Lives of Significance and Service
NORTH PARK UNIVERSITY CHICAGO

School of Business and Nonprofit Management
Course Syllabus

Course: *Fundraising Principles for Nonprofit Organizations 5770-A12*
Academic Year: 2012/13 **Semester/Quad:** *Fall A*
Credit Hours: *2.0*
Prerequisites: None

Instructor: *Brady Josephson, MNA*

Phone: 778-384-7044 – home/work/cell

Email: brjosephson@northpark.edu

Availability:

Please contact me via email. I will respond within 24 hours during the week and within 48 hours on the weekends. I can make myself available for a Skype chat or phone call as well. Simply send me an email with your request and we can find a time that works.

Course Description:

This course will cover the fundamentals of effective resource development as they pertain to nonprofit organizations generally and to nonprofit management positions specifically.

Introductory Comments:

The theory behind fundraising has emerged over the past ten or more years to provide the basis for what has been practiced over the centuries. This work is certainly formative and much remains to be done to build the field to greater breadth and depth of understanding. Several research studies from other academic disciplines have provided a context for fundraising research, including Social Science, Ethics, Religious Studies, Law, Education, Psychology, Economics, Marketing, Public Relations, History, and Communications. Taken together, the research being done explicitly in this new field and that from the edges of other areas provides a rich basis for the curriculum offered in this course.

As is the case for most theory courses, the practical aspects of the field can easily be lost without a very intentional plan. Furthermore, theory outside of the practice context can be difficult to learn, retain, and apply to real life situations. For this reason, participants who register for this class are required to have access to a nonprofit organization for which they can both use as a subject for class discussions and in course assignments.

(Note**: Students should be prepared to access the selected nonprofit in the first week of class. Please contact me immediately with questions.)**

Course Materials:

REQUIRED

Lindahl, Wesley E. (2010). Principles of Fundraising: Theory and Practice. Sudbury, MA: Jones & Bartlett.

Ostrower, Francie (1995). Why the Wealthy Give: The Culture of Elite Philanthropy. Pinceton, NJ: Princeton University Press.

OPTIONAL

Fischer, Marilyn (2000). Ethical Decision Making in Fundraising. John Wiley and Sons.

Prince, Russ A. and Karen Maru File (2001). The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors. San Francisco, CA: Jossey-Bass.

Rosso, H.A. & Associates (2003). Eugene Temple, Editor. Hank Rosso's Achieving Excellence in Fund Raising. San Francsico, CA: Jossey-Bass.

Essential IDEA Objectives:

1. Learning fundamental principles, generalizations, or theories.
2. Developing skill in expressing oneself orally or in writing.
3. Learning to analyze and critically evaluate ideas, arguments, and points of view.

Specific Course Objectives:

By the completion of the course, students will:

- Name principles and "best practices" of fundraising
- Describe the philosophy of philanthropy and the various motivations for giving
- Identify parameters within which nonprofit managers raise funds
- Explain the historical, organizational, legal, ethical, and theoretical contexts of fundraising
- Fundraising process (research, planning, cultivation, solicitation, stewardship, and evaluation)
- Outline the process of raising gifts
- Examine how to "ready" an organization for an effective fundraising program

Course Methodology:

Weekly teaching and learning will be based on assigned readings, participation in the forum, written assignments, and supplemental activities. Questions will be posted by the course facilitator on the course site on a weekly basis to stimulate the discussion. Responses need not be directed to the course facilitator but can and should be in response to the thoughts and ideas of other students as well. Through completion of weekly assignments, students will finish the course with a learning portfolio of assignments for the selected nonprofit. Finally, students will complete a final examination to demonstrate concepts learned in class.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. Please visit http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements for information on computer requirements.

Schedule of Weekly Assignments:

Week	Dates	Topics	Assignment(s)
1	*August 27 - 31*	*Introduction to Fundraising*	• *Lindahl Chapter 1: Introduction to Principles of Fundraising* • *Lindahl Chapter 4: History of Fundraising* • *Other links and readings posted online*
2	*September 1 - 7*	*Motivations for Giving*	• *Lindahl Chapter 2 & Chapter 3* • *Pages 1 -19 from "Excerpts from the Gospel of Wealth"* • *Other links and readings posted online*
3	*September 8 - 14*	*Theories of Fundraising*	• *Lindahl Chapter 5* • *Other links and readings posted online*
4	*September 15 - 21*	*Legal and Accounting Issues*	• *Lindahl Chapter 6 Government Regulation of Fundraising and Charitable Giving.* • *Other links and readings posted online*
5	*September 22 - 28*	*Fundraising Process*	• *Lindahl Chapter 7 and Chapter 8* • *Other links and readings posted online*
6	*September 29 – October 5*	*Ethics and Religious Fundraising*	• *Lindahl Chapter 9: Religious Fundraising* • *Lindahl Chapter 10: Fundraising Among Diverse Populations* • *Lindahl Chapter 11: Ethical Practices in Fundraising* • *Other links and readings posted online*
7	*October 7 - 13*	*Organizing for Fundraising*	• *Read Lindahl Chapter 12 Organizational Issues in Fundraising* • *Other links and readings posted online*

Grading:

Assignment	Points	Grade %
Weekly Class Participation (Forum & Small Groups)	70 (10/week)	17.5%
Weekly Assignments: Week 1: Nonprofit Selection Week 2: Organizational Profile Week 3: Donor Motivation and Theory Week 4: Gift Acceptance Policy Week 5: Fundraising History & Models Week 6: Organizational Ethics	180 (30/assignment)	45%
Final Exam	150	37.5%
Total	**400**	**100%**

** Students will be able to collect up to 20 bonus points for creating a blog post focused on fundraising that will be posted on re: charity. Each post is worth up to 10 points and each student may submit two blog posts. Points will be given on quality and thought of post, interacting with comments and distribution (via email, social media, etc.).*
** Blog posts should be 250 – 750 words in length and should contain active links as well as one image. It can be submitted as a Word document or simply as an email by sending to brjosephson@northpark.edu.*

Grade Mapping:

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
	A (93-100%)		B- (80-82%)
	A- (90-93%)		C+ (77-79%)
	B+ (87-89%)		C (70-76%)
	B (83-86%)		F (<70%)

Assignment Grading Policies:

The typical number of points given will be 25 points. 30 points will be given for exceptionally well-written papers. Late assignments will drop by 5 points each week, unless special arrangements are made. Assignments will not receive any points if turned in after the final week, unless approved in advance.

A/A- Assignment is well-written with no errors (spelling, sentence fragments, unclear sentences, etc). Analysis is excellent and conclusions are well-supported. Paper demonstrates complex understanding of the topic and familiarity with a wide scope of supporting sources (readings, forum). Questions are fully and clearly addressed.
B/B- Assignment is moderately well-written with few errors. Analysis is good and conclusions are supported. Paper demonstrates a correct understanding of topic and familiarity with most supporting sources (readings, forum).
C Content shows either less than correct familiarity with the topic or supporting sources, is not fully responsive to the question(s) asked, or is poorly written (major mistakes made).
C- Any combination below the levels described above.

Student Responsibilities:

1. Participate in all class activities – readings, forum, small group work, and written coursework. Full participation is required. You cannot successfully complete this course without completing the weekly readings and assignments.
2. Engage in active and informed class discussion through the forum. Students are expected to manage the learning process. The extent to which the class is valuable will depend much upon the level of personal involvement in learning. Share coursework as appropriate with other students. Some assignments will be posted online for others to see. You will be asked to comment and provide feedback to one another on your work. Specifics for participation requirements are provided in the Course Information button.
3. Use proper "netiquette" (see A Guide to Netiquette in Course Information on Moodle).
4. Complete the weekly written assignments that relate to a particular nonprofit organization selected by the student. Through assignments, students will explore aspects of fundraising theory in a practical context. All assignments are due on the dates indicated and will be collected as indicated in the course shell.
5. Complete the final exam. A comprehensive take home final exam will be used to assess student achievement of course objectives.

Instructor Responsibilities:

1. Design the course and learning modules in such a way that students have every opportunity to achieve the learning objectives.
2. React to student responses and discussion as appropriate in order to clarify important ideas and concepts.
3. Provide opportunities for group work that will include discussion as well as hands-on exercises.
4. Relate relevant resources and updated information for the various topics of interest.

5. Read and critically assess students' assignments, grade the assignment, and provide feedback by Monday (for assignments submitted for the previous Friday deadline).
6. Respond to all student e-mails and calls within 48 hours of receipt.

ASSIGNMENT SPECIFICATIONS

Overview:

Detailed rubrics for each of the 7 assignments will be available online. The rubric clearly outlines what is expected for each assignment and where points will be awarded and if points will be taken off for lack of grammar, spelling, etc. and APA formatting and citations.

You MUST read through the rubric BEFORE you start your assignment. This will shape how you compose your assignments and how much emphasis should be placed on what topics.

WEEKLY ONLINE DISCUSSION FORUM

Discussion Forum Specifications:

Each week you will be required to contribute to a discussion forum either individually or as part of a group. For individual week's there are 10 points available. Each post is worth up to a maximum of 2 points for each post (grading per post discussed below) meaning you must post AT LEAST 5 times to get full points for the week and more than likely will need to post more than that.

0 POINTS - No response
1 POINT - Single entry that answers question directly or response to class mate that builds upon their ideas and digs deeper into the assignment questions or issues
2 POINTS - The response integrates multiple views and shows value as a seed for reflection by including other participants' views.

POLICY STATEMENTS

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another's work as one's own without giving credit to the individual. This includes using materials from the internet.
2. Copying another's answers on an examination.
3. Deliberately allowing another to copy one's answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well.
For further information on this subject you may refer to the Academic Dishonesty section of the University's online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Graduate Courses

The graduate courses in the SBNM are all 7 weeks in length. Missing one class session is allowed without penalty as long as all readings and assignments are made up by the student within a reasonable time period (the following week). Failing to log into an online course site for an entire week is allowed, but a penalty may be applied at the instructor's discretion. Missing a second class session is allowed only in unusual circumstances by prior arrangement with the instructor. Since this represents almost 30% of the engagement time for the course, the student runs the risk of receiving a lower overall grade for the class. Faculty are encouraged to drop the course grade by a full letter grade in this situation. A student who misses three classes (or the equivalent for an online class) will automatically fail the course, unless the student drops the course before the seventh week of class. Students who drop a course will be held responsible for tuition, based upon the current North Park University policy outlined in the University Catalog (found on the NPU website).

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is undesirable and disruptive to your fellow classmates. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) ***prior to*** that session. You need to provide a reason for your absence.
Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

1) Improving student's writing skills.
2) Standardizing the required format of all written assignments in all SBNM courses.
3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. ***It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.***

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: http://www.northpark.edu/ada