A. Course Purpose

This course, an elective course in the NCSSS graduate school that is open to other students as well, introduces and expands on the knowledge, basic theories and skills needed in fund development efforts. The intention of the course is to prepare students for effective fundraising as they enter their chosen fields. The ability to understand the social, historical, economic and cultural dynamics behind fundraising and the philanthropic sector is important to effective fundraising. Also, as the need for supplemental funds increases and the competition for these dollars grows, students will need to know the best strategies to use in their particular situations as well as how to successfully implement these strategies.

Themes addressed in this offering include: 1) the state of philanthropy and trends in the world today; 2) funding strategies and how they work; and, 3) components essential to a successful fundraising plan of action. Specifically, the course will present the following:

B. Educational Objectives

1. To be able to approach fundraising positively and confidently
2. To understand strategies to link funding goals and practices with an organization’s internal capacity and external environment
3. To acquire an understanding of each major fundraising strategy
4. To become familiar with the steps needed to plan a major fundraising campaign
5. To be able to identify potential donors and plan a strategy for soliciting donations from different categories of donors
C. COURSE REQUIREMENTS

1. Required Texts


2. Course Assignments:

Participants in this course will be required to do the following assignments:

- Prepare a 2-3 page case statement for the nonprofit that will be your focus during the course. This project will be graded and account for 25% of the final grade.
- Complete one of the following:
  A. Collect direct mail solicitations, identifying one “good” and one “bad” solicitation. Write a one-page evaluation, explaining your analysis. This project will account for 25% of a student’s grade.
  B. Submit an analysis of a special event you have attended. This project will account for 25% of a student’s grade.
  C. Prepare a list of 3 prospects for an organization. Write a one-page analysis, indicating why each prospect represents a good opportunity for the organization. This project will account for 25% of a student’s grade.
- Students will each choose a research project on some aspect of fundraising and will prepare a 5-8 page paper on that topic which will be due the last class. Possible topic selections:
  A. How best can private philanthropy respond to declines in government spending on social welfare?
  B. Develop an Internet-based fundraising strategy for a nonprofit organization.
  C. Examine philanthropic motivations in a particular market segment of individuals and select solicitation approaches. This project will be graded and account for 35% of the final grade.
- Class participation will be graded and will add 15% to the final grade.

3. Lecture Attendance, Student Participation, Work Completion and Cell Phones

It is expected that all students will arrive on time for class having done the required readings and will be active participants in the discussions that follow. Be sure to turn off your cell phones before entering the classroom.

4. Grading Policy
The student’s final grade will conform to the University Grading System. As indicated above, this grade is composed as follows:

- Case statement 25%
- Evaluation 25%
- Research paper 35%
- Class participation 15%

5. Course and Instructor Evaluation

As is the custom at NCSSS, students will have an opportunity to evaluate in writing the course and instructor. An evaluation form will be handed out at the last class session. In addition, the instructor will seek verbal assessment at the mid-point of the course.

**SCHEDULE FOR CLASS**

**Week One: Introduction to Philanthropy**
A. The State of Philanthropy in the World Today
B. Philanthropic Principles and Trends
C. Essential Components of Fundraising

**Required Readings**


**Week Two: Basic Fundraising Tools**
A. Overview of Fundraising Strategies
B. Overview of Funding Sources
C. The Annual Fund, Direct Mail, and Internet Fundraising
D. Fee-for-Service/Product Revenues

**Required Readings**


**Week Three: Tools for Major Fundraising**

A. Corporate and Foundation Fundraising
B. Major Gifts and Capital Campaigns
C. Planned Giving
D. Strategies to Keep the Givers Giving

**Required Readings**


**Week Four: Finalizing of the Fundraising Plan**

A. Special Events  
B. Prospect Research – Know Your Donor  
C. Solicitation of Individuals  
D. Developing a Fundraising Plan

**Required Readings**
