

NPAD 412: Fundraising Fall 2019: Online

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Course Description and Objectives

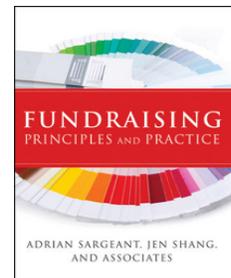
This is a ten-week, undergraduate/graduate-level course intended for students and professionals interested in learning the basics of fundraising (development). We will explore the foundational theories and practices of development, as well as the major aspects of a fundraising plan: major gifts, capital campaigns, annual funds, planned giving, grants, and special events. This course will give students tools and strategies for effective fundraising. By the end of the course, students will have developed a unique nonprofit fundraising plan.

This course intends on meeting four main objectives:

1. Understand and properly use fundraising terms.
2. Analyze and evaluate the fundraising strategy adopted by one nonprofit organization, and suggest improvements to the organization.
3. Write a fundraising plan for a nonprofit organization.
4. Show ability to implement the AFP Codes of Professional Conduct.

Required Course Readings & Materials

- Sargeant, A., Shang, J., & Associates (2010). *Fundraising Principles and Practice*. San Francisco: Jossey-Bass. ISBN: 978-0-470-45039-0
- Weekly lectures and updates from course instructor on Moodle (UM learning management system)
- Readings and videos on Moodle
- Discussions with classmates on Moodle



Graduate Student Requirement

Students who are taking this course for graduate credit will be required to do additional work for the course. Students will be required to do two (2) journal reviews of peer-reviewed research. These reviews are explained in depth within the course.

Course Expectations

The following items provide explanations for course expectations:

Using Moodle

This is an online course; each student is required to check our course site at least three times per week. Here is the link for [Moodle access](#).

Weekly Updates and Lectures

Each week, students are provided a video or voice-over presentation from the professor in the form of both an update and a lecture. Updates are intended to be short, while lectures are longer and dive into the material for each week. Lectures cannot replace your time spent on weekly

readings. If not already posted, announcements and lectures will be published no later than Monday of each week.

Participation

Students will be expected to fully engage and participate in this course. While the course is online, and is asynchronous, students should be logging in at least three times per week. The Discussions serve as classroom conversations; please see the section under Assignments and Grading for expectations regarding participation.

Submitting Assignments

All assignments should be submitted through the learning unit tab, NOT through email. Assignment deadlines are Mountain Standard Time (MST) on the specified due date. PLEASE NOTE: Late assignments will only be accepted in extreme cases and is at the discretion of the instructor.

Help with Technology

Please make sure that your Internet browser settings meet the requirements to be Moodle compatible. Call UM Online by phone, 406-243-4999, or email umonline-help@umontana.edu if technological problems arise. There is no on-call assistance during nights and weekends. For a total Moodle system failure, students will be sent an email by the University of Montana. Your instructor cannot provide IT support so please contact the appropriate University staff if an issue arises.

Style Guidelines for Written Work

All written assignments, unless otherwise noted in the assignment instructions, should be formatted as followed:

- Work must be typed, double-spaced, in 12-point font with 1-inch margins.
- Only electronic submissions as Word and PDF documents will be accepted. If the instructor cannot open the document, the student will not receive a grade.
- Citations should follow proper style guidelines such as MLA, Chicago, or APA. Choose and be consistent with whichever style works for you. Pay attention to grammar, spelling, and the conventions of professional communication.

Course Time and Preparation

Students can expect to spend approximately 6-8 hours per week on this course. Students are expected to follow the weekly readings schedule in the syllabus. These readings are used for discussions and course assignments. In order to maximize this learning experience, you must complete the readings according to the weekly schedule. The flexibility of the online aspect is balanced by the deadlines and responsibilities. Again, students will check Moodle at least three times per week, and checking the current week's Discussion board each time to read replies to their posts.

Assignments and Grading

Discussion Board Posts & Responses (30 points every other week)

The discussion board serves as our classroom. It is where we can engage and share ideas and insights. The only way to really learn from the class is to fully engage with your peers. Please take the time to clearly articulate your posts, using correct grammar and spelling. Ideally, responses to the discussion questions are around 150-300 words (for reference, one page in 12 pt font and double-spaced is about 250 words) and include ideas from the week's readings. You must reply to the initial discussion question by mid-week in order to give time for thoughtful

responses. Each student must include at least one (1) substantive reply (50+ words) to a peer's comment.

It is expected that each student will help foster a collegial learning environment by sharing their experiential and academic knowledge and practices, as well as respectfully listening to the viewpoints of others. Treat these interactions as you would an in-class, face-to-face conversation. The Discussion board is not Facebook.

Written Assignments (50 points each)

There will be three written assignments in the course. These assignments are fully explained on Moodle and include grading rubrics. The due dates are listed on the calendar.

Final Project (300 points)

Each student will work on a fundraising plan during the class. Each week's coursework will build toward this plan. The assignments throughout the course will all come together in the final plan. The final plan will be approximately 6-8 pages long and follow the style guidelines for written work.

Journal Reviews (GRADUATE STUDENTS ONLY) (100 points each)

If you are taking this course for graduate credit you will be required to do two (2) journal reviews. The journal reviews should be from peer-reviewed journals (found in the library) and the journal articles must be pre-approved by your instructor. Each journal review should be at least 5 pages long and follow the style guidelines for written work.

Note: grades will be submitted within 7 business days via Moodle

Totals Points for the Course:

Discussion board posts & replies: 5 x 30 points = 150

Written assignments: 3 x 50 points = 150

Fundraising plan: 1 x 300 points = 300

Undergraduate total possible points: 600

Graduate-level journal reviews: 2 x 100

Graduate total possible points: 800

Grading Scale: The University of Montana uses the Plus/minus grading system and a Credit/No Credit system (the CR/NCR replaces the Pass/Fail system used in the past). General education courses must be taken using the traditional letter grade to count toward one's general education requirements. To accommodate the Plus/Minus system the grading scale shown below will be used.

Grade Point Scale

A 93-100

A- 90-92

B+ 87-89

B 83-86

B- 80-82

C+ 77-79

C 73-76

C- 70-72

D+ 67-69

D 63-66

D- 60-62

F 59 or lower

University Notes/Policies:

Student with Disabilities

Students with disabilities will receive reasonable accommodations in this online course. To request course modifications, please contact me as soon as possible. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

Student Conduct Code

The Student Conduct Code, embodying the ideals of academic honesty, integrity, human rights, and responsible citizenship, governs all student conduct at The University of Montana-Missoula. You are expected to adhere to this [code](#).

Course Calendar Fall 2019: Nonprofit Fundraising (NAPD412)

Date	Topic	Reading/Assignments	Assessments:
<p>Week 1</p> <p>8/26 - 9/1</p>	<p>Course Overview</p> <p>Introduction to nonprofits & the fundraising profession</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Chapters 1 & 2 (Sargeant & Shang) 2. Suggested skim: 2019 Nonprofit Employment Report <p>Watch & Listen:</p> <ol style="list-style-type: none"> 1. Instructor welcome to class 2. Week 1 lecture <p>Discussion Board:</p> <ol style="list-style-type: none"> 1. Introduce yourself and get to know your peers. <p><i>Initial post due 8/29. by 6 p.m. MST</i> <i>Reply to peer due 8/30 by 1 p.m. MST</i></p>	<p>Discussion board post and reply (30 pts)</p>
<p>Week 2</p> <p>9/2 - 9/8</p>	<p>Understanding individual donor behavior/motivations</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Chapters 4 & 5 (Sargeant & Shang) 2. 7 Faces of Philanthropy article <p>Watch & Listen:</p> <ol style="list-style-type: none"> 1. Week 2 lecture 2. TEDx talk: How to motivate people to do good for others <p>Assignment:</p> <p>Write a 1-2 page response paper on personal donation motivation.</p> <p><i>Due on 9/8 by midnight MST.</i></p>	<p>Written assignment (50 pts)</p>
<p>Week 3</p> <p>9/9 - 9/15</p>	<p>Fundraising Audit</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Chapters 6 & 8 (Sargeant & Shang) 2. Fundraising Audit Questionnaire <p>Watch & Listen:</p> <ol style="list-style-type: none"> 1. Week 3 lecture <p>Discussion Board:</p> <ol style="list-style-type: none"> 1. Write a letter as a Development Director to your Board of Directors. (See full guidelines in Moodle.) <p><i>Initial post due 9/12 by 6 p.m.. MST</i> <i>Reply to peer due 9/15 by 1 p.m. MST</i></p>	<p>Discussion board post & reply (30 pts)</p>

<p>Week 4</p> <p>9/16 - 9/22</p>	<p>Fundraising Plan</p>	<p>Read:</p> <ol style="list-style-type: none"> Chapter 7 & part of Chapter 9, stopping at page 214 before Benchmarking section begins (Sargeant & Shang) 5 Strategic Fundraising Calendar Tips (online) Fundraising Goals + Planning Calendar Templates (spreadsheet) <p>Watch & Listen:</p> <ol style="list-style-type: none"> Week 4 lecture <p>Assignment:</p> <p>Fundraising Goals Worksheet (see Moodle for instructions)</p> <p><i>Due on 9/22 by midnight MST.</i></p>	<p>Fundraising goals worksheet (50 pts)</p> <p>Note: first graduate-level paper due next week.</p>
<p>Week 5</p> <p>9/23 - 9/29</p>	<p>Annual Giving, Online Fundraising, & Events</p>	<p>Read:</p> <ol style="list-style-type: none"> Chapters 10, 11, & 19 (Sargeant & Shang) Article: Three Major Components of a Successful Annual Giving Campaign <p>Watch & Listen:</p> <ol style="list-style-type: none"> Week 5 lecture <p>Discussion Board:</p> <p>Fundraising events – personal experiences and evaluations.</p> <p><i>Post due 9/26 by 6 p.m. MST.</i></p> <p><i>Reply to peer due 9/29 by 1 p.m. MST</i></p> <p>Graduate Assignment:</p> <p>First of two graduate-level papers.</p> <p><i>Due on 9/29 by midnight MST.</i></p>	<p>Discussion board post and reply (30 pts)</p> <p>Graduate-level paper #1 due (100 pts)</p>
<p>Week 6</p> <p>9/30 - 10/6</p>	<p>Donor Retention & Major Giving</p>	<p>Read:</p> <ol style="list-style-type: none"> Chapters 12 & 13 (Sargeant & Shang) Power Questions article 2016 High Net Worth Philanthropy Report (skim) <p>Watch & Listen:</p> <ol style="list-style-type: none"> Week 6 lecture <p>Assignment:</p> <p>Donor Retention Essay (see Moodle for instructions & rubric)</p> <p><i>Post due 10/6 by midnight MST.</i></p>	<p>Donor Retention Essay (50 pts)</p>

<p>Week 7</p> <p>10/7 - 10/13</p>	<p>Planned Giving & Bequests</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Chapters 14 & 15 (Sargeant & Shang) 2. Bequests article <p>Watch & Listen:</p> <ol style="list-style-type: none"> 1. Week 7 lecture <p>Discussion Board:</p> <p>Planned Giving Resources</p> <p><i>Post due 10/10 by 6 p.m. MST.</i> <i>Reply to peer due 10/13 by 1 p.m. MST</i></p>	<p>Discussion board post and reply (30 pts)</p> <p>Note: graduate-level paper #2 due next week.</p>
<p>Week 8</p> <p>10/14 - 10/20</p>	<p>Corporate Giving & Grantwriting</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Chapters 16 & 17 (Sargeant & Shang) 2. Hidden Costs of CRM article 3. The Overhead Myth article <p>Watch & Listen:</p> <ol style="list-style-type: none"> 1. Week 8 lecture 2. TEDx: The way we think about charity is dead wrong <p>Assignment:</p> <p>Work on your final project.</p> <p>Graduate Assignment:</p> <p>Article review #2 <i>Due on 10/20 by midnight MST</i></p>	<p>Graduate-level paper #2 due (100 pts)</p>
<p>Week 9</p> <p>10/21 - 10/27</p>	<p>Ethical Fundraising & Public Confidence</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Chapters 3 & 21 (Sargeant & Shang) 2. Give.org's Donor Trust Report (PDF on Moodle) <p>Watch & Listen:</p> <ol style="list-style-type: none"> 1. Week 9 lecture <p>Discussion Board:</p> <p>Building public trust at your organization.</p> <p><i>Post due 10/24 by 6 p.m. MST.</i> <i>Reply to peer due 10/27 by 1 p.m. MST</i></p>	<p>Discussion board post and reply (30 pts)</p>

<p>Week 10</p> <p>10/28 - 11/3</p>	<p>Special Topics in Fundraising</p>	<p>Read: 1. Chapter 22 (Sargeant & Shang)</p> <p>Watch & Listen: 1. Week 10 lecture 2. TEDx talk: How Money Can Buy You Happiness</p> <p>Assignment: Final Project: Fundraising Plan <i>Due 11/3 by midnight MST</i></p>	<p>Fundraising Plan (300 pts)</p>
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