

UNIVERSITY OF  
OREGONSchool of Planning, Public  
Policy and Management**PPPM 481/581: Fundraising for Nonprofit Organizations**

Mondays, 4:00pm – 6:50pm

Classroom: 16 Pacific

Instructor: Elena Fracchia  
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Office Hours: By appointment

GE: Aloura DiGiallonaro  
Email: alourad@uoregon.edu  
Office Hours: Mondays 2:30 – 4:00

**Course Description**

This course presents the fundamentals of fundraising for nonprofit organizations. The class focuses on practical applications of a wide range of fundraising approaches including budget planning, major donor development, direct mail campaigns, special events, 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. Evaluation, design, and/or improve the following development systems for an organization: prospect research, annual giving, major gift solicitation, and planned giving.
3. Write compelling and persuasive print and electronic development communications.

**Course Website**

The course website is located on the University of Oregon's Canvas system (<https://Canvas.uoregon.edu>). The class syllabus, announcements 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.

### **Required Reading**

There are two required textbooks and a course packet for this class, all of which are available at the UO Bookstore. Additionally, the Klein book is available electronically via the University Library.

- Klein, Kim. Fundraising for Social Change (Jossey-Bass, 2011) 7<sup>th</sup> Edition\*
- Panas, Jerold. Asking: A 59 Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift (Emerson & church, 2007)
- Course Packet available at DuckStore

\* 7<sup>th</sup> Edition only. Older versions will not match readings or topics for the class.

### **Assignments and Course Grades – Undergraduate (481)**

The course grade will be based on the following components:

Attendance + in-class participation	Including in-class participation, attendance, professionalism	5%
Homework	Application of course concepts	30%
Quizzes	Retention of concepts	40%
Final Project	Organizational Consultation	25%

### **Assignments and Course Grades – Graduate (581)**

The course grade will be based on the following components:

Attendance + in-class participation	Including in-class participation, attendance, professionalism	5%
Homework	Application of course concepts	25%
Term Paper	Graduate student assignment only	15%
Quizzes	Retention of concepts	35%
Final Project	Organizational Consultation	20%

### **Class participation**

Students are expected to have obtained, read, and retained the readings for each week in advance and to come to class prepared to discuss their content and implications. Occasionally throughout the term, there will be unannounced in-class writing assignments, quizzes or activities on the reading assigned for that class. These in-class assignments will factor into students' 'attendance + in-class assignment' grade. Students who miss class on the day of an in-class writing assignment will not be able to make up the assignment.

Additionally, class participation looks at your attention in class. This includes not being on your phone, computer or other devices and fully participating in the lectures and discussions.

### **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.

### **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 allow 48 hours for response time. 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 Policy / Late Assignment Policy** If you miss a class, please arrange to get class notes from a classmate. If you are unable to make it to class on the day a homework assignment is due, you may prearrange a way to turn in your assignment to me prior to the class time and date that assignment is due. Tests must be taken on the day they are administered. Late assignments will receive only partial credit.

**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** Students are expected to behave in a professional manner and to turn in all materials at the designated time. In accordance with university regulations, an incomplete will only be given when “the quality of work is satisfactory but a minor yet essential requirement of the course has not been completed for reasons acceptable to the instructor.”

**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).