

TESC MPA Program
Nonprofit Leadership and Development Spring 2011

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Dates: Sat/Sun April 9-10, Sat/Sun April 30-May 1, Sat May 28, all 9a-6p

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. Be familiar with local, state, and federal laws and regulations affecting fundraising, and
6. Understand the role of boards of directors, staff and volunteers in nonprofit fundraising.

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 or incompletes will be awarded only under unusual circumstances. If you believe you will have difficulty submitting the final paper by its due date, contact me immediately.

Students are expected to attend each class meeting and to be on time. If an absence from class is unavoidable, contact me prior to class. Because of the intensive nature of this course, missing one day of class will necessitate a make-up assignment. Missing a second day of class will result in a no credit. Any makeup work must be completed by the end of the quarter in question to ensure full receipt of course credit. Consistent with MPA program requirements, a self evaluation will be required for credit.

"Moodle." Lecture notes after each class session and some course readings will be available at the Evergreen Online Learning page at <http://elms.evergreen.edu/>, under the course name.

Required Texts:

Cialdini, Robert. 2008. *Influence, Science and Practice, 5th Ed.* New York: Prentice Hall. ISBN-13: 978-0205609994. Paperback.

Tempel, Eugene, T. Seiler, E. Aldrich, Eds. 2010. *Achieving Excellence in Fundraising, 3rd Ed.* San Francisco: Jossey-Bass. ISBN: 978-0-470-55173-8. Hardcover

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

Articles:

Giving USA Annual Report Executive Summary 2010. Indianapolis: GivingUSA Foundation.

Bill and Melinda Gates Foundation *2009 Annual Report.* Seattle: Gates Foundation

Articles on the changing nature of philanthropy, and on Boards and Fundraising (on Moodle).

Assignments

Seminar papers. Prepare seminar papers on the Cialdini text (for 4/10), and on the Swift text (for 5/1).

Assignment 1. Nonprofit organizations remain dependent on the foundation sector, and wealthy philanthropists. But as chronicled in the Tempel text and assigned articles, the philanthropic sector has been changing. Write a short (2-3 pages, double-spaced) paper in which you describe the most important of these changes and critique them. In your view, are these changes good for nonprofits and US society, or are they a move in the wrong direction?

Assignment 2. The main text for this course, *Achieving Excellence in Fundraising, 3rd 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 30th or May 1st**. 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 PowerPoint must be emailed to the instructor by **Thursday, April 28th at 9 p.m.**

Assignment 3. Description and Analysis of the 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. The questions to be asked in this interview must be "just the facts" questions (to avoid the need to go through Human Subjects Review). 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 7 minute presentation on your findings for presentation in class on May 28th.

DUE: May 28th.

Tentative Class Schedule

<p>Sat, 4/9 Course Overview What is Philanthropy? Symbiosis? Philanthropy and the Nonprofit sector The Evolving Nonprofit sector Why Do People Give? Boards, Leadership, and Fundraising Success</p> <p>Readings: Tempel, Chapters 1-4, 24, 27, 28, 29, 34 Cialdini, Chapters 1-4 Skim <i>Giving USA 2010 Executive Summary, Gates Foundation 2009 Annual Report</i>, articles on boards and fundraising and on changes in philanthropy</p> <p>Assignments: Assignment 1.</p>	<p>Sun, 4/10 Intro to Fundraising Strategies Sources of Funding Individual Donors Foundations The Basics: Perfecting the “Ask” Influence and Fundraising</p> <p>Readings: Tempel, Chapters 5, 10, 11, 15, 17, 18 Cialdini, Chapters 5-8 TBD on how to do an “ask”</p> <p>Assignments: Seminar paper on Cialdini text.</p>
<p>Sat, 4/30 Capital Campaigns Events Foundation Fund Raising Corporate Fundraising Qualities of a Winning Grant Application</p> <p>Readings: Tempel, Chapters 6-9, 19-22</p> <p>Assignments: Presentations by Assignment 2 teams.</p>	<p>Sun, 5/1 Fundraising ethics Legal Considerations of Fundraising in Washington Evaluating effectiveness of fundraising efforts</p> <p>Readings: Tempel, Chapters 23, 31, 35, 36 Swift, <i>The Soul of Money</i> (all)</p> <p>Assignments: Presentations by Assignment 2 teams; seminar paper on Swift.</p>
<p>Sat, 5/28 Presentations on Assignment 3. Film, TBD</p> <p>Assignments: Paper for Assignment 3.</p>	

Expectations of Students and faculty: We will promote a cooperative, supportive atmosphere within this learning community; give everyone opportunity for self-reflection and expression; Use high standards in reading the text and preparing our papers, lectures, and comments in seminar; Handle all disputes in a spirit of goodwill. Discuss any problems involving others in the learning community directly with the individuals involved (so long as the concerned party feels safe doing so), with the right to support from other program members during those discussions, if that seems helpful.

We will abide by the social contract: WAC 174-121-010 College philosophy. <http://apps.leg.wa.gov/WAC/default.aspx?cite=174-121-010>; **We will abide by the student conduct code:** Chapter 174-120 WAC Student Conduct Code & Grievance/Appeals Process <http://search.leg.wa.gov/wslwac/WAC%20174%20%20TITLE/WAC%20174%20-120%20%20CHAPTER/WAC%20174%20-120%20%20CHAPTER.htm> **We will abide by the non-discrimination policies and procedures at TESC:** <http://www.evergreen.edu/policies/g-nondiscr.htm>.