



Syllabus: MGMT 4633 Nonprofit Fundraising & Grand Development Fall Semester 2021, DB 317

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Office Hours

Office hours are designed for you, giving you a more private environment in which we may talk about your work, your performance in class, etc. If you are unable to see me during my scheduled office hours, do not hesitate to make an appointment to see me at a different time. I can also accommodate virtual appointments if requested.

Office Hours:

- Mondays: 2:00 pm to 3:30 pm;
- Tuesdays: 8:15 am to 9:15 am;
- Wednesdays: 8:15 am to 9:15 am and 2:00 pm to 3:30 pm;
- By appointment

Recommended Textbooks and Teaching Materials

Standards For Excellence; Association for Fundraising Professionals; Readings and materials will be posted on D2L

Ciconte, B.L., Jacob, J.G. (2009). *Fundraising Basics A Complete Guide* (3rd Edition). Sudbury, Massachusetts: Jones and Bartlett Publishers. ISBN: 978-0-7637-4666-7 (paperback). ***There are several copies of this textbook in the Center for Nonprofit Management & Leadership Resource Library (DB 147).***

Course Description

Introduction to the fundraising process, with a focus on the motivations and expectations of potential donors. Overview of how to locate potential sources of grant funding and how to develop a successful grant proposal.

Specific Learning Goals

By the end of the course you will be able to:

- Identify and describe best practices of resource development and its relationship to capacity building and organizational sustainability;
- Participate with at least two local nonprofits in an online giving campaign and assess that effort

- Analyze, evaluate and interpret development data and apply resource development theories and processes to a “real-world” nonprofit scenario/situation creating the following “deliverables” for a nonprofit;
 - Assess a nonprofit’s readiness to apply for grants
 - Review, revise and edit a basic grant template for a local nonprofit which can be used to develop fundraising collateral materials such as grant proposals, brochures, etc.;
 - Conduct grant research, identifying prospective funders for a local nonprofit;

All students will partner with local nonprofit organizations for the duration of the course. They will apply information and concepts learned in this course to help their nonprofit partners improve their fund development operations. The course will build on concepts and create several key deliverables for the nonprofit: a grant readiness assessment; a basic grant template and a grant prospect list.

General Learning Goals

1. Competency in speaking and writing for common business scenarios. Students will submit written assignments throughout the semester. Assessment will occur through grading of written assignments throughout the semester.
2. Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information. They will use real nonprofit information to conduct a grant readiness assessment, and create content for their client. They will also research and compile a list of prospective funders for the nonprofit. Assessment will occur throughout the semester through key deliverables.
3. Demonstrate how to be effective team members by using team building and collaboration to achieve group objectives. Students will work in groups and be assigned to work with a local nonprofit to develop fundraising and grant writing materials. Assessment will occur throughout the semester through key deliverables and instructor evaluation.
4. Students will apply and demonstrate ethical reasoning skills within a business environment. Students will learn and apply best practices in real-life nonprofit business problem(s). Assessment will occur throughout the semester through instructor evaluation.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Online General Goals

1. Students will demonstrate the capability to use devices to communicate with other systems to access data, upload and download.
2. Students will demonstrate proficiency with email to create, send, respond and use attachments.
3. Students will demonstrate the ability to use word processing.
4. Students will demonstrate the capability to navigate a learning system such as D2L/Brightspace and the internet.

- Students will demonstrate the ability to navigate a Windows or MAC operating system to manipulate files using file manager, determine active printer, access installed applications, create and delete directories and files.

Course Communication

I will provide all course content, updates, readings, handouts, and other communication using D2L. Students may also check their grades via D2L. Students will need to log in to D2L regularly to stay current with the class. If you have any questions or need any help, the best way to reach me is via e-mail. Always include in the email your first and last name as well as the name of the course you're emailing me about. **Be sure that your email settings are set up so that you receive communications sent via D2L. It is your responsibility to manage your settings.**

Assignment Submissions

All assignments should be submitted through D2L. Please only submit typed Word documents unless otherwise specified. If you use Pages (or another word processor), **please convert your document first**. If you fail to submit your document in the correct format, and I cannot read your document, your document will be considered late, and I will NOT accept the assignment. **Submissions by email will not be accepted.**

Course Grading and Evaluation

Activities	Possible Points
Participation and Attendance: up to 10 points per week (up to 5 pts each class day) for full attendance and full participation; absence results in 0 points; tardiness, leaving early, being disruptive and/or non-participatory results in deduction of points	150
Professionalism with instructor, speakers & community: Appropriate attire; professional verbal and written communication; overall professional demeanor (on time; preparedness; quality of work)	150
Guest Speaker Summaries: 20 points each	200
Service Learning Reflection Papers: 100 points each	300
Service Learning TMAD Participation: 100 pts	100
In class pop quiz (covers reading material): 25 points each	100
	1000

<u>Actual Points</u>	<u>Letter Grade</u>
Above 895	A
894-795	B
794-695	C
694-595	D
Below 594	F

Brief Description of Graded Activities

Attendance and Participation

Attendance and Participation will be heavily weighted in this class. Attendance and Participation could also negatively impact other grades such as nonprofit evaluations and professionalism. You cannot be successful in this class if you do not attend class

regularly; if you come to class late and/or leave class early; or do not participate, discussion or activities. In particular, students will be assessed for their preparation for class and engagement in discussions and activities. Significant class time will be given to complete and work on group assignments, therefore regular attendance, promptness and class participation is a must.

Attendance, being well prepared and full engagement in group/class activities will earn up to 10 pts per week. Tardiness, leaving class early, being unprepared and/or poor contribution to group/class will earn 3 pts OR LESS. Absent and/or disruptive or non-contribution to group/class will earn 0 points.

Also see attendance under Course Policies.

Speaker Summaries

We will have approximately ten guest speakers throughout the semester. For each speaker, you will be asked to complete a speaker summary which will be due the day following the speaker by 11:00 am. So if a speaker presents at our class on September 1, from 9:30-10:50, the speaker summary will be due on September 2, by 11:00 am, submitted in D2L. The summaries should include the name of the speaker, their title, the organization they are associated with. The summary should also include why you think I asked them to speak to our class. What expertise did they bring? What relevant topic did they discuss? How does this relate to fundraising in the nonprofit sector? How does this topic relate to your assigned readings or lectures?

Professionalism

As a student in this class, part of the requirement is to work closely with a local nonprofit in a pseudo-professional context and you will also have opportunities to interact with professionals from the nonprofit sector who may visit the classroom as guest lecturers. It is expected that ALL your interactions with these professionals be conducted in a professional manner. Please be mindful that your written communication, such as email, should include proper salutations (Mr., Ms., Dr., etc.), should follow proper spelling and punctuation guidelines, and convey an overall professional and business-like demeanor. Do NOT write your emails like text messages: do NOT use emoji's, do NOT use abbreviated spellings of words such as "u" for you; "2" for to, etc., or acronyms like LOL, LMAO, etc. Call or email your contacts, do not text! When you meet with a nonprofit representative in person, please dress appropriately. I do not expect you to dress in a business suit, however, I do expect you to dress appropriately and conservatively. This would mean that the following would NOT be appropriate: sweats, shorts, tank tops, torn/ripped clothing, flip flops, or revealing clothing. Always introduce yourself and provide your contact info with the best way to reach you. Treat these opportunities as a way for you to practice your business professionalism.

Service-Learning Requirement

This class will have a service-learning requirement. The service-learning component consists of several parts:

1. **Completion of a three reflection papers specific to different fundraising areas and activities:** Online Giving (Texoma Gives); Grant Research/Grant Template Writing; and Volunteerism
2. **Community service day completion** – Participation in *Together We Make a Difference Community Service Day* (Saturday, October 23) is required for this course. Registration is required by October 1, 2021 and fulfillment of participation is required by October 23, 2021.

Reflection Papers and Community Service Participation

The student must complete three reflection papers through-out the semester reflecting on work done with nonprofits in the community. This paper should provide reflection on the service-learning experience and should answer the provided prompts. See syllabus for due dates.

Participation in Community Service Day, ***Together We Make a Difference***, Saturday, October 23, 2021

Course Policies

Grades

Grades will be entered into the gradebook on D2L. It is the student's responsibility to keep all graded materials that have been returned by the instructor for the entire semester. Technical glitches happen, you will need to hold on to your final copy of any assignment in the event that a file does get lost. Any request to change a grade must be made to the instructor via email within one week of when the grade was posted to D2L.

Attendance

Attendance is absolutely crucial for your success in this class. I will take attendance at the start of each class meeting. Attendance and participation will be heavily weighted in this class and be worth 10% of grade. Attendance and participation could also negatively impact other grades such as peer evaluations and professionalism. You cannot be successful in this class if you do not attend class regularly, if you come to class late and/or leave class early, or do not participate. In particular, students will be assessed for their preparation for class and engagement in discussions and activities (group work; group assignments). As the instructor, I also may exercise my right to drop you from the class if you have more than 3 unauthorized and/or invalidated/undocumented absences. This would result in you receiving an "F" for the class. Absences due to required participation in university sponsored activities are considered "authorized absences". Students with written approval for an "authorized absence" must present a signed letter or memo to the instructor PRIOR to the date of the absence. Only prior notification can guarantee lack of penalty for these absences. It is the responsibility of the student to make arrangements with the instructor to make up missed work during the authorized absence. "Valid, documented" absences fall in the following categories: medical, legal, or serious personal issue beyond your control (e.g. relative's death or serious illness; jury duty; car accident) and in order for these absences to be considered "valid and documented" the student must provide documentation such as a written doctor's excuse, jury summons, police report, etc.

Further validation may be required by the Student's Right and Responsibilities Office. Not feeling well, oversleeping, studying for a test, or having another project due, does NOT meet the criteria for a valid absence.

Late Work

No late assignments or presentations will be accepted. Quizzes can be made up only in the case of authorized absences or valid, documented excuses (see above). Deadlines are very critical in this class due to the real-time, real-world project environment. Not meeting deadlines, being late to class, being late to appointments with your nonprofit is unacceptable.

Midterm Progress Reports

In order to help students keep track of their progress toward course objectives and to be successful in this class, the instructor will provide Midterm Progress Reports (5-8 weeks after the start of the semester) for all students through each student's WebWorld account. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. The midterm grades are simply an indicator of where the student stands at the midpoint of the semester based on performance, attendance and participation up to that point. It is highly recommended that students earning at or below a C at the midway point should schedule an appointment with the instructor to discuss how to improve student outcome.

University Policies

Academic Integrity

Refer to the "Student Honor Creed" in the undergraduate catalog. If I discover that a student has engaged in academic dishonesty (cheating, collusion, and/or plagiarism) on any work for this course, they will receive an F (0 points) for that work. Repeated instances will result in failing the course. All instances of academic dishonesty will be reported to the Dean of Students.

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via D2L and/or in class.

Grade Appeals

Any student who believes a final grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Americans with Disabilities Act

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request accommodation, that student should please contact me as soon as possible. Any student requesting accommodations should first contact Disability

Support Services at 940-397-4140 in room 168 Clark Student Center to document and coordinate reasonable accommodations if you have not already done so.

Concealed Carry

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage on [Campus Carry Rules and Policies](#).

Important Dates

Change of schedule or late registration: **August 23-26, 2021.**

Deadline to file for December graduation: **September 27, 2021**

Last Day to drop with a grade of "W": **4:00 p.m., October 25, 2021.**

Module	Read & Review	View Lectures & Videos	Assignments Due
Week 1 Aug 23-27, 2021	Class syllabus;	Introduction to class; Class syllabus, Texoma Gives Lecture: Social Media Strategies (GG Video – 38 minutes); Peer to Peer Fundraising (GG Video-15 minutes)	Browse the Texoma Gives website: Who are some nonprofits you are familiar with? What nonprofits interest you? 8/25/2021 choose TWO nonprofits who are registered with Texoma Gives to follow the next three weeks.
Week 2 Aug 28-Sep 3, 2021	Chapter 2 & 13 , Ciconte & Jacob, The Many Roles of Board, Staff, and Volunteers in Fundraising and Fundraising Communications	Monday Guest Speaker: Leslie Schaffner, Texoma Gives Wednesday Lecture & Discussion: Digital Marketing, Crowd Fundraising, Texoma Gives Marketing Training video	Follow and engage with your selected nonprofits for Texoma Gives. Come to class with at least one question for guest speaker. Guest Speaker Summary 1 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L.
Week 3 Sep 4-10, 2021	Chapter 1 , Ciconte & Jacob, Ensuring the Future of Philanthropy Chapter 5 , Developing and Evaluating your fundraising plan	Monday: Holiday, no class Wednesday Lecture: Fundraising Ethics; Developing and Evaluating your Fundraising Plan	9/8/2021: In class Quiz – Chapters through 9/4/2021 Thursday: Texoma Gives – 9/9/21 Follow and engage with your selected nonprofits for Texoma Gives.
Week 4 Sep 11-17, 2021	Chapter 11 Ciconte & Jacob, Raising Money From Foundations Chapter 4 , Ciconte & Jacob, Fundraising Database	Guest speaker, Dr. Shelley Sweat, President The Priddy Foundation Wednesday Lecture: Grant readiness and checklist.	Come to class with at least one question for guest speaker. Guest Speaker Summary 2 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L. First Reflection Paper due 9/15/2021, 11:59 pm: Texoma Gives and Online Fundraising.
Week 5 Sep 18-24, 2021	Chapter 10 , Ciconte & Jacob, Corporate Fundraising Chapter 16 , Association Foundation Fundraising, Ciconte & Jacob	Monday Guest speaker, Aaron Alejandro, CEO and President, Texas FFA Foundation Wednesday Lecture: Formulating the potential ask: Program, Operating, Capital or Capacity Building.	Come to class with at least one question for guest speaker. Guest Speaker Summary 3 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L.
Week 6 Sep 25 – Oct 1, 2021	Chapter 8 , Ciconte & Jacob, Prospect Research	Monday Lecture: Grant Research Strategies (SPIN; Foundation Online). <i>Assist a local nonprofit with grant research.</i> Wednesday Lecture: Private Foundation Grant Writing (posted on D2L)	Register for Together We Make a Difference – This is a requirement for the course!

Module	Read & Review	View Lectures & Videos	Assignments Due
Week 7 Oct 2-8, 2021	Chapter 17 , Cicone & Jacob, Fundraising with Affiliates or Chapters	Monday Guest speaker , Paula Perkins, Board President & Founder, Impact 100 WF, Board Member, Philanos Wednesday Lecture: Understanding the Common grant application. <i>Assist a local nonprofit with completing a common grant application.</i>	Come to class with at least one question for guest speaker. Guest Speaker Summary 5 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L. DUE: Grant research spreadsheet for PBTS; LOI draft letter; Common Grant Application draft. Will replace Major Gifts and Annual Gifts in class quiz grade!
Week 8 Oct 9-15, 2021	Chapter 3 – Building a Professional Development Operation, Chapter 6 Building Relationships and Chapter 9 Major Gifts, Cicone & Jacob	Monday Guest Speaker , MSU Development Department WEDNESDAY: Major Gifts and Annual Gifts IN-CLASS QUIZ	Come to class with at least one question for guest speaker. Guest Speaker Summary 6 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L. 10/13/2021: Quiz – Chapters & Lectures through 10/1/2021
Week 9 Oct 16-22, 2021	Chapter 14 Capital Campaigns Cicone & Jacob,	Monday Guest Speaker , Ruth Jones, Major Gifts Officer, Hope for the Warriors Wednesday Lecture: Capital Campaigns	Come to class with at least one question for guest speaker. Guest Speaker Summary 7 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L.
Week 10 Oct 23-29, 2021	Chapter 12, Special Events Cicone & Jacob Chapter 15 The Basics of Planned Giving, Cicone & Jacob	Monday: NO CLASS (TMAD SUBSTITUTION) Wednesday, Lecture: Planned Giving and Special Events	TOGETHER WE MAKE A DIFFERENCE SERVICE DAY – SATURDAY, OCTOBER 23 – REQUIRED ATTENDANCE Second Reflection Paper due 10/27/2021, 11:59 pm: Grant Writing and Grant Research
Week 11 Oct 30-Nov 5, 2021	Chapter 15 The Basics of Planned Giving, Cicone & Jacob	Monday: Brittany Norman, WEDNESDAY: IN CLASS QUIZ	Come to class with at least one question for guest speaker. Guest Speaker Summary 8 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L. Third Quiz: Chapters & Lectures through 11/1/2021
Week 12 Nov 6-12, 2020	Chapter 18 Working with Consultants: Hiring and Using Consultants in your fundraising program Cicone & Jacob	Monday Guest speaker , Laura McKechnie, President, Junior League Wichita Falls Wednesday, Lecture: Government Grants	Guest Speaker Summary 9 due: Speaker Summary due the day following the speaker at 11:00 AM in D2L.
Week 13 Nov 13-19, 2021	Chapter 7 , Using Direct Mail, Telemarketing, and Internet, Cicone & Jacob	Monday: Dillard Family Foundation & Tailwind Financial Advisors	Come to class with at least one question for guest speaker.

Module	Read & Review	View Lectures & Videos	Assignments Due
	Chapter 19 , Fundraising as a Career	Wednesday, Lecture: Development and Fundraising as a career	<i>Guest Speaker Summary 10 due:</i> Speaker Summary due the day following the speaker at 11:00 AM in D2L. <i>Reflection Paper Due 11/18/2021:</i> TMAD Community Service Day and Volunteerism
Week 14 November 20-26, 2020 Thanksgiving Break November 24-29	No new material	MONDAY – NO CLASS (TMAD SUBSTITUTION)	
Week 15 Nov 27- Dec 3, 2021	Review of material	Monday Lecture, quiz review WEDNESDAY: IN CLASS QUIZ	<i>Quiz in Class: Chapters AND Lectures through 12/1/2021</i>
Final Due Dec 4, 2021			NO FINAL