



PPPM 481/581: Fundraising for Nonprofit Organizations ONLINE SPRING 2020

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 Websites

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

Secondary course interactions, chats, and question and answer via **Microsoft Teams**. We will use this platform for video conversations and any virtual meeting needs. Each student will be added to the "Team" by the professor, if you do not see it on your list, please email Elena!

Required Reading

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

- Klein, Kim. Fundraising for Social Change (Jossey-Bass, 2011) 7th Edition*
- Course Packet available at DuckStore

** 7th Edition only. Older versions will not match readings or topics for the class.*

Grade Composition – Undergraduate (481)

The course grade will be based on the following components:

Homework	Three assignments at 100 points each (1) Direct Mail (2) Donor Cultivation and Ask (3) Fundraising Plan Strategy Development	60%
Reading Quiz	Four quizzes will be held during class. Lowest score is dropped.	15%
Final Exam	To be taken on Canvas	25%

Grade Composition – Graduate (581)

The course grade will be based on the following components:

Homework	Three assignments at 100 points each (1) Direct Mail (2) Donor Cultivation and Ask (3) Fundraising Plan Strategy Development	50%
Reading Quiz	Four quizzes will be held during class. Lowest score is dropped.	15%
Research Paper	5-page research paper on a fundraising topic of your choice	10%
Final Exam	To be taken on canvas	25%

Grade Distribution

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 for the week they are assigned.

Homework Assignments:

Homework assignments are posted to canvas and are generally 2 pages, single-spaced. Students should refer to assignment instructions for details and specifics. Assignments should be uploaded to Canvas by the due date. 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. They will be made up of multiple choice and 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 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 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) 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.

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.