

Syllabus for MSP-661

FUNDRAISING IN NONPROFITS: CHALLENGES AND OPPORTUNITIES

COURSE DESCRIPTION

This course engages the student in the study of fundraising infrastructure, methods, and planning. Starting with philanthropy and universal fundraising concepts, the student then analyzes techniques such as direct mail, email, social media, special events, earned income, corporate giving, major gifts, and planned giving. The course is completed with the student creating his/her own fundraising plan based on an organization identified by the student.

COURSE OBJECTIVES

After completing this course, you should be able to:

- (CO1) Assemble the right mix of fundraising methods to meet your organization's revenue objectives.
- (CO2) Compose a fundraising plan for your organization that accounts for the strengths of your staff, board and leadership
- (CO3) Evaluate fundraising methods that meet the needs of your organization for funding, visibility, and internal community building
- (CO4) Prepare information to explain your chosen methods of fundraising to board, staff, volunteers and other leaders
- (CO5) Analyze why your organization's constituency gives and develop solicitation methods to meet your donor's needs
- (CO6) Assess your organization's current fundraising program and develop realistic, meaningful and achievable fundraising goals for staff and volunteers.
- (CO7) Select which fundraising methods best match your organization's mission.
- (CO8) Differentiate between fundraising and philanthropy while constructing a paradigm of basic fundraising principles.

COURSE TOPICS

- Why people make charitable gifts
- Why organizations make charitable gifts
- Fundamental concepts that universally apply to most gift solicitations

- Case for Support
- Databases
- Prospect Research
- Receipting and Recognition
- Fundraising Goals
- Planning
- Staffing
- Direct Mail
- Email and SMS (text)
- Social Media
- Special Events
- Sales (earned Income)
- Inbound Phone (telethon)
- Outbound Phone (phonathon)
- Major Gifts from Individuals
- Planned Giving
- Business and Corporate Giving
- Foundation Giving
- Fundraising for specific mission objectives
- Fundraising planning
- Integration of fundraising methods
- Enlisting and utilizing volunteers

COURSE MATERIALS

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. To purchase course materials, please visit the [University's textbook supplier](#).

Required Textbooks

- Ciconte, B. & Jacob, J. (2009). *Fundraising basics: A complete guide* (3rd ed.). Sudbury, MA: Jones and Bartlett.
ISBN: 978-0763746667 [Note: The resource disk included with the textbook will also be used.]
- Hugg, M. (2013). *Philander family values: Fun scenarios for practical fundraising education for boards, staff and volunteers*. Sunnybrae Press.
ISBN:978-0989257107

COURSE STRUCTURE

Fundraising in Nonprofits: Challenges and Opportunities is a three-credit online course, consisting of five modules. Modules include an overview, topics, learning objectives, study materials, and activities. Module titles are listed below.

- **Module 1: Philanthropy & Basic Fundraising**
Course objectives covered in this module: 5, 8
- **Module 2: Fundraising Infrastructure**
Course objectives covered in this module: 2, 6
- **Module 3: Gifts of Current Income**
Course objectives covered in this module: 1, 3, 4, 7
- **Module 4: Gifts of Assets**
Course objectives covered in this module: 1, 3, 4, 7
- **Module 5: Campaign Fundraising**
Course objectives covered in this module: 2, 6

ASSESSMENT METHODS

For your formal work in the course, you are required to participate in online discussion forums, complete written assignments, take a proctored midterm examination, and complete a final project. See below for details.

Consult the Course Calendar for due dates.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in [this document](#).

Discussion Forums

You are required to participate in **ten** discussion forums.

Written Assignments

You are required to complete ten written assignments. The written assignments are on a variety of topics associated with the course modules.

Final Project

This course requires the completion of a final project, which will include the following:

- Your case statement
- Method(s) of fundraising that solicit gifts of current income
- Method(s) of fundraising that solicit gifts of assets
- A Campaign plan (optional)
- Metrics

You may use portions of prior assignments from this course as a part of this plan.

GRADING AND EVALUATION

Your grade in the course will be determined as follows:

- **Discussion forums (10)**—30%
- **Written assignments (10)**—40%
- **Final project**—30%

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	=	93–100	B	=	83–87
A–	=	90–92	C	=	73–82
B+	=	88–89	F	=	Below 73

To receive credit for the course, you must earn a letter grade of C or higher on the weighted average of all assigned course work (e.g., assignments, discussion postings, projects, etc.). Graduate students must maintain a B average overall to remain in good academic standing.

STRATEGIES FOR SUCCESS

First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire Syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.
- Take time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course, and how to get the most from your educational experience at Thomas Edison State University.
- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.
- If you are not familiar with Web-based learning be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and scheduling and taking examinations.
- Check Announcements regularly for new course information.

ACADEMIC POLICIES

To ensure success in all your academic endeavors and coursework at Thomas Edison State University, familiarize yourself with all administrative and academic policies including those related to academic integrity, course late submissions, course extensions, and grading policies.

For more, see:

- [University-wide policies](#)
- [Undergraduate course policies and regulations](#)
- [Graduate academic policies](#)
- [Nursing student policies](#)
- [Academic code of conduct](#)