



COURSE SYLLABUS

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SECTION 1: COURSE INFORMATION

Format: Eight weeks

Course ID: PMIN 4113

Course Title: Non-Profit Financial Management

College: College of Unrestricted Education – Department of Ministry and Theology

Prerequisites: None

Credit Hours: 3

Instructor: See the online course in MyFIRE for instructor contact information and availability.

Course Description

This course is a study of financial management practices relevant to ministry in the local church along with other non-profit ministry contexts. The course will examine key aspects of financial management in non-profit ministry organizations, including: financial planning, capital campaigning, budgeting, fundraising, financial accountability, and human resource practices.

Course Overview

The purpose of this course is to provide an understanding of key aspects of nonprofit financial management such as budgeting, developing donors and maximizing contributions, fiscal accountability, human resource management, increasing funds from campaigns and grants, legal matters, and dealing with debt. Upon completion, students will have gained a basic understanding of how to manage many of the significant categories of financial management for a ministry. Learning will occur through interaction with other students in the class as well as by developing a presentation for a hypothetical ministry. The principles gleaned from this class are very important because every leader should have a basic understanding of the financial management of their particular organization.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is **50.08 (6.26 hours per week)**.

Course Materials

Money Matters in the Church: A Practical Guide for Leaders by Aubrey Malphurs and Steve Stroope. Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

- Financial Management Introduction and Overview
- Strategic Budgeting
- Developing Donors and Maximizing Contributions
- Financial Accountability
- Human Resources
- Capital Campaigns and Grant Applications
- Legal Implications
- Debt

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Describe financial management with special attention to its role in ministry and non-profit contexts
2. Identify models for budget planning, production, and stewardship
3. Identify various approaches to fundraising, capital campaigns, and grant-writing
4. Construct a financial plan that includes a budget, fundraising/marketing plan, and a financial accountability plan for a relevant area of ministry
5. Utilize various practices for debt management and debt retirement
6. Apply basic human resource principles in the management of paid staff in the context of a ministry organization

Late Work

None accepted.

Extra Credit

None accepted.

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.


SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.


Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS


Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1:

XX/XX/XX-X/XX/XX



- Identity financial management with specific attention to its role in ministry and nonprofit contexts.
- Recognize a theology of stewardship.
- Explain and discuss what financial management means, and why it's important.



- Book Resources
 - Video: Course Introduction
 - Be sure to watch this video first (if you haven't done so already).
- Readings
 - Read Money Matters in Church:
- Introduction
 - Ch. 1: Developing and Communicating Your Theology of Financial Stewardship
 - Appendix A: A Theology of Financial Stewardship
- Read: "Differences Between For-Profit and Nonprofit Accounting" by Capital Business Solutions

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- Meet the Class
 - Due: Friday, Sunday

- Points: 50
- Module 1 Discussion Forum
 - Due: Friday, Sunday
 - Points: 50

MODULE 2:

XX/XX/XX-X/XX/XX



- Identify working models for strategic budget planning.
- Discuss why budgeting is important.
- Develop a strategic budget for a church.



- Readings
 - Read Money Matters in Church:
 - Ch. 4: Developing a Strategic Budget
 - Ch. 5: Analyzing Your Strategic Budget
- Read: "How to Create a Church Budget" by Vickey Boatright Richardson
 - Resources
 - Watch video (provided in course)



- Module 2 Discussion Forum
 - Due: Friday, Sunday
 - Points: 50
- Course Project: Part 1
 - Due: Tuesday
 - Points: 100

MODULE 3:

XX/XX/XX-X/XX/XX



- Identify how to raise funds to facilitate the vision of a ministry.
- Discuss why donor development is important.



- Readings
 - Read Money Matters in Church:
 - Ch. 2: Developing Donors
 - Ch. 3: Maximizing Contributions
- Read: "Raise Money in 30 Days" by Burke Keegan and Jan Masoaka



- Module 3 Discussion Forum
 - Due: Friday, Sunday
 - Points: 50

MODULE 4:

XX/XX/XX-X/XX/XX



- Identify policies that will provide financial accountability for ministry leaders.
- Discuss why financial accountability is important.
- Create a portion of church's policy manual.



- Readings
 - Read Money Matters in Church:
 - Ch. 6: Deciding Who Decides
 - Ch. 7: Protecting the Church's Financial Integrity
 - Read: "Why Internal Controls Should Matter in Your Nonprofit" by Jon Osterburg
- Resources
 - Watch video (provided in course)



- Discussion for Module 4
 - Due: Friday, Sunday
 - Points: 50
- Course Project: Part 2
 - Due: Tuesday
 - Points: 100

MODULE 5:

XX/XX/XX-X/XX/XX



- Recognize basic human resource principles in the management of paid staff in the context of a ministry organization.
- Discuss why human resource management is important.



- Read Money Matters in Church:
 - Ch. 10: Paying the Staff
- Read: "Differences in the Roles of HR in Profit & Nonprofit Organizations" by Trudy Brunot



- Discussion for Module 5
 - Due: Friday, Sunday
 - Points: 50

MODULE 6:

XX/XX/XX-X/XX/XX



- Identify models for raising money above and beyond donor contributions.
- Discuss why capital campaigns above and beyond donor contributions are so important.
- Develop a three-phase capital campaign strategy for a church.



- Readings
 - Read Money Matters in Church:
 - Ch. 13: Preparing for a Capital Campaign
 - Ch. 14: Implementing the Capital Campaign
 - Ch. 15: Following Up the Campaign
 - Read: "Finding and Funding Your Community Vision" by Rich & Robyn Wilkerson
- Resources
 - Watch video (provided in course)



- Discussion for Module 6
 - Due: Friday, Sunday
 - Points: 50
- Course Project: Part 3
 - Due: Tuesday

○ Points: 100

MODULE 7:

XX/XX/XX-X/XX/XX



- Recognize policies that help nonprofit organizations remain in compliance with state, federal, and local laws.
- Discuss why careful legal compliance is important.



- Readings
 - Read Money Matters in Church:
 - Ch. 11: Keeping It Legal
- Read: "How to Keep Your Non Profit in Compliance: A Checklist" by Maxwell Charles Livingston



- Discussion for Module 7
 - Due: Friday, Sunday
 - Points: 50

MODULE 8:

XX/XX/XX-X/XX/XX



- Identify various practices for debt management and debt retirement.
- Discuss why debt management is important.
- Compile all course project parts into a final product, and present the final course project to a hypothetical church leadership group.



- Readings
 - Read Money Matters in Church:
 - Ch. 12: Dealing with Debt
- Read: "Fundraising to Pay Off Nonprofit Debt" by Andy Canada



- Discussion for Module 8
 - Due: Friday, Sunday
 - Points: 50
- Course Project: Final Product
 - Due: Tuesday
 - Points: 150
- Course Project: Final Product Presentation
 - Due: Tuesday

○ Points: 100

SECTION 4: ASSESSMENTS

Discussion Forums

Description

Discussion forum posts are more weighty than usual and will be evaluated more strictly.

- All initial posts are due by Friday, 11:59 p.m., and will be evaluated strictly according to the discussion forum rubric.
- All responses are due by Sunday, 11:59 p.m., and will be evaluated strictly according to the forum rubric.

Total Possible Points

450

Grade Weight

45%

Assignments

Description

All four assignments are due by Tuesday, 11:59pm, of the module that they are assigned and will be evaluated according to the Project Rubric.

Course Project: Part 1 (Due in Module 2)

Utilizing the principles that you have discovered, develop a strategic budget for the church described below.

- Create a hypothetical church and give it a name and location. This church will provide the basis for the rest of your assignments in this class. Imagine that you have been hired by this church's leadership team to be their consultant. It has an average Sunday morning attendance of 400 people, and their average giving is \$30 per person per week (\$612,000 annual income). But for their vision to ever be realized, more income will be required than just from their donor contributions. This project is divided into three parts. On the last week of this course, you will compile all three parts into one

presentation for this church.

Course Project: Part 2 (Due in Module 4)

As their consultant, create a portion of the church's policy manual that prescribes how their ministry leaders should handle their money.

Course Project: Part 3 (Due in Module 6)

The church that you are consulting has a \$3,000,000 mortgage on their property, and their monthly payments are inhibiting their ability to accomplish all that God has called them to do. So to create more margin for ministry and less drain toward the mortgage, develop a three-phase capital campaign strategy that will reduce the amount that they owe by \$1,000,000 over the next three years. Also help them apply for a much-needed grant to underwrite one of the outreach ministries that this church is providing for its community.

Course Project: Final Product (Due in Module 8)

Make the necessary corrections to the three assignments that were submitted in Modules 2, 4, and 6 and then compile them into one complete package with a cover page and correct bibliographical citations.

Record and upload a presentation as if you were speaking to the leadership of the church that hired you as their consultant, using your final project as the basis of your presentation.

Total Possible Points

550

Grade Weight

55%