

TESC MPA Program
Nonprofit Funding and Development Spring 2016 draft 2 12 16

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Dates: April 2-3, 23-24 & May 21, 9a-5p Sat/Sun
Location: TBD

MPA MISSION: “You must be the change you wish to see in the world.” Mohandas K. Gandhi

Course Description

This course will explore fundraising strategies for nonprofit organizations, and the role of leadership in nonprofit development. The assumption underlying the course is that strong leadership from staff, board members and donors is essential to successful fundraising. We will examine the changing nature of philanthropy in the U.S., and consider strategies for nonprofit fundraising for various types of organizations. The options for raising funds include earned income, applying for grants and contracts, annual giving, special events, major gifts, planned giving, and capital campaigns. Because many of these rely on attracting donors, we will examine the role of influence and theories of donor behavior, as well as fundraising ethics and the legal framework within which funds may be raised. We will also explore our own attitudes toward money, wealth and charity and how these affect our perspectives on the fundraising world.

Learning Objectives. On completion of the course, students will:

1. Gain an understanding of philanthropy in the U.S. and its relationship to nonprofit fundraising;
2. Critique basic fundraising strategies employed by nonprofits, how to match an appropriate strategy to different types of nonprofits, and options for managing fundraising;
3. Understand the different types of donors and various nonprofit fundraising options;
4. Understand ethical considerations involved in nonprofit fundraising;
5. Know the local, state, and federal laws and regulations affecting fundraising, and
6. Understand the role of boards of directors, staff and volunteers in nonprofit fundraising

Required Texts:

Singer, Peter (2015). *The Most Good You Can Do: How Effective Altruism Is Changing Ideas About Living Ethically*. New Haven: Yale University Press. ISBN 13: 978-0300180275. Hardcover.

Tempel, Eugene, T. Seiler, D. Burlingame, Eds. (2016). *Achieving Excellence in Fundraising, 4th Ed.* San Francisco: Jossey-Bass. ISBN: 9781118853825. Hardcover. (3rd edition also ok).

Twist, Lynne. 2006. *The Soul of Money*. New York: W.W. Norton. ISBN 13: 9780393329506. Paper.

Articles:

Cialdini, R. (2001). “Harnessing the science of persuasion.” *HBR*. October.

Giving USA (2015). Annual Report Executive Summary. Indianapolis: GivingUSA Foundation.

Bill and Melinda Gates Foundation (2014). 2013 Annual Report. Seattle: Gates Foundation

Credit and Evaluation: Students will receive 4 credits at the completion of the course if all course requirements have been successfully completed. Plagiarism (i.e., using other peoples' work as your own), failing to complete one or more assignments, completing one or more assignments late (without having made arrangements before the due date), or multiple absences may be grounds for denial of credit. Partial credit will be awarded only under unusual circumstances. Consistent with MPA program requirements, a self evaluation will be required for credit.

Expectations: All students are expected to contribute to a well-functioning MPA classroom learning community. Behavior that disrupts the learning community may be grounds for disciplinary action, including dismissal from the MPA program. Evergreen e-mail will be used for communication about class work; course documents will be available on the course Canvas site. Faculty will be prepared for class, responsive to questions and provide prompt feedback on completed assignments.

Fundraising Resources. A portion of the course Canvas site has documents listing websites and other helpful resources on non-profit fundraising.

Assignment 1. For class Sunday, **April 3rd**, prepare a seminar paper on the Cialdini article and text by Singer.

Assignment 2. The main text for this course, *Achieving Excellence in Fundraising, 4th Ed.*, provides comprehensive coverage of the multitude of issues relevant to raising money for nonprofit organizations. There are literally more topics than we can cover in this one course. This assignment will enable each student to study in depth a topic of particular interest. Form teams of 2 or 3 students, and select a topic about which you want to become particularly knowledgeable. Your team will research and prepare a PowerPoint presentation of about 45 minutes on that topic, to be delivered in class on either April 23rd or 24th. **(Note: we may reduce the length of the presentation depending on course enrollment).** Your team may also include a class exercise or workshop if appropriate to the topic. Each person in the team is expected to participate in the presentation. Your team's presentation must be provided to the instructor and posted to Canvas **by Friday, April 22nd at noon.**

For April 2nd: Come to class with one or two ideas for the focus of this assignment.

Assignment 3. Prepare an "elevator speech" for a nonprofit you are familiar with, or for the organization you are researching for Assignment 2: a 30-second pitch describing the agency and its mission. More resources for this assignment will be provided on Canvas.

Assignment 4. For class Sunday, **April 24th**, prepare a seminar paper on Swift's *The Soul of Money*.

Assignment 5. Critique of Fund Raising Plan for a Nonprofit Organization. Select a nonprofit with which you are familiar, or you want to learn more about, and prepare a critique of its fundraising plan. If possible, schedule an interview with an appropriate development officer from the organization, and interview them about their management of fundraising, fundraising strategies, and their overall results. (We will discuss they appropriate types of questions in class the first class weekend). Your critique should summarize the agency's mission and activities, describe its fundraising in depth, and recommend possible ways to improve their results. Prepare a 5 minute presentation on your findings for presentation in class on May 21st. **DUE: Post to Canvas by May 21st.**

Tentative Class Schedule

<p>Sat, 4/2 Course Overview What is Philanthropy? Symbiosis? Philanthropy and the Nonprofit sector The Evolving Nonprofit sector Why Do People Give? Boards, Leadership, and Fundraising Success Guest speaker Discuss Assignment 2, start team formation</p> <p>Readings: Tempel, et al Chapters 1, 3, 4, 5, 21, 22, 32 Skim Giving USA 2015 Executive Summary, Gates Foundation 2013 Annual Report, articles on boards and fundraising</p> <p>Assignments: Ideas for Assignment 2.</p>	<p>Sun, 4/3 Intro to Fundraising Strategies Sources of Funding Individual Donors Foundations Influence and Fundraising Discussion of Assignment Speaker: Social Media, Nonprofits & Fundraising</p> <p>Readings: Tempel, et al, Chapters 6, 7, 9, 15, 17 Singer, <i>The Most Good You Can Do</i> (all) Cialdini article</p> <p>Assignments: Assignment 1 (seminar paper)</p>
<p>Sat, 4/23 Capital Campaigns Events Foundation Fund Raising Corporate Fundraising Qualities of a Winning Grant Application Perfecting the “Ask”</p> <p>Readings: Tempel, et al, Chapters 18,19,20, 26,27, 28, 29,30 TBD on how to do an “ask”</p> <p>Assignments: Assignment 2 team presentations; Assignment 3—elevator pitch.</p>	<p>Sun, 4/24 Fundraising ethics Legal Considerations of Fundraising in Washington Evaluating effectiveness of fundraising efforts Seminar on Swift, <i>The Soul of Money</i></p> <p>Readings: Tempel, et al, Chapters 2, 23,31, 34, 35 Swift, <i>The Soul of Money</i> (all)</p> <p>Assignments: Presentations by Assignment 2 teams; Assignment 4 (seminar paper).</p>
<p>Sat, 5/21 Presentations on Assignment 5. Film, TBD Guest speaker</p> <p>Assignments: Paper for Assignment 5.</p>	