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
C. COURSE REQUIREMENTS

1. Required Text


2. Course Assignments:

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

- Students will each choose a research project on some aspect of fundraising and will prepare a 2-3 page paper on that topic which will be due the last class. Possible topic selections:
  
  A. Analyze the fundraising infrastructure and strategies of a nonprofit organization in which you are involved. What works, and why? What recommendations might you make?
  
  B. How best can private philanthropy respond to declines in government spending on social welfare?
  
  C. Develop an Internet-based fundraising strategy for a nonprofit organization.
  
  D. Examine philanthropic motivations in a particular market segment of individuals and select solicitation approaches.

  This project will be graded and account for 60% of the final grade.

- Students will make a short presentation (about 5 minutes) to the class, providing an overview of their research project and the results. This presentation will be graded and account for 25% 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:

- Research paper 60%
- Class Presentation 25%
- 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**

**Lesson One: Introduction to Philanthropy (2/10)**
- The State of Philanthropy in the World Today
- Philanthropic Principles and Trends
- Fundraising: Laying the Groundwork

*Required Readings*

**Lesson Two: Basic Fundraising Strategies (2/17)**
- Overview of Fundraising Strategies
- Overview of Funding Sources
- Individual Giving – Personal Solicitation, Direct Mail, Internet Fundraising, and Special Events
- Fee-for-Service/Product Revenues

*Required Readings*

**Lesson Three: Tools for Major Fundraising (2/24)**
- Corporate and Foundation Fundraising
- Major Gifts and Capital Campaigns
- Planned Giving
- Strategies to Keep the Givers Giving – and Upgrading Their Gifts

*Required Readings*

**Lesson Four: Finalizing of the Fundraising Plan (3/2)**
- Working with Volunteers
- Prospect Research – Know Your Donor
- Ethical Considerations
- Developing a Fundraising Plan