**Course Title:** NONPROFIT AND FUNDRAISING COMMUNICATION

**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, 9:30 – 10:45am  
Adler Journalism Building (AJB): Room W236

**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](https://clas.uiowa.edu)  
[School of Journalism and Mass Communication](https://sjmc.uiowa.edu)  
**DEO:** David Ryfe  
**Email:** David-ryfe@uiowa.edu

**Prerequisites**
FPC: 3100 or JMC: 3710

**Course Description**
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 tool.

This course fulfills one of the core courses for the [Certificate in Nonprofit Leadership and Philanthropy](https://sjmc.uiowa.edu/undergraduate-programs/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 use 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>30%</td>
<td>300</td>
</tr>
<tr>
<td>Client Projects</td>
<td>40%</td>
<td>400</td>
</tr>
<tr>
<td>Final Project &amp; Presentation</td>
<td>20%</td>
<td>200</td>
</tr>
<tr>
<td>Attendance &amp; Participation</td>
<td>10%</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>1000</strong></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>
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<tr>
<td>B</td>
<td>810 – 889</td>
</tr>
<tr>
<td>B-</td>
<td>800 – 809</td>
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<tr>
<td>C+</td>
<td>790 – 799</td>
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<tr>
<td>C</td>
<td>710 – 789</td>
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<tr>
<td>C-</td>
<td>700 – 709</td>
</tr>
<tr>
<td>D+</td>
<td>690 – 699</td>
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<tr>
<td>D</td>
<td>610 – 679</td>
</tr>
<tr>
<td>D-</td>
<td>600 – 609</td>
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<tr>
<td>F</td>
<td>0 – 599</td>
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</tbody>
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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.

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.

Because this course is structured in a workshop style, you will work on projects with your team and individually during class time throughout the semester. This will happen more frequently towards the middle and end of the semester. As you’re working on your projects, it will be the perfect time to ask for my feedback on the client materials you are developing. It’s in your best interest to show me your projects occasionally as you.
create them, so I can give you real-time feedback. There may be opportunities for you to edit your client materials and resubmit them for consideration of some additional points.

**Experiential**
This course provides you the opportunity to work directly with a nonprofit organization. All students will produce a few (communication audit, case for support, and social media content calendar) projects for their client. They will also craft a variety of materials based on the individual needs of their client. Project examples include video, newsletter, brochure, fliers, fundraising materials, and more.

**Drafts and final materials and final presentations**
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. You will design a Wix website to showcase all of your team projects. This will also serve as a resource for your client to access all of the materials electronically.

**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 will be some class time provided to work on materials, so you can easily access my direct feedback leading up to the due date.

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**Assignments are outlined below. Due dates and details can be found in ICON.**
*You can access links to readings and resources in ICON under Modules.*

**Communications Audit:** Each team will conduct one for their client.

**Case Statement and Social Media Calendar:** Each student will create one of these for their client.

**Blog Posts:** Students will learn how to craft an effective blog and then demonstrate their learning by writing three (3) 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 for their client. Examples include video, infographic, website recommendations, e-newsletter, etc.

**Final Presentation:** Each team will unveil their client website and custom materials during a final presentation to their nonprofit client. You will present the materials in printed and digital form.
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 deducted 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 any 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.

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.
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.

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).

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/.