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 20 – May 12, 2009
Location: UR 106

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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 TEXTS:

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

Michael Seltzer
**January 20, 2009 – Class 1**

*Introductions*
1. Introduction Quiz
2. Class Assignments

**Assignment: 1 Page Proposal**

**January 27, 2009 – Class 2**

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

**Assignment Due: 1 Page Proposal**

**February 3, 2009 – Class 3**

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

*Accountability*
2. Various Authors Handouts

**February 10, 2009 – Class 4**

*Financial Management Roles & Accountability continued*

**February 17, 2009 – Class 5**

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

*Business Planning*
1. Young Ch. 4 Outsourcing by Nonprofits
2. Handouts

**Assignment: Watchdog Critique**

**February 24, 2009 – Class 6**

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

**March 3, 2009 – Class 7**

*Fundraising, Individuals Continued*
March 10, 2009 – Class 8

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

Assignment: Foundation Center

March 17, 2009 – SPRING BREAK – NO CLASS

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

March 24, 2009 – Class 9

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

Assignment: Write Case Statement for your chosen organization

March 31, 2009 – Class 10

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

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

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

Assignment Due: Watchdog Critique

April 7, 2009 – Class 11

Public Private Partnerships Continued

Assignment Due: Foundation Center

April 14, 2009 – Class 12

Small Group: Project Review

Assignment Due: Written Case Statement for your chosen organization

April 21, 2009 – Class 13

Voices from the Real World: Panel Presentation & Discussion

Case Study

April 28, 2009 – Class 14

Assignment Due: Final Reports

May 5, 2009 – Class 15

Assignment Due: Final Reports continued

May 12, 2009 – FINALS WEEK – NO CLASS