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:
Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the origin, development, function and professionalization of philanthropy
2. Demonstrate understanding of why people give and what strategies support charitable intentions
3. Create a philanthropic assessment of an organization
4. Create a fund-raising action plan for an organization, including identifying, cultivating, soliciting, and stewarding donors
5. Apply various tactics of fundraising based on organizational financial-development goals
6. Demonstrate an understanding of ethical issues and considerations that should be paramount in the fund-raising process

<table>
<thead>
<tr>
<th>Course Content</th>
<th>Assessment:</th>
</tr>
</thead>
<tbody>
<tr>
<td>References: I, II, VI</td>
<td>1. Exams, papers, presentations</td>
</tr>
<tr>
<td>References: IV</td>
<td>2. Exams, papers, presentations</td>
</tr>
<tr>
<td>References: V</td>
<td>3. Exams, papers, presentations</td>
</tr>
<tr>
<td>References: IV, V</td>
<td>4. Exams, papers, presentations</td>
</tr>
<tr>
<td>References: IV, V, VI</td>
<td>5. Exams, papers, presentations</td>
</tr>
<tr>
<td>References: I, II</td>
<td>6. Exams, papers, presentations</td>
</tr>
</tbody>
</table>
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.


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