

College of Health and Human Services
Department of Kinesiology, Recreation and Sport
Syllabus

Grant Writing and Fundraising

RSA 565, 3 hours

FALL SEMESTER 2019

September 9, 2019 – December 13, 2019

Final Project Due: Thursday, May 9, 2019

Instructor

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Office Hours: By appointment only (email to schedule an appointment)

Email is the preferred mode of contact. Will answer within 48 hours. Please do not hesitate to contact me! I will be glad to set up a meeting. I travel, but am typically in my office from 8-4:30 central time on Mondays.

Course Description

RSA 565 provides an opportunity for students to learn about the principles, practices, techniques and ethics of nonprofit grant writing and fundraising, including philanthropy, relationship building and comprehensive fund development processes. Special emphasis is placed on developing fundraising strategies and writing grants.

Course Overview

The course is taught in an online format. Students are expected to engage in the course material regularly and thoughtfully. Given that the course is taught in an online format, several topics may be covered weekly and there will be extensive reading assignments. Students are expected to interpret course material while responding to peers in the class.

The course is focused on the **integration of theory and practice**. All students **must** affiliate themselves with a nonprofit organization they can use as a reference in weekly postings and work with during the semester. *There is NO substitute for the requirement for students to identify and work closely with a nonprofit or non-governmental organization (NGO) throughout*

the semester. **Please identify your nonprofit, seek permission from the CEO or Vice President/Director of Development or Philanthropy and submit information to the instructor by the first week of class.** When selecting a nonprofit organization with which you will work, be sure that the nonprofit organization has a fundraising unit or department; conducts an annual campaign, may have conducted a capital campaign, has been successful in securing grant funding from a foundation, the government or has plans to initiate a grant writing program. Small nonprofit organizations are not as likely to have a department or division of fundraising/development and a grant writer thus I strongly suggest you seek a medium to large sized nonprofit organization that has been involved in fundraising and grant writing previously with a budget of \$250,000 or more. If you have trouble identifying an organization, contact your instructor as soon as possible for recommendations.

The primary textbook (Temple, et. Al), which is required reading, provides a broad base of knowledge about fundraising in the nonprofit sector. Students will be exposed to the philosophy, strategies and tactics of the Lilly Family School of Philanthropy at Indiana University, which is the world's first school dedicated solely to education and research about philanthropy.

The instructor will share additional materials from Heyman, D. (2016), Nonprofit Fundraising 101, plus various articles, reports and worksheets from a variety of sources primarily focused on grant writing. These resources will be available through the Weekly Content section of Blackboard.

Course Learning Objectives and Outcomes

A fundraiser is called upon to analyze and understand an organization's resource needs and develop and implement a plan to meet those needs using specific strategies and techniques. Students in this course will be asked to do the same. Upon successful completion of this course, students will be able to:

- Explain the role of fundraising in philanthropy and the nonprofit sector.
- Discuss the importance of developing fundraising activities that support the mission of the organization.
- Discern the varied contexts and dimensions of professional practice.
- Apply a range of principles, techniques and tools to solve practical fundraising problems.
- Interpret the fundraising cube as the organizational and functional factors of a fundraising program.
- Analyze and evaluate the fundraising strategy of a particular nonprofit organization and develop recommendations for its improvement.
- Employ a framework of ethical practices and active reflection to analyze their own professional stance towards fundraising.
- Demonstrate appropriate grant writing research and writing skills.

Student Expectations

It is expected that students will:

- Conduct themselves as professionals
- Maintain a respectful learning environment
- Use inclusive language in writing all responses and assignments
- Raise relevant questions and contribute observations actively
- Be responsible for content of assigned readings, even if not covered directly in class discussions
- Be responsible for identifying a nonprofit organization that will serve as the site for various assignments throughout the semester
- Complete assignments successfully and on time
- Treat information shared in class with respect, sensitivity and confidentiality

Blackboard Help/WKU IT Help Desk

270-745-7000

Make Sure You Know How to Use Blackboard

Bb Student User Training

If you have not used Blackboard as a student, or if this is your first online class, I highly recommend signing up for and completing the Blackboard Student User Training. These are topical modules that even those who have used Blackboard a lot have told us are helpful.

To sign up, go to Blackboard and sign in, and click the IT TRAINING tab (top, toward the right, black with white writing). Look for IT Blackboard Student User Training. ..you will gain instant access upon signing up. This is NOT REQUIRED, but it could be very helpful for you and important for your success.

WKU Online Student Resource Center

You may also want to visit the WKU Student Resource Center:

<http://www.wku.edu/online/src/>

Required Readings

Tempel, E.R., Seiler, T.L., & D.F. Burlingame. (2016) Achieving Excellence in Fundraising. (4th ed.) Hoboken, New Jersey: John Wiley & Sons.

Various articles will be posted or hyperlinked as the course progresses.

Strongly Suggested Reading

For additional perspectives on your course assignments/papers, I recommend using *The Chronicle of Philanthropy*, *Stanford Social Innovation Review* and *The Nonprofit Quarterly*, among various websites including, but not limited to *The Grantsmanship Center* (<https://www.tgci.com/>), the *Foundation Center* (<http://foundationcenter.org/>), and *GuideStar* (<http://www.guidestar.org/Home.aspx>).

Other Items Needed

Access to a computer (preferably your own) with a reliable Internet connection.
Microsoft Word in docx, file format.
Adobe Acrobat Reader (a free download from Adobe.com)

Course Requirements and Grading

Participation: Students are expected to participate actively in discussion within the threaded discussion boards and any “in-class” activities that may entail worksheets and assessments to apply the topics to personal experiences. Students will be graded on the thoroughness of their participation (see participation policy below for more information). From time to time, there may be problems with technology. I understand that this may be the case. If you have trouble with Blackboard in any way, please contact IT immediately to get the issue resolved.

Your **active participation** in the class as an **engaged learner and contributor** to the learning of others is **required**. Your enrollment in this course is a commitment to participate actively in weekly discussions and to complete course assignments in a timely manner. Being visible in the weekly discussion boards, contributing to the learning of others and active participation in course assessments will be factors in the “course participation “ portion of the grade. Significant contributions will be those that improve the quality of discussion and help to focus your peers on task and content. Students responses that are considered late or posted after the week they are due, will earn no more than 50% for that week’s post. Thus, it is essential to keep up with the weekly discussions, as it is the only way I know that students are reading the materials assigned and engaging with course materials. Maximum points for participation/weekly discussions: **10% of grade**

Assignments:

1. Interview Paper (20% of grade)
2. Learning Portfolio (40% of grade)
3. Final Project (30% of grade)

Your final grades are based upon **assignments** and **participation** for a total of 100%.

Course Policies

Use of Technology

This is an online course where all required work will be completed online through the use of Blackboard and the Internet. If you do not know how to use Blackboard, tutorials are available online (see page 3).

Attendance Policy

While there is no formal attendance policy, you will be expected to complete assignments according to the course schedule.

Email and Blackboard Announcements

I will use Blackboard Announcements as a way of communicating with the whole class during this course.

Late Work

All students are expected to complete assignments by the scheduled due date. If circumstances beyond your control arise, contact me as soon as possible.

ADA Notice: Disability and Accommodations

This course is offered through Blackboard, which is in conformance with the Web Content Accessibility Guidelines (WCAG) 2.0 Priority AA, issued December 2012 by Deque Systems. For more information on Blackboard and its development, please visit the Blackboard Accessibility webpage (<http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx>).

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

My Pledge to You

- ✓ To be available to you either in a real or virtual environment to help you as you need it.
- ✓ To do my best to have work graded and posted back to you within 1 week of completion.
- ✓ To answer questions within 48 hours when asked Monday-Friday from 8:00am-4:30pm. Questions asked after Friday at 4:00pm will receive an answer by Monday afternoon.

Descriptions

All times are Central Standard.

All discussion boards, assignments and activities are due on Sunday night by 11:59 p.m. unless otherwise noted in the course.

Discussion Boards

Week 1: The Contemporary Context for Philanthropy and Fundraising

Week 2: Understanding Markets and Messaging for Fundraising

Week 3: Structuring Your Fundraising, Part I Developing a Plan to Succeed

Week 4: Structuring your Fundraising, Part II Annual Giving and Database Management

Week 5: Structuring Your Fundraising, Part III Capital Campaigns

Week 6: Structuring Your Fundraising, Part IV Planned Giving

Week 7: The Art of Solicitation and Stewardship, Part I

Week 8: The Art of Solicitation and Stewardship, Part II

Week 9: The Art of Solicitation and Stewardship, Part III

Week 10: Involving Volunteers in Fundraising

Week 11: Discovering What Donors Value, Part I

Week 12: Discovering What Donors Value, Part II

Week 13: Managing the Fundraising Process

Week 14: Fundraising as a Profession

Discussion Board Post Criteria

1. Make sure you read the directions carefully and respond to classmates when requested.
2. Your postings should be meaningful and use detailed paragraphs. Citations should be used as appropriate.
3. Feel free to read/work ahead on the Discussion Boards, but remember to go back and respond to others when that is required.

Course Schedule, Topics, Readings, and Assignments

September 9-September 15

Week 1: Welcome and Course Overview-The Contemporary Context for Philanthropy and Fundraising

To Do:

1. Read and review material
 - a. Tempel, Chapter 1: A Philosophy of Fundraising, Chapter 6: Contemporary Dynamics of Philanthropy, Chapter 34: Ethics and Accountability, Chapter 35: The Law and Fundraising
 - b. Carnegie's The Gospel of Wealth
https://www.carnegie.org/media/filer_public/0a/e1/0ae166c5-fca3-4adf-82a7-74c0534cd8de/gospel_of_wealth_2017.pdf
2. Post your personal introductions **due Sunday, September 15**
3. Respond to peers **due Sunday, September 15**
4. Respond to Discussion Questions **due Sunday, September 15**

September 16-September 22

Week 2: Understanding Markets and Messaging for Fundraising

To Do:

1. Read and review material
 - a. Tempel, Chapter 4: Developing and Articulating a Case for Support, Chapter 5: Individuals as a Constituency for Fundraising
 - b. Philanthropists' Bios:
 - i. Franklin – <https://www.philanthropyroundtable.org/almanac/benjamin-franklin>
 - ii. Carnegie – <https://www.history.com/topics/19th-century/andrew-carnegie>
 - iii. Gates – <https://www.biography.com/people/bill-gates-9307520>
 - iv. Buffett – <https://www.biography.com/people/warren-buffett-9230729>
2. Respond to Discussion Questions **due Sunday, September 22**
3. Portfolio Assignments 1 and 2 **due Sunday, September 22**

September 23-September 29

Week 3: Structuring Your Fundraising, Part I

To Do:

1. Read and review material
 - a. Tempel, Chapter 3: Plan to Succeed
 - b. Bank of America Study (2014), find in weekly content
 - c. Clinton Global Initiative 2018 – <https://www.clintonfoundation.org/clinton-global-initiative>
 - d. Giving USA 2019 Highlights - <https://givingusa.org/giving-usa-2019-americans-gave-427-71-billion-to-charity-in-2018-amid-complex-year-for-charitable-giving/>
2. Respond to Discussion Question **due Sunday, September 29**
3. Portfolio Assignment 3 **due Sunday, September 29**

September 30-October 6

Week 4: Structuring Your Fundraising, Part II

To Do:

1. Read and review material
 - a. Tempel, Chapter 17: The Total Development Plan Build on the Annual Giving Program, Chapter 7: Prospect Research and Database Management
2. Respond to Discussion Question **due Sunday, October 6**
3. Interview Assignment **due Sunday, October 6**

October 7-October 13 – Fall Break October 10-11

Week 5: Structuring Your Fundraising, Part III

To Do:

1. Read and review material
 - a. Tempel, Chapter 18: Major Gifts, Chapter 19: Capital Campaigns
2. Respond to Discussion Question **due Sunday October 13**
3. Portfolio Assignment 4 **due Sunday, October 13**

October 14-October 20

Week 6: Structuring Your Fundraising, Part IV

To Do:

1. Read and review material
 - a. Tempel, Chapter 20: Establishing a Planned Giving Program
2. Respond to Discussion Question **due Sunday, October 20**
3. Portfolio Assignment 5 **due Sunday, October 20**

October 21-October 27

Week 7: The Art of Solicitation and Stewardship, Part I

To Do:

1. Read and review material
 - a. Tempel, Chapter 27: Direct Response, Chapter 29: Digital Fundraising
2. Respond to Discussion Question **due Sunday, October 27**
3. Portfolio Assignment 6 **due Sunday, October 27**

October 28-November 3

Week 8: The Art of Solicitation and Stewardship, Part II

To Do:

1. Read and review material
 - a. Tempel, Chapter 30: Special Events, Chapter 28: Telephone Solicitation and Stewardship
2. Respond to Discussion Question **due Sunday, November 3**
3. Portfolio Assignments 7 and 8 **due Sunday, November 3**

November 4-November 10

Week 9: The Art of Solicitation and Stewardship, Part III

To Do:

1. Read and review material
 - a. Tempel, Chapter 26: Personal Solicitation, Chapter 31: Stewardship and Accountability
2. Respond to Discussion Question **due Sunday, November 10**
3. Portfolio Assignments 9 and 10 **due Sunday, November 10**

November 11-November 17

Week 10: Involving Volunteers in Fundraising

To Do:

1. Read and review material
 - a. Tempel, Chapter 32: Board Development for Fundraising, Chapter 33: Volunteer Management
2. Respond to Discussion Question **due Sunday, November 17**
3. Portfolio Assignment 11 **due Sunday, November 17**

November 18-November 24

Week 11: Discovering What Donors Value, Part I

To Do:

1. Read and review material
 - a. Tempel, Chapter 8: Corporate Giving and Fundraising, Chapter 9: Grantmaking and Fundraising
2. Respond to Discussion Question **due Sunday, November 24**
3. Portfolio Assignment 12 **due Sunday, November 24**

November 25-December 1 – Thanksgiving Holiday November 27-November 29

Week 12: Discovering What Donors Value, Part II

To Do:

1. Read and review material
 - a. Tempel, Chapter 10: Gender and Philanthropy, Chapter 11: Inclusive Philanthropy, Chapter 12: Faith and Giving, Chapter 14: Generational Differences in Giving, Chapter 15: Understanding High Net Worth Donors, Chapter 16: Global and Cross-Cultural Fundraising
2. Respond to Discussion Question **due Sunday, December 1**

December 2- December 8

Week 13: Managing the Fundraising Process Parts I and II

To Do:

1. Read and review material
 - a. Tempel, Chapter 21: Management and Leadership in fundraising, Chapter 22: Organizational Development in Fundraising, Chapter 23: Budgeting for Fundraising and Evaluating Performance, Chapter 24: Marketing and Communications for Fundraising, Chapter 25: Selecting and Working with Fundraising Consultants
2. Respond to Discussion Question **due Sunday, December 8**

December 9-December 13 – note that project is due Friday instead of Sunday **Finals Week December 9-December 13**

Week 14: Fundraising as a Profession

To Do:

1. Read and review material
 - a. Tempel, Chapter 36: Fundraising as an International Profession, Chapter 37: Resources for Strengthening Fundraising
2. Final Project **due Friday, December 13**