JMC:3720:OEXW | SPRING 2020

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 M/W 2:00 p.m. – 3:30 p.m. via Zoom or in-person at E322 ABJ

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.

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

Prerequisites
JMC:3710 or FPC:3100

Course Description
This course will demonstrate, discuss, and implement best practices for creating nonprofit communications. It is an experiential course where you will work to create several foundational and targeted materials and projects for a nonprofit community partner. This course will help you understand communication strategies that result in raising money for nonprofit organizations; gain practical experience planning, writing, and designing fundraising materials; analyze communication strategies to better understand the nonprofit field.

Course Learning Objectives
At the end of this course, you will be able to:

• understand communication strategies that result in raising money for nonprofit organizations
• gain practical experience planning, writing and designing fundraising materials
• create media messages and materials using digital and social media tools
• illustrate solutions to communication challenges experienced by nonprofits

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.

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 Support](https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan).
- 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](https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan) 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 [Distance and Online Education Technical Support](https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan) (319 335-3925).

Need help with ICON or your Hawkid? Please contact the [ITS Helpdesk](https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan) (319 384-HELP).

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](https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan) 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.
Required Textbook/Media

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 items:

<table>
<thead>
<tr>
<th>Graded Item</th>
<th>% of final grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>70%</td>
</tr>
<tr>
<td>Final Project &amp; Presentation</td>
<td>20%</td>
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<tr>
<td>Participation</td>
<td>10%</td>
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</tbody>
</table>

Total: 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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</tbody>
</table>

<table>
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<tbody>
<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>
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<tr>
<td>D</td>
<td>610 – 679</td>
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<tr>
<td>D-</td>
<td>600 – 609</td>
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<tr>
<td>F</td>
<td>0 – 599</td>
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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 they are also 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 a hands-on opportunity to design materials for a nonprofit organization. Students will produce communication materials such as case for support, social media content calendar, newsletter, posters, infographic, fundraising materials, and more.

Drafts and final materials
When designing materials for your community partner, we want the final projects to be as close to perfect as possible. To accomplish this, you will need to be diligent about checking your assignment comments. This is where I will provide feedback for improvement on your projects via text, video, audio or attachments. We may find that you would benefit from a live Zoom meeting with me to discuss ways you can improve your materials. If that’s the case, we can schedule a time to Zoom.

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.

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. Since this is an online course, this calculation can be translated to approximately nine (9) hours of work per week by the student.

Resources for Students
Students may find the Writing Center and the Speaking Center very useful for this course. Distance students can submit their work to the online system and get written comments and suggestions.

Course Work

Assignments (70%):
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.

Client Presentation (20%):
Students will share their projects with their community partner at the end of the semester via Zoom. They will design a website to hold all of the team’s materials using Wix.com or a Google Site.

Participation (10%):
Another requirement of this course is the demonstration of participation by the student. Engagement in the course includes, submitting coursework on-time, responding and engaging with classmates when required, responding to emails by the professor and classmates in a timely manner, and reading and taking action on posted announcements.
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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<tbody>
<tr>
<td>WEEK 2</td>
<td>Jan. 27 – Feb. 2</td>
<td>Branding + Design</td>
</tr>
<tr>
<td>WEEK 3</td>
<td>Feb. 3 - 9</td>
<td>Nonprofit Resources</td>
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<tr>
<td>WEEK 4</td>
<td>Feb. 10 - 16</td>
<td>Storytelling [Part 1]</td>
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<tr>
<td>WEEK 5</td>
<td>Feb. 17 - 23</td>
<td>Storytelling [Part 2]</td>
</tr>
<tr>
<td>WEEK 6</td>
<td>Feb. 24 – March 1</td>
<td>Communications Audit</td>
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<tr>
<td>WEEK 7</td>
<td>March 2 - 8</td>
<td>Case for Support</td>
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<tr>
<td>WEEK 8</td>
<td>March 9 - 15</td>
<td>Editorial Calendar</td>
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<tr>
<td>SPRING BREAK</td>
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<tr>
<td>WEEK 9</td>
<td>March 23 - 29</td>
<td>Social Media</td>
</tr>
<tr>
<td>WEEK 10</td>
<td>March 30 - April 5</td>
<td>Solicitation Letters and Emails</td>
</tr>
<tr>
<td>WEEK 11</td>
<td>April 6 - 12</td>
<td>Community Partner Engagement</td>
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<tr>
<td>WEEK 12</td>
<td>April 13 - 19</td>
<td>Newsletters</td>
</tr>
<tr>
<td>WEEK 13</td>
<td>April 20 - 26</td>
<td>Brochures + Posters/Post Card + Infographics</td>
</tr>
<tr>
<td>WEEK 14</td>
<td>April 27 – May 3</td>
<td>Community Partner Engagement</td>
</tr>
<tr>
<td>WEEK 15</td>
<td>May 4 - 10</td>
<td>Presentation Preparation</td>
</tr>
<tr>
<td>WEEK 16</td>
<td>May 11 - 15</td>
<td>Finals Week - Final Presentation</td>
</tr>
</tbody>
</table>
Equipment (for on-campus students only)
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

1. Reserve equipment anytime at http://checkout.uiowa.edu/. For this course, choose: Cinematic Arts -- School of Journalism -- Communication Studies for Step-by-Step Directions: How to Reserve Equipment

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.

1. Please reserve only the equipment that you plan on actually using.

2. If you are unable to pick up your reserved equipment, cancel the order and make one for another day.

3. Please reserve the same equipment number for all items when possible: Camera #1, Tripod #1, H4n #1, etc.

4. 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.

5. Only one camera per student without written consent from instructor.

6. DO NOT TAKE EQUIPMENT OUT OF THE UNITED STATES WITHOUT DEPARTMENTAL APPROVAL.
7. 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 call 319-335-0587 or email ProdUnit-Checkout@uiowa.edu

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.

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.

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).

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/.