ORG403
Nonprofit Fundraising

Instructor & Contact Information

The People tab in Canvas provides information on the course instructor and you can send a message to your instructor following [these instructions](). Faculty are expected to: 1) grade and return assignments, with feedback, within 7 days from the date of submission; 2) reply to your Canvas messages within 72 hours; 3) reply several times each week in total in the discussion forums (not to each individual student); and 4) demonstrate the core values of City Vision University.

Course Description

A study of the concepts and principles of fundraising for nonprofits. The students will explore fundraising strategies, including basic planning and management principles, underlying organizational issues involved with planning and solicitation, including in-depth analysis of one organization's planning process and audit, knowledge of how organizational ethics, norms, strategic planning and direction influence both the funding and their ability to meet the donor's needs.

Course Outcomes

After completing this course, students will be able to:
1. Articulate a philosophy/theology of fundraising.
2. Write a case for support for a nonprofit organization.
3. Segment donors and design strategies for developing core donors, impulse donors, new donors, major gifts, planned giving and capital campaigns.
4. Develop a fundraising activity plan including personal and phone solicitation, direct response, digital fundraising and special events.
5. Create a comprehensive Fundraising Development Plan Portfolio for a nonprofit organization.

Nonprofit Degree Program Outcomes

Program outcomes are the overall skills and knowledge we expect you will have after successfully completing a certificate or degree program at City Vision University. This course supports the following program outcomes, marked with an asterisk (*). After completing the program, City Vision's graduates will be able to do the following:

1. Nonprofit Structure. Apply the roles and responsibilities of a nonprofit board of directors and the management team to provide governance and leadership to the nonprofit organization.
2. Finances. Apply basic accounting and budgeting principles in order to successfully manage the finances of a nonprofit organization.
3. Fundraising/Marketing. Apply basic marketing, communication and fundraising strategies in operating a successful nonprofit organization.*
4. Nonprofit Management. Apply nonprofit management principles related to program development, ethics, decision-making and nonprofit legal and regulatory requirements.
5. Human Resources. Apply the essential elements of nonprofit human resource management including volunteer management, hiring, firing, supervision and legal considerations.

6. Vocation. Create a synthesis of a reflective life vision and plan to enable 24/7 ministry based on God's purposes for work and their own unique calling.
7. Cross-Cultural Ministry. Develop plans to apply cross-cultural principles toward effective ministry across diverse cultures.

The outcomes programs listed are for the Nonprofit Management program, but this course may also apply to the program outcomes of other programs.

Required Texts
Students are required to purchase these texts before the first day of classes.

- Tempel, Eugene R. Seiler, Timothy, L., & Burlingame, D.F. (2016). *Achieving Excellence in Fundraising*, 5th edition.
- Frank, J. R., & Rodin, R. S. (2015). *Development 101: Building a Comprehensive Development Program on Biblical Values*. Kingdom Life Publishing. ISBN: 0983472777.

Guidelines for Written Work

All written work must follow our Writing Format and Forum Requirements. You must read these to understand how to cite sources appropriately.

Critical Policies to Read for This Course

Note: These policies are critical for all students to read. In case of change, we have linked to the versions on our website to make sure you have the latest version.

- Grading Scale
- Deadlines to Drop Courses
- Attendance, Late Policy and Extensions
- Technology Requirements for Courses
- Standards of Academic Integrity & Plagiarism Policy
- What plagiarism is and how to avoid it
- Credit Hour Policy, Grading Policy and Other Academic Policies
- ADA Policy, Learning Accommodations & Disabilities Services
- Student Code of Conduct
- Library Services

Additional Policies:

- Privacy Policy
- Consumer Disclosures
- Additional policies are listed in our catalog

This syllabus is subject to change without notice up until the first day of the semester. Last updated: September 13, 2023