Cleveland State University  
Fundraising for Nonprofit Organizations – Spring 2010  
Instructor: Elaine M. Woloshyn, President & CEO  
Center for Nonprofit Excellence – Akron, OH

Course: NAL 651 – 4 credit hours  
Tuesday: 6:00-9:50 PM  
Start-End Dates: January 18 – May 10, 2010  
Location: UR253

Instructor: Elaine Woloshyn  
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Office Hours: Before or after class, set by appointment via email

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 19, 2010 – Class 1

Introductions
1. Introduction Quiz
2. Class Assignments
3. Confidentiality

Assignment: 1 Page Proposal

January 26, 2010 – Class 2

Introduction & Overview
1. Young Ch. 1
2. Seltzer Sec. 1.1
3. Seltzer Sec. 1.2

Assignment Due: 1 Page Proposal

February 2, 2010 – Class 3

Financial Management Roles
1. Young Ch. 6
2. Young Ch. 10
3. Seltzer Sec. 1.3

Accountability
1. www.independentsector.org
2. Various Authors

Case Study

February 9, 2010 – Class 4

Financial Management Roles & Accountability continued

February 16, 2010 – Class 5

Strategic Planning
1. Young Ch. 2
2. Young Ch. 3
3. Seltzer Sec. 1.4
4. Seltzer Sec. 1.5
5. Drucker Assessment Process

Business Planning
1. Young Ch. 4
2. Handouts

February 23, 2010 – Class 6

Fundraising, Individual Donors
2. Young Ch. 5
3. Young Ch. 9
4. Seltzer Part A.7
5. Seltzer Part A.8
6. Seltzer Part A.9
7. Seltzer Part A.10
8. Seltzer Part A.11
9. Planned Giving

March 2, 2010 – Class 7

Fundraising, Individuals Continued
Assignment: Write Case Statement for your chosen organization

March 9, 2010 – 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 16, 2010 – SPRING BREAK – NO CLASS

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

March 23, 2010 – Class 9

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

Assignment: Watchdog Critique due March 30

March 30, 2010 – 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 6, 2010 – Class 11

Public Private Partnerships Continued

Assignment Due: Foundation Center

April 13, 2010 – Class 12

Small Group: Project Review

Assignment Due: Written Case Statement for your chosen organization

April 20, 2010 – Class 13

Voices from the Real World: Panel Presentation & Discussion

Case Study

April 27, 2010 – Class 14

Assignment Due: Final Reports

May 4, 2010 – Class 15

Assignment Due: Final Reports continued

May 10, 2010 – FINALS WEEK – NO CLASS