Fundraising for Nonprofit Organizations
Instructor: Elaine M. Woloshyn, President & CEO
Center for Nonprofit Excellence – Akron, OH

Course: PAD 651 50
Tuesday: 6:00-9:50 PM
Start-End Dates: January 16 – May 8, 2007
Location: UR 241

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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. In a climate of devolution and other significant changes in the nonprofit environment, leaders and managers must pay increasing attention to developing a viable strategy for attracting diverse and sustained financial support as well as for developing productive relations with key stakeholder groups, including clients, area residents, members, trustees, legislators, the press, and other important elements. This course is a practical, hands-on exploration of the skills and knowledge needed to equip leaders and managers of nonprofits to position their organizations effectively and to secure the resources required to achieve their missions. Students will receive a comprehensive picture of the major sources of nonprofit financial resources including raising funds from individuals, corporations and foundations, government contracting, combined campaigns, earned income and social enterprise.

You are expected to come to all of the classes and to do all of the reading. It will be impossible to master the information that you will be expected to use in the exercises if you do not.

Your grade will be a combination of your class participation and the quality of your work on the required exercises. Some will require written submissions and others will consist of classroom presentations. There will be no test as such, but rather a class project that will require you to analyze the financial sustainability of a local nonprofit organization. This final exercise will be worth 50% of your final grade. The other exercises will be combined for 25% of your grade. The final 25% of your grade will be class participation, so please make sure you are in attendance or your grade will suffer accordingly.

REQUIRED TEXT:

Effective Economic Decision-Making by Nonprofit Organizations
Dennis R. Young, Editor

January 16, 2007 – Class 1

*Introductions*
- Introduction Quiz

January 23, 2007 – Class 2

*Introduction & Overview*
- Class Assignments
  - Young Ch. 1 Introduction & Overview
  - Seltzer Sec. 1.1 Defining a Statement of Purpose
  - Seltzer Sec. 1.2 Making an Organization Legal

Assignment: 1 Page Proposal

January 30, 2007 – Class 3

NOTE: Class will start at 7:00 PM this evening

*Financial Management Roles*
- Young Ch. 6 Investment & Expenditure Strategies
- Young Ch. 10 The Seven Insights of Effective Nonprofit Economic Decision-Making
- Seltzer Sec. 1.3 Building a Board of Directors

*Accountability*
- Various Authors Handouts

*Case Study*

Assignment Due: 1 Page Proposal

February 6, 2007 – Class 4

*Financial Management Roles & Accountability continued*

February 13, 2007 – Class 5

*Strategic Planning*
- Young Ch. 2 Pricing in the Nonprofit Sector
- Young Ch. 3 Compensation in Nonprofit Organizations
- Seltzer Sec. 1.4 Putting Your Purpose to Work: Planning Your Programs
- Seltzer Sec. 1.5 Developing Budgets
- Drucker Assessment Process [www.leadertoleader.org](http://www.leadertoleader.org)

Assignment: Watchdog Critique

February 20, 2007 – Class 6

*Business Planning*
- Young Ch. 4 Outsourcing by Nonprofits
- Handouts

February 27, 2007 – Class 7

*Fundraising, Individual Donors*
- Young Ch. 5 Fundraising Costs
- Young Ch. 9 Internet Commerce and Fundraising
- Seltzer Part A.7 Giving from Individuals: An Overview
- Seltzer Part A.8 Face to Face Solicitation
- Seltzer Part A.9 Direct Mail
- Seltzer Part A.10 Special Events
- Seltzer Part A.11 Beyond the Simple Cash Contributions:
March 6, 2007 – Class 8

Foundations
- Seltzer Part B.13 Approaching Foundations
- Seltzer Part B.14 Corporations and Businesses
- Seltzer Part B.16 Religious Institutions
- Seltzer Part B.17 Federated Fundraising Organizations
- Seltzer Part B.18 Associations of Individuals

Assignment: Write Case Statement for your chosen organization

March 13, 2007 – SPRING BREAK – NO CLASS

Assignment: Bring IRS 990's for next week's in class analysis

March 20, 2007 – Class 9

IRS Form 990: Bring IRS 990's for your final project to analyze in-class

March 27, 2007 – Class 10

Public Private Partnerships
- Young Ch. 8 Institutional Collaboration
- Seltzer Part B.15 Government Support

Assignment Due: Watchdog Critique

April 3, 2007 – Class 11

Small Group: Project Review

Assignment Due: Written Case Statement for your chosen organization

April 10, 2007 – Class 12

Revenue Diversification
- Seltzer Sec. 2.6 The Many Sources of Funding

Nonprofit Enterprise
- Young Ch. 7 Nonprofit Commercial Ventures and Their Funding Agents' Responsibilities
- Seltzer Part A.12 Earned and Venture Income
- Seltzer Sec. 3.19 Choosing Your Funding Mix and the Strategies to Secure It
- Various Authors Handouts

April 17, 2007 – Class 13

Voices from the Real World: Panel Presentation & Discussion

Case Study

April 24, 2007 – Class 14

Assignment Due: Final Reports

May 1, 2007 – Class 15

Assignment Due: Final Reports continued

May 8, 2007 – FINALS WEEK – NO CLASS