BUSN643

Course Summary

Course : BUSN643 **Title :** Nonprofit Fundraising Planning and Implementation
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: A comprehensive analysis of the dimensions of philanthropy in the United States, the structure of effective fundraising programs, and the competencies needed by successful fundraisers. The course also examines the motivations of donors, impact of tax policy on giving, and resources available for nonprofit fundraisers.

Course Scope:

This course is intended for anyone working in a charitable nonprofit. One characteristic of 501 (c) (3) nonprofit organizations is their dependency on donated revenue. This course provides an understanding of philanthropy in the United States, how organizations structure successful fundraising programs, and why people donate to nonprofit organizations. This is a required course in the nonprofit concentration within the Masters in Business Administration.

Objectives

After successfully completing this course, you will be able to:

CO1. Assess the history of philanthropy in the United States
CO2. Justify the need for ethical behavior in fundraising
CO3. Critique the management and financing of the nonprofit's activities
CO4. Deconstruct the structure of successful fundraising programs
CO5. Appraise the processes used to raise funds
CO6. Differentiate the different giving characteristics of individual, corporate, and foundation sources of donated money
CO7. Evaluate the roles of board, staff, and the executive in fundraising
CO8. Examine the motivating factors for people to give
CO9. Create a fundraising plan for a nonprofit organization
CO10. Analyze the skills and qualifications of successful fundraisers

Outline

Week 1: History of philanthropy in the United States

Course Objectives

CO1. Assess the history of philanthropy in the United States

Text Readings:

- Tempel, Chapters 1, 2, 6, 12
- Klein, Chapter 1, pp. 9-18

Deliverables:

Introduction Post, due day 7

Assignment 1, due day 7

Week 2: Values, Ethics, and Philosophy of Philanthropy

Course Objectives

CO2. Justify the need for ethical behavior in fundraising

CO9. Create a fundraising plan for a nonprofit organization

Text Readings:

- Tempel, Chapters 3, 7, 21, 22, 23, 32, and 33
- Klein, Chapters 3, 5, 35, 35

Deliverables:

Forum Post Week 2, due day 3

Assignment 2, due day 7

Week 3: Managing Nonprofit Funding

Course Objectives

CO3. Critique the management and financing of the nonprofit's activities

CO7. Evaluate the roles of board, staff, and the executive in fundraising

Text Readings:

- Tempel, Chapters 27, 28 pp. 387-395
- Klein, Chapter 6, 7

Deliverables:

Forum Post Week 3, due day 3

Assignment 3, due day 7

Week 4: The Structure of a Fundraising Program

Course Objectives

CO4. Deconstruct the structure of successful fundraising programs

CO7. Evaluate the roles of board, staff, and the executive in fundraising

CO9. Create a fundraising plan for a nonprofit organization

Text Readings:

- Tempel, Chapters 8, 19, 20, 24-30
- Klein, Chapters 10, 12, 13

Deliverables:

Forum Post Week 4, due day 7

Assignment 4, due day 7

Week 5: The Process of Fundraising

Course Objectives

CO5. Appraise the processes used to raise funds

CO8. Examine the motivating factors for people to give

Text Readings:

- Tempel, Chapters 4, 7, 8, 9, 17
- Klein, Chapter 25

Optional Reading:

"The Gospel of Wealth". Prepared in HTML by Robert Bannister.
http://www.swarthmore.edu/SocSci/rbannis1/AIH19th/Carnegie.html

Deliverables:

Forum Post Week 5, due day 3

Assignment 5, due day 7

Week 6: Making the Ask

Course Objectives

CO6. Differentiate the different giving characteristics of individual, corporate, and foundation sources of donated money.

CO5. Appraise the processes used to raise funds

Text Readings:

- Tempel, Chapters 5, 13, 14, 15, 16
- Klein, Chapters 4, 8, 9

Optional: Fogel, in The Jossey-Bass Handbook on Nonprofit Leadership and Management
http://apus.aquabrowser.com//?itemid=%7clibrary%2fm%2fapus%7cocm57563084

Deliverables:

Forum Post Week 6, due day 3

Assignment 6, due day 7

Week 7: Motivations to Give

Course Objectives

CO8. Examine the motivating factors for people to give

CO9. Create a fundraising plan for a nonprofit organization

Text Readings:

- Tempel, Chapters 34, 35
- Klein, Chapter 40

Deliverables:

Forum Post Week 7, due day 3

Assignment 7 – Fundraising Plan, due day 7

Week 8: Competencies for Fundraising Success

Course Objectives

CO10. Analyze the skills and qualifications of successful fundraisers

Text Readings:

- Klein, Chapters 37, 38, and 39
- Tempel, Chapters 36 and 37

Deliverables:

Forum Post Week 8, due day 7

Evaluation

Grading:

Name	Grade %

Materials

Book Title: Achieving Excellence in Fundraising, 4th ed.- e-book available in the APUS Online Library, link also available in the classroom Lessons section

Author: Tempel, Seiler, Burlingame

Publication Info: Wiley

ISBN: 9781118853825

Book Title: Fundraising for Social Change, 7th ed.- e-book available in the APUS Online Library

Author: Kim Klein

Publication Info: Wiley Lib

ISBN: 9781119209775

Book Title: Various resources from the APUS Library & the Open Web are used. Please visit http://apus.libguides.com/er.php to locate the course eReserve.*

Author:

Publication Info:

ISBN: ERESERVE NOTE

Optional Reading:
"The Gospel of Wealth". Prepared in HTML by: Robert Bannister.
http://www.swarthmore.edu/SocSci/rbannis1/AIH19th/Carnegie.html
Fogel, Robert E., "Designing and Managing the Fundraising Program," in Robert D. Herman & Associates, The Jossey-Bass Handbook on Nonprofit Leadership and Management, 2 ed. San Francisco: Jossey-Bass, 2005. http://apus.aquabrowser.com//?itemid=%7clibrary%2fm%2fapus%7cocm57563084

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.

- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arraignments have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.

- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

Student Handbook

- Drop/Withdrawal policy
- Extension Requests
- Academic Probation
- Appeals
- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.