Arts and Sciences as defined and stated in section IX of the Academic Policies Handbook (http://clas.uiowa.edu/students/handbook).

Complaint Procedures: If at any time you have concerns about this class or your performance in it, please do not hesitate to contact me. If you do not feel that your concern has been resolved satisfactorily, you may contact the Department Chair (contact information provided at the top of page one of this syllabus). If you still do not feel that your concern has been resolved satisfactorily, you may contact the College of Liberal Arts and Sciences Office of Academic Programs and Student Development, 120 Schaeffer Hall, (319) 335-2633, clasps@uiowa.edu. All complaints must be made within six months of the incident. The College’s complaint procedures are in section IX of the Academic Policies Handbook (http://clas.uiowa.edu/students/handbook).

Administrative Home of the Course: The administrative home of this course is the College of Liberal Arts and Sciences, which governs academic matters relating to the course such as the add/drop deadlines, the second-grade-only option, issues concerning academic fraud or academic probation, and how credits are applied for various graduation requirements. Different colleges might have different policies. If you have questions about these or other CLAS policies, contact your academic advisor or the Office of Academic Programs and Student Development, 120 Schaeffer Hall, (319) 335-2633, clasps@uiowa.edu. The CLAS Academic Policies Handbook also contains important CLAS academic policy: http://clas.uiowa.edu/students/handbook.

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).

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/).

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.

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/.