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 T/TH 11 a.m. – 12:30 p.m. in-person at E322 AJB or via Zoom

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
Class meets Tuesday and Thursday, 12:30 – 1:45pm
English-Philosophy Building (EPB): Room 209

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

Academic Course Home
College of Liberal Arts and Sciences
School of Journalism and Mass Communication
DEO: David Ryfe
Email: David-ryfe@uiowa.edu

Prerequisites
None

Course Description and Objectives
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.

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. 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.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>% of final grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>40%</td>
<td>400</td>
</tr>
<tr>
<td>Discussion Forums</td>
<td>20%</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes &amp; Exams</td>
<td>30%</td>
<td>300</td>
</tr>
<tr>
<td>Attendance &amp; Participation</td>
<td>10%</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>1000</td>
</tr>
</tbody>
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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>
</tr>
<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>
</tr>
</tbody>
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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 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 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.

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.
deduced 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 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 11am-12:30pm). 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.

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

Resources for Students
Students will find the Writing Center and the Speaking Center very useful for this course; the Tutor Iowa site is also very valuable for students seeking extra help:
Writing Center: https://writingcenter.uiowa.edu/
Speaking Center: https://speakingcenter.uiowa.edu/
Tutor Iowa: https://tutor.uiowa.edu/

Teaching Policies & Resources, College of Liberal Arts and Sciences, Information for Undergraduates

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

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 (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

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 is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
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 related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring
the issue to the College of Liberal Arts and Sciences. For more information, see [https://clas.uiowa.edu/students/handbook/student-rights-responsibilities](https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

**Final Examination Policies**
The final exam schedule 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 information. No exams of any kind are allowed the week before finals. Visit [https://registrar.uiowa.edu/final-examination-scheduling-policies](https://registrar.uiowa.edu/final-examination-scheduling-policies).

**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 ([diversity.uiowa.edu](https://diversity.uiowa.edu)).

**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, please see [https://osmrc.uiowa.edu/](https://osmrc.uiowa.edu/).