

## **Fundraising and External Relations for Nonprofit Organizations**

**UST 451-51/751**

**Fall 2017**

**Maxine Goodman Levin College of Urban Affairs  
Cleveland State University**

UST 451-51/751

3 credit hours

Updated: 08/10/2017

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**Office Hours:** By Appointment

**Course Location:** RT 801 & Lorain

**Meeting Time:** Monday 6:00 – 8:50

**Course Number:** 5785 (Section 51) Main Campus and 5768 (Section 751) Lorain

**Section:** 51 (Main Campus) and 751 (Lorain)

### **Course Description:**

This course provides the fundamentals of fundraising and external relations for nonprofit organizations, with special emphasis on the challenges faced by small to mid-sized community and faith-based organizations; development of viable strategies for attracting diverse and sustained financial support for nonprofits; development of strategies for dealing with clients, area residents, members, trustees, legislators, the press, and other important constituents; practical, hands-on exploration of the skills and knowledge needed to equip managers of nonprofits to position their organizations effectively in the community.

### **Required Text:**

- Michael Seltzer, *Securing Your Organization's Future: A Complete Guide to Fundraising Strategies*. Revised and Expanded Edition, (New York: The Foundation Center, 2001). ISBN 0-87954-900-9 paperback

### **Course Objectives:**

The purpose of the course is to provide students with academic and practical skills. Upon completion of this course, students will gain a better understanding of:

1. Raising funds in support of nonprofit organizations
2. The basic sources of funds and the elements of ongoing fundraising campaigns
3. Key elements of external and media relations

**Course Method:**

The class is a seminar course that requires student participation through assigned readings, class exercises, case study analysis, and discussion. Students are expected to complete the required reading, (including any handouts, or other assignments in addition to the specified text), attend all class sessions, participate in group discussions, and contribute to the learning experience. Students who have to miss a class should notify the instructor prior to the start of class. Students who miss more than one class, without proper documentation, will have their final grade reduced accordingly.

**Grading:**

Your grade is based upon regular, frequent class participation, the quality of your work on the required assignments, and your performance on the final exam. Students are expected to attend all classes and to complete all homework assignments. **Assignments are due as indicated.** Late assignments, based on emergency situations only, will be accepted with prior approval from the instructor, and may lose 2 points for each day the assignment is late.

Class Participation	20 points
Assignment 1	10 points
Assignment 2	10 points
Assignment 3	10 points
Development Staff Interview (Paper & Presentation)	20 points
Final Exam	30 points
Total	100 points

- A = 94 - 100
- A- = 90 - 93
- B+ = 87 - 89
- B = 83 - 86
- B- = 80 - 82
- C+ = 77 - 79
- C = 70 - 76
- D = 60 - 69
- F = 59 and below

**University Policy Statements:**

*University Deadlines*

- For the current semester, the deadline for dropping a course is September 1, 2017
- The last day to withdraw from the course is November 3, 2017
- The final examination week is December 11-16, 2017

*Grades of "I" and "X"*

- X - For undergraduate courses the grade of "X" can only be administratively assigned by the Office of the University Registrar to indicate a grade has not been assigned by an instructor. For undergraduate students who have stopped attending/participating without notification and have not completed all assignments for reasons that cannot be determined, instructors should assign the earned grade. Any grade of "X" will become a grade of "F" at 11:59 PM the day following the grading deadline.

- I - Incomplete. The "I" grade is given when the work in a course has been generally passing, but when some specifically required task has not been completed through no fault of the student.
- An "I" grade can be assigned by the instructor when all three of the following conditions are met:
  1. Student is regularly attending/participating in the class and has the potential to pass the course;
  2. Student has not completed all assignments and has stopped attending/participating for reasons deemed justified by the instructor; and
  3. Student has notified the instructor prior to the end of the grading period.

### *Students with Special Needs*

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services at (216) 687-2015. The Office is located in MC 147. Accommodations need to be requested in advance and will not be granted retroactively. Students should notify the instructor as soon as possible if they have been granted an accommodation through the Office of Disability Services.

### *Writing Assistance*

Students with difficulty writing may contact the Writing Center located in Rhodes Tower 124 for assistance. Students should use the American Psychological Association (APA) format for citations and reference pages.

### *Plagiarism*

Plagiarism is stealing and/or using the ideas or writings of another in a paper or report and claiming them as one's own. This includes but is not limited to the use, by paraphrase or direct quotation, of the work of another person without full and clear acknowledgment. The penalties for plagiarism are found in full in the Student Handbook (Office of Student Life) under Academic Regulations (Policy on Academic Misconduct) at the following link:

<https://www.csuohio.edu/sites/default/files/StudentCodeOfConduct.pdf>.

## **Assignments:**

### **A. Short Papers**

There are three written assignments of **two to three pages** each, written in APA style with 12 point font and normal margins. All papers must include the student's name, email address, course name, paper #, and the date the assignment is due. Papers are based on the identification of current and potential donors to a single nonprofit organization chosen by the student. The topics of the paper are noted as follows:

**Paper # 1** Due Week 4 (**Monday 9/18**) Describe the key sources of revenue for your organization, what percentage of total support they represent, and who are the largest contributors for each of the sources identified

**Paper # 2** Due Week 7 (**Monday 10/09**) Based on a review of local giving to similar organizations in the community, develop a list of prospects for new gifts and grants, and identify a suggested gift amount for each.

**Paper # 3** Due Week 10 (**Monday 10/30**) Develop a \$50K Gift Range Table for your organization. Include a recommendation of both new and returning donors as required to provide two to four

prospects for each major gift level. Include a brief description of the rationale used to determine the specific choice of prospects and the size of their potential gift.

### **B. Development Staff Interview Paper & Presentation**

Prepare an overview of a personal interview with one of the development staff at your organization. You can interview any level of staff person, as long as they have personal fundraising responsibility and experience. The paper should be **three to five pages** with 12 point font and normal margins, and be written using APA format. **All papers are due Week 14 (11/27)**. Each student will **present her/his interview results to the class** using Power Point during **Weeks 14 and 15 (11/27 & 12/04)**.

Presentations should not exceed 10 minutes in length. Your inquiry should include the following:

1. The organization name, address, and the names & titles of the Chief Executive and Board Chair
2. The Mission Statement, and if applicable, any formal Vision or Values Statement
3. The organization's primary or core program offerings and the total public support budget amount
4. Other than the individual being interviewed, who else (including staff and volunteers) are directly involved in fundraising, and what are their titles and roles?
5. Is the annual fund/direct mail program handled internally, or externally? How often, and to how many people do they mail? Who develops/writes the fundraising letter and materials? (If possible, obtain a sample fundraising letter).
6. How important are special events to the organization and what are the pros and cons of this activity?
7. What aspect of their fundraising program are they most excited about? What could they do to make that even better and more exciting?
8. What recent large gift or grant are they most proud of? How did they secure it?
9. Which of their programs & services do they think are most meaningful to the community?
10. What impressed, or moved, you (the student) most about what you learned from this exercise?

### **Final Exam:**

There will be a final exam that will test the knowledge of students based on the materials covered in class. **(The Exam will take place during our regularly scheduled meeting time on Monday 12/11)**

### **Class Schedule/Due Dates/Assignments:**

Week 1:	8/28	Introductions; Familiarity with Fundraising; Review syllabus and class assignments; Begin History of Nonprofits
Week 2:	9/04	The History of Nonprofit Organizations (Seltzer: Chapters 1 & 2) <b>HOLIDAY: NO CLASS!</b>
Week 3:	9/11	Fundraising Overview (Seltzer: Chapters 5 & 6); Finish History of Nonprofits
Week 4:	9/18	The Role of the Board (Seltzer: Chapter 3) <b>Paper # 1 Due</b>
Week 5:	9/25	Annual Fund and Special Events (Seltzer: Chapters 7-10)
Week 6:	10/02	Corporations and Businesses (Seltzer: Chapter 16)
Week 7:	10/09	Private and Community Foundation Support (Seltzer: Chapter 15) <b>Paper # 2 Due</b>
Week 8:	10/16	Major Donors and Planned Giving (Seltzer: Chapters 11 & 12)
Week 9:	10/23	Organizations, Institutions & Federated Fundraising (Seltzer: Chapters 18-21)
Week 10:	10/30	Government Funding (Seltzer: Chapter 17) <b>Paper # 3 Due</b>
Week 11:	11/06	External Relations, Donor Recognition, and The Internet (Seltzer: Chapter 13)
Week 12:	11/13	Marketing, Community Relations, and Media Management
Week 13:	11/20	Other Resources, Course Review, Q & A

**Note: Thanksgiving Recess is November 23-26**

Week 14: 11/27 Student Presentations **Development Staff Interview Paper Due**  
Week 15 12/04 Student Presentations (Continued); Additional Q & A  
Week 16 12/11 **Final Exam**

**Please Note:**

While every effort has been made to provide a comprehensive overview of the course content, assignments and due dates, the instructor reserves the right to add assignments, or make other changes to the syllabus, as the semester progresses.