

UNIVERSITY OF  
OREGONSchool of Planning, Public  
Policy and Management**PPPM 481/581: Fundraising for Nonprofit Organizations**Instructor: Elena Fracchia ([efracchi@uoregon.edu](mailto:efracchi@uoregon.edu))

Tuesday/Thursday from 2:00 – 3:20pm in 104 Condon

**Course Description**

This course presents the fundamentals of fundraising for nonprofit organizations. It focuses on practical applications of a wide range of fundraising approaches including direct mail campaigns, special events, budget planning, major donor development, corporate sponsorships, capital campaigns, endowments, and planned giving. A graduate of the course should be well prepared to take on a fundraising role within a nonprofit agency. Students focusing on gaining skills in nonprofit management should also refer to other PPPM courses in grant proposal writing, philanthropy, nonprofit board governance, nonprofit management, and nonprofit finance.

There are no prerequisites for the class, except graduate standing for PPPM 581 credit and undergraduate standing for PPPM 481 credit.

**Course Objectives/Learning Outcomes**

Upon completion of this course students will be able to:

1. Evaluate development practices in an organization and design a strategic fundraising plan that is appropriate for the organization's resource base.
2. Analyze, design, and/or improve the following development systems for an organization: prospect research, annual giving, major gift solicitation, small gift strategies, and planned giving.
3. Write compelling and persuasive print and electronic fundraising communications.

**Course Websites**

The main course website is located on the University of Oregon's Canvas system (<https://Canvas.uoregon.edu>). The class syllabus, announcements, Zoom links, and other materials will be posted on the Canvas site. Please check the course website frequently for updates. In addition, make sure that the University registrar has your correct email address. I will use this email address to communicate with you.

Office hours will take place via **Microsoft Teams or Zoom** as needed. We will use this platform for video conversations and any virtual meeting needs.

### **Required Reading**

There is one required textbook and a number of articles available on Canvas. The text book is available at the UO Bookstore and can be ordered online and delivered. Additionally, it is available electronically via the University Library for free.

- Klein, Kim. Fundraising for Social Change (Jossey-Bass, 2011) 7<sup>th</sup> or 8<sup>th</sup> Edition\*
- Articles available on Canvas

*\* 7<sup>th</sup> or 8<sup>th</sup> Edition only. Older versions will not match readings or topics for the class. 8<sup>th</sup> Edition contains chapters 45-46 which are not available in 7<sup>th</sup> edition, but can be accessed online via UO Library if you buy 7<sup>th</sup> edition.*

### **Grade Composition – Undergraduate (481)**

The course grade will be based on the following components:

Attendance & Participation		10%
Homework	Three assignments at 100 points each (1) Direct Mail (2) Donor Strategy (3) Nonprofit Advice	50%
Reading Quiz	4 quizzes via Canvas. Lowest score dropped.	15%
Final Exam	To be taken on Canvas	25%

### **Grade Composition – Graduate (581)**

The course grade will be based on the following components:

Attendance & Participation		10%
Homework	Four assignments at 100 points each (1) Direct Mail (2) Donor Strategy (3) Nonprofit Advice (4) Research Paper	50%
Reading Quiz	4 quizzes via Canvas. Lowest score is dropped.	15%
Final Exam	To be taken on canvas	25%

### **Grade Distribution**

Your grade will be automatically calculated with above weighting on Canvas. Grades will not be further rounded. Below is the determination of how grades are applied.

A	94-100%
A-	90-93.99%
B+	86-89.99%
B	84-85.99%
B-	80-83.99%
C+	76-79.99%
C	74-75.99%
C-	70-73.99%

D+	66-69.99%
D	64-65.99%
D-	60-63.99%
F	Under 60%

### **Readings**

All readings should be completed prior to class meeting for the week they are assigned as outlined in the "Course at a Glance".

### **Homework Assignments:**

Homework assignments are posted to Canvas. Students should refer to assignment instructions for details and specifics including grading rubric. Assignments should be uploaded to Canvas by the due date/time. Late assignments will have 5% deducted each day the assignment is late (i.e., five days late will result in a 25% deduction).

### **Reading Quizzes and Final**

These will be cumulative tests that will be taken on Canvas and assume you have caught up on all material to the week they are assigned. Example: Quiz 1 covers any readings and lectures for week 1&2 content. Tests will be made up of multiple choice and/or short answer questions.

### **Professional Practice**

This course is a core course in the PPPM undergraduate and graduate professional degree programs. As such, students are expected to behave in a professional manner at all times.

- Students should treat each other and the instructor with the professional courtesy and respect expected in workplace.
- All communications relating to this course and all work turned in for this course should reflect professional standards in tone, presentation, formatting, and spelling.
- The classroom is a place of focused learning. This requires that students arrive on time, stay until the end of the class period, do not disrupt the class by leaving the room temporarily, and refrain from non-learning activities (phones, email, etc). Students who fail to adhere to these guidelines will be asked to leave for the remainder of the class session.

### **Documented Disabilities**

Students who have a documented disability and anticipate needing accommodations in this course should make arrangements to see or notify the instructor as soon as possible. They should also request that the Counselor for Students with Disabilities send a letter verifying the disability.

### **Email**

Please feel free to communicate with me any questions, confusion about materials, clarifications, or just interest in discussing a topic further. I would love to hear from you! That said, please allow 24 hours for response time knowing that work and life happen for us all and I may not be available for immediate response. I ask that you make sure that you have reviewed all files on Canvas and the syllabus prior to sending a note about course logistics.

**Missed Class Late Assignment Policy**

In-class work is central to meeting our learning objectives. Students may miss two classes this term, regardless of the reason. This means we do not have “excused” or “unexcused” absences except—as is the case for all UO classes—in the cases of religious observances, AEC accommodations, and University-sponsored events with signed documentation presented as early in the term as possible but at least a week ahead of the planned absence or need for accommodation.

Difficult or complex situations that may impact attendance occur for many of us during a term. This policy means that absences are available both for students who do want to reach out about their experiences and students who do not.

If you miss a class, you are responsible for catching up on course materials getting notes from a classmate, staying up to date on readings, and reviewing course lecture slides posted in Canvas.

**Late Assignment Policy**

Homework assignments are due at 5pm on Thursdays. Students may submit one paper 24 hours late for any reason once a term. After that it incurs a grade penalty of 5% is deducted each day the assignment is late (i.e., five days late will result in a 25% deduction). Quizzes and the Final must be taken within the timeframe offered or will be recorded as an automatic 0. The lowest quiz score is dropped.

**Inclusion Statement**

The School of Architecture and Allied Arts is a community that values inclusion. We are a committed to equal opportunities for all faculty, staff and students to develop individually, professionally, and academically regardless of ethnicity, heritage, gender, sexual orientation, ability, socio-economic standing, cultural beliefs and traditions. We are dedicated to an environment that is inclusive and fosters awareness, understanding, and respect for diversity. If you feel excluded or threatened, please contact your instructor and/or department head. The University Bias Response Team is also a resource that can assist you. Find more information at their website at <http://bias.uoregon.edu/index.html> or by phoning 541-346-2037.

**Incomplete Policy**

If an unexpected situation happens toward the end of the term and a minor but essential requirement hasn't been completed, an Incomplete may be appropriate.

UO has a new policy on incompletes – you are required to fill out an incomplete request with the UO Registrar in order to allow me to give you an incomplete grade. Here's the form: <https://registrar.uoregon.edu/current-students/incomplete-policy>.

**Academic Misconduct**

You are expected at all times to do your own work. Copying content from other students

and submitting it as your own work is grounds for failing the class. The University Student Conduct Code (available at [conduct.uoregon.edu](http://conduct.uoregon.edu)) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct.

### **Plagiarism**

Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at:

[www.libweb.uoregon.edu/guides/plagiarism/students](http://www.libweb.uoregon.edu/guides/plagiarism/students).

### **Classroom Environment**

In order to create a classroom in which students are comfortable expressing their opinions and perspectives, I ask that students please approach the readings and others' contributions with both an open mind and a willingness to question one's own assumptions and biases.