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NASX 291.01: Special Topics: Fundraising

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**NASX 291-01: Special Topics: Fundraising
Fall 2013, T-Th 12:40-2:00pm, PFNAC 201**

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Office: NAS 203B
Office Hours: T-Th 10:00-11:00am
W 11:00-12:00pm

Course Description

This course provides students with an in depth review of the diverse avenues for successful fundraising, including planning and producing special events, grant writing, and direct ask campaigns. Throughout the course students will have the opportunity to fine-tune their fundraising skills, develop a detailed fundraising plan, and put this plan into action. The course is open to all students interested in learning more about fundraising. As a class, we will be fundraising for the University of Montana's annual Kyi-Yo Pow Wow.

Course Objectives

1. To gain a general understanding of the tasks associated with various approaches to fundraising;
2. To have a hands-on opportunity to participate in actively fundraising for a cause;
3. To increase public speaking and public relations skills;
4. To learn how to effectively work within a group.

Required Readings

Note: All reading and worksheet assignments should be completed and brought to class on the first day they are listed on the syllabus.

Books: Mutz, John and Katherine Murray. *Fundraising for Dummies*. 3rd ed. Hoboken, NJ: Wiley Publishing, Inc., 2010.

Worksheets: All worksheets are available on ERes at <http://lib.umt.edu/students#eres> (select NASX291-01 and enter the **password NASX291**). Remember that worksheets should be printed out, completed and turned in at class on the day they appear on the syllabus.

Fundraising Terms Quiz

Students will be asked to define some of the most important and most common language used in the fundraising industry.

Case Statement

In order to become well acquainted with the Kyi-Yo Native American Student Association, each student will be required to draft a case statement relating to the association/club. Details will be give via the text book.

Fundraising Plan & Revised Fundraising Plan

As a class, students will work together to develop a comprehensive fundraising plan via a series of guided brainstorming and whole-class working sessions. You will receive a group grade for this work so be sure to attend class and participate to your fullest ability. After submitting your plan, it will be evaluated/graded and returned to you for revisions. The revision is also group work, for which you will receive another group grade.

Implementing Your Fundraising Plan (& Journal Entries)

The last several weeks of class will be devoted to actively implementing your fundraising plan. You will be required to turn in one journal entry per week detailing the work you did that week. Journal entries are worth 2 points each. They should be typed, double-spaced and at least 1 page in length. Your implementation grade will be determined in part by what you report in your journal entries.

Course Policies

Attendance and participation: Three unexcused absences are allowed. You do not need to notify me if your absence is **unexcused**, but you should find out what you missed from a classmate and see me if you have any questions. Your attendance and participation grade will drop 2 points for every unexcused absence thereafter. Excessive tardiness or leaving early will be considered as an absence. If you come to class but sleep, talk to friends, pass notes, listen to headphones, text, email, etc., you will NOT receive credit for attending that day. Use common sense and be respectful. Cell phones and headphones may not be used in this class. Please note that this is called attendance *and* participation. Your contribution to the class is important and you must be prepared for and actively participate in class assignments.

Late Work: Late work will lose 3 points per class period. I will not accept assignments more than three days past due.

Code of Academic Integrity: Work submitted for written assignments must be your own work. Submitting another person's work (either borrowed language or ideas) as your own may be grounds for expulsion. All students need to be familiar with the Student Conduct Code, which is available at http://life.umt.edu/vpsa/student_conduct.php.

Incompletes: Incompletes will only be granted in the case of an extreme circumstance or university or medical excuse. Students must have completed at least 80% of the course to receive an incomplete and must get permission from me before finals week.

Students with Disabilities: This course is accessible to and usable by otherwise qualified students with disabilities. To request reasonable program modifications, please consult with the instructor. Disability Services for Students will assist the instructor and student in the modification process. For more information, visit the Disability Services website at <http://www.umt.edu/disability>.

Note: NAS classes cannot be taken as pass/fail.

Points:		Grading:	
Attendance and Participation	20	A	93-100
Fundraising Terms Quiz	5	C	73-76
Worksheets	10	A-	90-92
Case Statement	10	C-	70-72
Fundraising Plan	10	B+	87-89
Revised Fundraising Plan	20	D+	67-69
Implementing Your Plan	+ 25	B	83-86
	100	D	63-66
		B-	80-82
		D-	60-62
		C+	77-79
		F	0-59

COURSE OUTLINE

Week 1

8/27 Introduction

8/29 Discuss *Fundraising for Dummies (FFD)*, Introduction & Chapter 1; **Guest Speakers: Getting to Know the Kyi-Yo Native American Student Association**

Week 2

9/3 Kyi-Yo Pow Wow: Budget Review and Fundraising Needs

9/5 **Fundraising Terms Quiz**; Discuss *FFD* Chapter 2; Review "Worksheet 1: Keeping Your Organization Active and Growing" (available on ERes)

Week 3

- 9/10 Discuss *FFD* Chapters 3 & 4; Review “Worksheet 2: Debunking Fundraising Myths” (available on ERes)
- 9/12 **Case Statement Due**; Discuss *FFD* Chapters 11 & 18; Review “Worksheet 3: Grant Writing” & “Worksheet 4: Annual Funds” (available on ERes)

Week 4

- 9/17 Discuss *FFD* Chapters 19 & 20; Review “Worksheet 5: Special Events” & “Worksheet 6: Capital Campaigns” (available on ERes)
- 9/19 Whole-class Listening Session: Review of the Kyi-Yo Club’s current fundraising plan/efforts & Whole-class Brainstorming Session: Ideas for our own fundraising plan

Week 5

- 9/24 Whole-class Working Session: Determining the 3 best/most popular ideas (using Worksheet 8 in class)
- 9/26 Whole-class Working Session: Developing a comprehensive pros and cons list for each idea (using Worksheet 8.5 in class)

Week 6

- 10/1 Whole-class Working Session: Selecting the one most feasible, cost and time affective fundraising idea
- 10/3 Discuss *FFD* Chapter 6; Whole-class Working Session: Begin developing a comprehensive fundraising plan for the single best idea (using Worksheet 9 & the task time lines in class)

Week 7

- 10/8 Discuss *FFD* Chapter 7; Review “Worksheet 10: Identifying Donors/Markets” (available on ERes)
- 10/10 Fundraising Plan Development (In-class work on completing Worksheets 9 & 10)

Week 8

- 10/15 Discuss *FFD* Chapter 8; Creating Giving Tiers (Complete “Worksheet 11: Developing Your Giving Tier” in class)
- 10/17 Discuss *FFD* Chapter 10; Making the “Ask”

Week 9

- 10/22 Fundraising Plan Development (In-class work)
- 10/24 **Fundraising Plan Due**; Assist club with their current/active fundraising efforts

Week 10

- 10/29 Fundraising Plan Returned; In-class work on revisions
- 10/31 **Revised Fundraising Plan Due** (Possibly begin implementation or continue assisting club with their fundraising efforts...)

Week 11

- 11/5 Implementation of fundraising plan
- 11/7 **Journal 1 Due**; Implementation of fundraising plan

Week 12

- 11/12 Implementation of fundraising plan
- 11/14 **Journal 2 Due**; Implementation of fundraising plan

Week 13

- 11/19 Implementation of fundraising plan
- 11/21 **Journal 3 Due**; Implementation of fundraising plan

Week 14

11/26 Implementation of fundraising plan

11/28 **No class/Thanksgiving Holiday**

Week 15

12/3 Implementation of fundraising plan

125 **Journal 4 Due;** Review of outcomes; self- and classmate-evaluations