

COM 341 Fundraising

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite: Junior-Senior Status

Theory and practice of fundraising and organizational philanthropy; focus on planning, organization, management, marketing and practical approaches that nonprofit organization use to raise money from private sources.

Reasons for Revision:

(Spring 2006). This is a new course filling the need for both public relations and other Communication students in a field of professional importance. This proposal is part of a general program review, through which Communication seeks to develop courses serving the needs of particular majors, evolving departmental needs, and expanding scholarship and professional practice. This course will particularly serve students in the Public Communication major. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

| Student Learning Outcomes: | Course Content References: | Assessment: |
|---|-----------------------------------|---------------------------------|
| Upon completion of this course, the student will be able to: | | |
| 1. Demonstrate an understanding of the origin, development, function and professionalization of philanthropy | I, II, VI | 1. Exams, papers, presentations |
| 2. Demonstrate understanding of why people give and what strategies support charitable intentions | IV | 2. Exams, papers, presentations |
| 3. Create a philanthropic assessment of an organization | V | 3. Exams, papers, presentations |
| 4. Create a fund-raising action plan for an organization, a including identifying, cultivating, soliciting, and stewarding donors | IV, V | 4. Exams, papers, presentations |
| 5. Apply various tactics of fundraising based on organizational financial-development goals | IV, V, VI | 5. Exams, papers, presentations |
| 6. Demonstrate an understanding of ethical issues and considerations that should be paramount in the fund-raising process | I, II | 6. Exams, papers, presentations |

Course Content:

- I. Philanthropy
 - A. Definitions
 - B. History
 - C. Relationships
 - D. Fundraising as a profession
- II. Philanthropic Environment
 - A. Economic
 - B. Corporate
 - C. Ethical
 - D. Legal
- III. Types of Fundraising
 - A. Donations
 - B. Annual giving
 - C. Planned giving
 - D. Capital campaigns
 - E. Grants
 - F. Endowments
- IV. Donors
 - A. Donor identification
 - 1. Individuals
 - 2. Families
 - 3. Foundations
 - 4. Corporations
 - B. Psychology of giving
 - C. Motivation for giving
 - D. Donor solicitation
 - E. Donor relations
- V. Philanthropic Management
 - A. Fundraising pyramid
 - B. Research
 - C. Donor identification
 - D. Case statement
 - E. Action plan
 - F. Budgeting
 - G. Evaluation
- VI. Case Studies in Fundraising
 - A. Capital campaigns
 - B. Political fundraising
 - C. Religious fundraising
 - D. Educational/Charitable fundraising

Resources:

Current Scholarship in the Field.

- Anheier, H.K. & Leat, D. (2006). *Creative philanthropy*. London: Rutledge.
- Bray, I.M. (2005). *Effective fundraising for non-profits: Real world strategies that work*. Berkeley CA: NOLO.
- Burk, P. (2003). *Donor-centered fundraising*. Toronto: Burk & Associates.
- Burnett, K. (2006). *The zen of fundraising: 89 timeless ideas to strengthen and develop your donor relations*. San Francisco: Jossey-Bass.
- Burnett, K. (2002). *Relationship fundraising: A donor-based approach to the business of raising money*. San Francisco: Jossey-Bass.
- Cepak, M.E.S., & Mean, M. (2006). *Effective philanthropy: Organizational success through deep diversity and gender equity*. Cambridge MA: MIT Press.
- Ciconte, B.L. (2004). *Fundraising basics: A complete guide* (2nd ed.). Boston: Jones & Bartlett.
- Farb, C., & Leach, R. (2006). *The find art of fundraising: Secrets for successful volunteers*. Cincinnati OH: Emmis.
- Greenfield, J.M. (2005). *Fundraising fundamentals: A guide to annual giving for professionals and volunteers* (2nd ed.). New York: Wiley.
- Petty, J.G. (2001). *Cultivating diversity in fundraising*. New York: Wiley & Sons.
- Raymond, S.V. (2004). *The future of philanthropy: Economics, ethics, management*. New York: Wiley & Sons.
- Rosso, H.A. (2003). *Achieving excellence in fund raising* (2nd ed.). San Francisco: Jossey-Bass.
- Shen-shu, J.S. (2002). *The e-way to philanthropy: How nonprofits can use information technology*. New York: Center for the Study of Philanthropy.
- Weinstein, S. (2002). *The complete guide to fund-raising management* (2nd ed.). New York: Wiley.

Periodicals:

Chronicle of Philanthropy
Case Currents
Journal of Communication
Journal of Consumer Research

Electronic and/or Audiovisual Resources.

www.fundraising.com
www.nsfre.com – Association of Fundraising Executives
www.charitywatch.org – American Institute of Philanthropy
www.aafrc – American Association of Fund-Raising Counsel
www.cof.org – Council on Foundations
www.fdncenter.org – Foundation Center
www.guidestar.org – Philanthropic Research, Inc.