

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course provides a broad overview of theoretical and practical application of nonprofit management. Students will learn about the role and responsibilities of a nonprofit organization fundraising marketing and communication plan. An overview of fundraising will include the importance of an analysis of the essential elements of fundraising: major gift solicitation, the annual campaign, planned giving, understanding alternative fundraising solutions, social enterprises, the use of new technologies for fundraising; individual donor tracking, institutional donors, charitable trusts and foundations and corporate philanthropy. Additionally, students will develop essential research skills, fundraising resources, gain some experience in running a fundraiser through role playing, and examining and measuring the social impact and ethical aspects of fundraising.

Course Overview:

In this course, you will have an opportunity to explore modern day philanthropy and fundraising. You will learn about the role and responsibilities of a charitable nonprofit organization, the importance of creating a fundraising plan and marketing plan, and how to set goals and objectives. An overview of fundraising programs will include special events, annual giving, major gifts, planned giving, and grants. You will gain knowledge of fundraising strategies and fundraising principles and will learn about available resources in the field of fund development.

Course Learning Outcomes:

1. Develop a funding strategy planning.
2. Design an integrated fundraising program.
3. Analyze nonprofit management and leadership role in donor retention and planning.
4. Examine theory and practice of donor relationship building.
5. Evaluate best practices for selection of fundraising, communication, & marketing schemes.
6. Analyze E-Relationship development strategy.
7. Examine and explain responsibilities of the board of directors in fundraising.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

No Textbook

Suggested:

***NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.*

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.
- **Live Classroom:** Although participation is not required, Live Classroom sessions are held during [Week 2 and Weeks 5 or 6/Weeks 1, 3, 5, and 7]. There are [two/four] total sessions. (Note that your course may have NO live sessions. If not, remove this section and all Live Classroom sessions from the course schedule.)

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Worth, M. (2016). Overview of fundraising and philanthropy. In *Fundraising* (pp. 5-32). 55 City Road, London: SAGE Publications, Ltd.
- Worth, M. (2016). Understanding the nonprofit sector and nonprofit organizations. In *Fundraising* (pp. 33-60). 55 City Road, London: SAGE Publications, Ltd.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 2

Readings

- Lemos, M. H., & Charles, G. (2018). Public programs, private financing. *Law & Contemporary Problems*, 81(3), 137-160.
- Worth, M. (2016). Understanding donors. In *Fundraising* (pp. 61-86). 55 City Road, London: SAGE Publications, Ltd.

Opening Exercise (0 points)

Discussion (25 points)

Live Classroom (0 points)

Critical Thinking (70 points)

Donor Recruitment – Flyer/Brochure - Option #1

Choose any nonprofit organization for this assignment. Consider the mission of your chosen nonprofit organization and the value your project will add to that mission. Design a flyer or brochure for the recruitment of either major donors or institutional donors for your project. Your flyer should be no more than two pages.

Your material must also adhere to the following standards:

- Properly cite at least three scholarly sources.
- Format your sources and response according to the CSU-Global Guide to Writing and APA.

For support, review the grading rubric, which may be found in the Module 2 folder. Upload your completed work to the Module 2 folder.

Donor Recruitment – Video - Option #2

Using the nonprofit organization you have chosen as the recipient of your funds, develop a message to motivate donors. Develop a (30 seconds to one minute) video ad for YouTube. This ad will be designed to recruit and retain either major donors or institutional donors for this organization.

Submit your video or video link in the Module 2 CT Assignment Dropbox. Be sure to attach your Word file with three sources you used for this video. Your reference page needs to be formatted to APA style. Be sure to place your name on this paper.

Mastery Exercise (10 points)

Module 3

Readings

- Worth, M. (2016). Preparing for successful fundraising. In *Fundraising* (pp. 117-146). 55 City Road, London: SAGE Publications, Ltd.
- Worth, M. (2016). Principles of fundraising. In *Fundraising* (pp. 87-116). 55 City Road, London: SAGE Publications, Ltd.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (75 points)

Marketing Plan - Option #1

As the Marketing Director of a nonprofit, you were asked to develop a marketing plan that outlines your strategies for fundraising efforts. Draft a memo to the CEO or Board of Directors that outlines your plan and estimated costs. Your memo needs to include the elements listed in this week's reading assignment.

You will be graded on your ability to relate your response to the course material, reading assignments, and information on other nonprofit websites. Your memo should be two to three pages in length. Be sure to cite all of your sources. This memo needs to follow the CSU-Global Guide to Writing and APA.

Face-to-Face Job Aid - Option #2

As a project manager for a nonprofit, your CEO asked you to develop a job aid to get employees face-to-face with donors. This job aid should include step by step instructions for employees on how to successfully engage in face-to face activities. For an example of a job aid, please go to: Google Job Aid Templates. Your template can be created in Microsoft Word or Excel and then saved as a pdf.

You will be graded on your ability to relate your response to the course material, reading assignments, and information on other nonprofit websites. Your job aid should be one to two pages in length. Be sure to cite all of your sources. This memo needs to follow the CSU-Global Guide to Writing and APA.

Mastery Exercise (10 points)

Module 4

Readings

- Worth, M. (2016). Annual-giving programs. In *Fundraising* (pp. 147-174). 55 City Road, London: SAGE Publications, Ltd.
- Worth, M. (2016). Major-gifts programs. In *Fundraising* (pp. 175-212). 55 City Road, London: SAGE Publications, Ltd.
- Worth, M. (2016). Planned giving. In *Fundraising* (pp. 213-246). 55 City Road, London: SAGE Publications, Ltd.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (75 points)

Planned Giving Proposal – Option #1

For this assignment, you will be presenting a proposal to the Board of Directors for planned giving. Before you start this exercise, go to Planned Giving and review the website to gather information. Your proposal to the Board of Directors should include the following elements:

- Definition of planned giving,
- Three types of planned gifts,
- Benefits of each planned gift, and
- How your organization will utilize each of the planned gift types.

Your paper needs to meet the following requirements:

- Two to three pages in length,
- Formatted to meet the requirements in the CSU-Global Guide to Writing and APA, and
- Include at least any two scholarly sources and the Planned Giving website.

Planned Giving Video - Option #2

For this assignment, you will be developing a video for your Board of Directors on planned giving. Before you start this exercise, go to Planned Giving and review the website to gather information. Your video to the Board of Directors should include the following elements:

- Definition of planned giving,
- Three types of planned gifts,
- Benefits of each planned gift, and
- How your organization will utilize each of the planned gift types.

Your video needs to meet the following requirements:

- Two to three minutes in length, and
- Use any format in which you can send an attachment or link to your instructor.
- Reference at least any two scholarly sources and the Planned Giving website.

Mastery Exercise (10 points)

Module 5

Readings

- Worth, M. (2016). Campaigns. In *Fundraising* (pp. 299-330). 55 City Road, London: SAGE Publications, Ltd.
- Worth, M. (2016). Corporate support. In *Fundraising* (pp. 247-272). 55 City Road, London: SAGE Publications, Ltd.

- Worth, M. (2016). Foundation support. In *Fundraising* (pp. 273-298). 55 City Road, London: SAGE Publications, Ltd.

Opening Exercise (0 points)

Discussion (25 points)

Live Classroom (0 points)

Critical Thinking (75 points)

Traditional Capital Campaign Plan - Option #1

As a project management for a nonprofit, you have been asked to develop a traditional capital campaign plan. Review the campaign characteristics and phases of campaign in Chapter 11: Campaigns. Your plan will discuss the following:

- Goals and deadlines;
- Specific purposes;
- Prospect lists and specific asks;
- Sequential fundraising;
- Volunteers, if required;
- Major gifts, if required; and
- Each phase of your campaign.

Your paper needs to meet the following requirements:

- Two to three pages in length,
- Formatted to meet the requirements in the CSU-Global Guide to Writing and APA, and
- Include at least two scholarly sources and reference at least one successful nonprofit organization.

Special-Project Campaign Plan – Option #2

As a project management for a nonprofit, you have been asked to develop a special-project campaign plan. Review the campaign characteristics and phases of campaign in Chapter 11: Campaigns. Your plan will discuss the following:

- Goals and deadlines;
- Specific purposes;
- Prospect lists and specific asks;
- Sequential fundraising;
- Volunteers, if required;
- Major gifts, if required; and
- Each phase of your campaign.

Your paper needs to meet the following requirements:

- Two to three pages in length,
- Formatted to meet the requirements in the CSU-Global Guide to Writing and APA, and
- Include at least two scholarly sources and reference at least one successful nonprofit organization.

Mastery Exercise (10 points)

Module 6

Readings

- Worth, M. (2016). Managing fundraising programs. In *Fundraising* (pp. 331-356). 55 City Road, London: SAGE Publications, Ltd.
- Worth, M. (2016). Organizing and managing fundraising staff. In *Fundraising* (pp. 357-380). 55 City Road, London: SAGE Publications, Ltd.

Opening Exercise (0 points)

Discussion (25 points)

Live Classroom (0 points)

Critical Thinking (75 points)

Social Media and Fundraising Case Study – Option #1

You must first watch the Lynda.com video Marketing Foundations: Social Media.

Review Case Study 11 in *Understanding Nonprofit Organizations: Governance, Leadership, and Management*. In this assignment, you will complete steps 1-3 on the Social Media Marketing Fundamentals document attached at the bottom of this assignment. Use the organization in Case Study 11 as a basis for this exercise. In a one to two-page summary, assess whether you believe the Soup Bowl is using Social Media effectively. Justify the publishing practices you would use (Step 3) using a minimum of two scholarly sources to support your work.

You must include the exercise worksheet and the summary in your submission:

- Your analysis should be one to two pages in length, excluding the title or reference pages.
- Properly cite at least three scholarly sources.
- Format your sources and response according to the CSU-Global Guide to Writing and APA.

Note: If you need assistance with captioning to access any video posts within the weekly Discussion assignments, please reach out to the CSU-Global Disability Services Office at ada@csuglobal.edu or by calling 720-279-0650.

Value of Online Fundraising – Option #2

Your nonprofit organization's leadership has never conducted any form of online fundraising nor have they used social media to promote their organization. You have been asked by the CEO to research the values of online fundraising and the use of social media and share your findings with your boss. Write a memo to CEO explaining the donor development strategies your organization could be using that pertain to online fundraising.

Your paper must also adhere to the following standards:

- Be two -to three pages in length, excluding the title or reference pages;
- Properly cite at least three scholarly sources; and
- Format your sources and response according to the CSU-Global Guide to Writing and APA.

Mastery Exercise (10 points)

Module 7

Readings

- Carter, S. M., Mayes, C., Eagle, L., & Dahl, S. (2017). A code of ethics for social marketing? Bridging procedural ethics and ethics-in-practice. *Journal of Nonprofit & Public Sector Marketing*, 29(1), 20-38.
- Worth, M. (2016). Legal and ethical considerations. In *Fundraising* (pp. 381-410). 55 City Road, London: SAGE Publications, Ltd.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 8

Readings

- Mikota, S. K. (2017). Practical advice for writing grants. *Gajah*, (47), 45-47.
- United States Government. (n.d.). Grants 101. Retrieved from <https://www.grants.gov/web/grants/learn-grants/grants-101.html>

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (350 points)

Fundraising Plan – Option #1

For this portfolio project option, choose a nonprofit organization in your community to create a fundraising plan. Your plan should include the following sections:

- Overview: An overview of the fundraising activities for this organization and a justification of each activity (four to five pages);
- Plan: A plan that includes SMART goals, objectives, a timeline, and who is responsible for each of the goals/objectives (two to three pages);
- Summary: A summary with a suggestion of one grant that the organization could apply for that includes a summary of the criteria the organization must meet to apply for the grant (one to two pages); and
- Budget: Microsoft Excel Spreadsheet with a fundraising budget (one page).

Your plan should adhere to the following standards:

- Be eight to ten pages in length, not including the title or reference pages. Note the page requirements for each section.
- Integrate concepts, terms, and theories from the readings and module content.
- Seven- to ten-line fundraising budget sheet in Excel.

- Include at least five academic references to support the overview and justification of the fundraising activities you featured, preferably from the CSU-Global Library.
- Follow the CSU-Global Guide to Writing and APA.
- Review the Portfolio Project Grading Rubric for the areas you will be graded on.

Fundraising Videos and Memo - Option #2

For this portfolio project option, choose a nonprofit organization in your community to prepare a presentation to the Board of the Directors for the implementation of a fundraising program in this organization. Your presentation should include the following sections:

- Overview: An overview of the fundraising activities for this organization and a justification of each activity (video #1 address to the Board);
- Plan: A plan that includes SMART goals, objectives, a timeline, and who is responsible for each of the goals/objectives (two- to three- page memo to the Board);
- Summary: A summary with a suggestion of one grant that the organization could apply for that includes a summary of the criteria the organization must meet in order to qualify for the grant (video #2 addressed to the Board); and
- Budget: Microsoft Excel Spreadsheet with a fundraising budget (one page).

Your videos and memo should adhere to the following standards:

- Should be any video format, attached or link, so that your instructor can view;
- Integrate concepts, terms, and theories from the readings and module content;
- Seven- to ten-line fundraising budget sheet in Excel; and
- Include at least five academic references to support your memo to the Board, preferably from the CSU-Global Library.
- Follow the CSU-Global Guide to Writing and APA.
- Review the Portfolio Project Grading Rubric for the areas you will be graded on.

COURSE POLICIES

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

0% Live Classroom
20% Discussion Participation
0% Opening Exercises
0% Live Classroom
8% Mastery Exercises
37% Critical Thinking Assignments
35% Final Portfolio Project

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

Citing Sources with APA Style

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.