Course Description and Objectives:

A ten-week, undergraduate/graduate-level course intended for students and professionals interested in learning the basics of fundraising (development). The course will be beneficial to those in any aspect of fundraising (i.e. nonprofits, higher education, etc.) The course will cover all major aspects of a fundraising plan including: annual fund, major gifts, capital campaigns, planned giving, grants and special events. The course will also give students the foundation and tools needed to implement these plans into action. By the end of the course students will have developed a nonprofit fundraising plan.

This course intends on meeting five main objectives:
- Understand and properly use fundraising terms.
- Apply a wide range of tools, models and frameworks to solve particular fundraising problems.
- Analyze and evaluate the fundraising strategy adopted by one nonprofit organization, and suggest improvements to the organization.
- Write a fundraising plan for a nonprofit organization.
- Show ability to implement the AFP Codes of Professional Conduct.

Instructional Methods:

Students will use the Moodle system to access lectures, readings, and assignments, and to participate in discussions. Instructor will post lectures, other reading materials and assignments; critique written assignments; and monitor and evaluate discussion postings. It is the student responsibility to log into the Moodle system at least three times a week. This course is structured in a module format—not a weekly format—so please ensure you understand due dates.

Course Materials Needed:

- Nonprofit Fundraising 101 by Darrien R. Heyman. ISBN-13: 978-1119100461 (Can be purchased through Amazon or any online book retailer)
- Access to Moodle (UM learning management system)
Graduate Student Requirement
Students who are taking this course for graduate credit will be required to do an additional project for the course. Students will be required to do two (2) journal reviews of peer-reviewed research. These reviews are explained in depth within the course.

Participation
Students will be expected to fully engage and participate in this course. While the course is online, and is asynchronous, students should be prepared to post in the discussion board by replying to each discussion and commenting to another student (with a substantive reply).

Submitting Assignments
Be sure to format your paper as you would if you were turning it in (name, course, date, etc.) All assignments should be submitted through the learning unit tab. No assignments will be accepted via email. Assignments are due by 11:59 pm (Montana time) on the specified due date. PLEASE NOTE: Late assignments will only be accepted in extreme cases and is at the discretion of Dr. Briggs.

References
This is a college level course; therefore, you will be required to use appropriate references in your work. Please use APA Style Manual when referencing work. There is APA help included in the Course Help module.

Course time and preparation
Students can expect to spend approximately 6-8 hours per week on this course. The goal of the instructor is to have you gain workable knowledge on all main parts of volunteer management.

Request for Withdrawal
Please see the University of Montana Extended Learning website for information on withdrawing from courses and on refund policies. Students are responsible for reading and understanding the full UM policy on Withdrawal from the University. (Please note- I do ask that you just contact me to let me know you are thinking of withdrawing.)

Assignments and Grading

• Self-Introduction: Each student will be required to do a general introduction for both the class and the professor. (I also count this as the course “check-in”)

• Discussion Board Responses: In each module, there will be a discussion thread. This thread will be centered on the topic for that module. Each student must answer the question/topic and then reply to two (2) other posts. The discussion board allows us to go deeper into our topics. It is not a place to just say “I agree”, etc. These discussions will involve some type of activity (i.e. web search, article reading, etc.)
• **Module Written Assignments:** There will be five (5) module assignments. These assignments will help relate that modules information to the final project. Each assignment will include a grading rubric with it.

• **Final Project:** Each student will create an in-depth fundraising plan for an organization. This plan will include all aspects of an overall development program.

• **Graduate Student (Special Project):** If you are taking this course for graduate credit- you are required to do two (2) journal article reviews. You will choose peer-reviewed articles that relate to fundraising and you will do in-depth analysis on these articles. The reports should be 3-5 pages each and should follow the format provided within the class.

### Grading
- Self-Introduction/ Course Check In: 10 points
- Moodle responses: 300 points (25 points per week)
- Weekly assignments: 250 (50 points/ 5)
- Final Project: 200 points possible
- Graduate Students Only: Articles -175

Letter grades are based on standard percentages: 90%-100%= A; 80%-89%=B; 70%-79%=C

**Grading rubrics can be found with each assignment in Moodle**

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### University Notes/Policies:

**Student with Disabilities**
Students with disabilities will receive reasonable accommodations in this online course. To request course modifications, please contact me as soon as possible. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at [http://www.umt.edu/dss/](http://www.umt.edu/dss/) or call 406.243.2243 (Voice/Text).

**Student Conduct Code**
The Student Conduct Code, embodying the ideals of academic honesty, integrity, human rights, and responsible citizenship, governs all student conduct at The University of Montana-Missoula. You are expected to adhere to this [code](#).

It is also expected that each student will help foster a collegial learning environment by sharing his or her experiential and academic knowledge and practices, as well as respectfully listening to the viewpoints of others and following basic [netiquette](#) rules. You are expected to complete all reading assignments so that you can discuss them intelligently in discussion forums, individual assignments, and small group (collaborative) assignments.

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**Please Note:**

I try to make this syllabus as complete and correct as possible. I do reserve the right to make any necessary changes. If that happens, I will give ample time and post notes in the announcement section and via email. I do not foresee this needing to happen, but please understand that sometimes circumstances may warrant such action. (And trust me... the older I get the older I find a few more errors ;-)
<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
<th>Assignments</th>
<th>Assessment(s)</th>
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| 1. Planning for success        | Aug. 31- Sept 6| - Complete self-introduction  
- Read chapters 1-4 and pg. xxiv  
- Read module links  
- Post response/reply to discussion board  
- Complete Fundraising Plan Draft Activity | • Self- Introduction (10 pts)  
• Discussion (25 pts)  
• Written activity (50 pts)                                                |
| 2. Building your toolkit        | Sept. 7- Sept 20| - Read chapters 5-7  
- Read module links  
- Post response/reply to discussion board  
- Complete Research & Records Activity | • Discussion (25 pts)  
• Written activity (50 pts)  
• GRAD STUDENTS: SUBMIT ARTICLES FOR REVIEW (25 pts)                          |
| 3. Individual Donors           | Sept. 21- Oct. 11| - Read chapters 8-14  
- Read module links  
- Post response/reply to discussion board  
- Complete Individual Donor Plan | • Discussion (25 pts)  
• Written activity (50 pts)                                                   |
- Read module links  
- Post response/reply to discussion board  
- Complete Specialty area Plan  
- Submit evaluation plan draft | • Discussion (25 pts)  
• Written activity (50 pts)  
• Draft Evaluation (25 pts)  
• GRAD STUDENTS: ARTICLE #1 DUE (75 pts)                                      |
| 5. Online Fundraising           | Oct. 26- Nov. 5 | - Read chapters 15-18  
- Read module links  
- Post response/reply to discussion board  
- Complete Online Fundraising Plan Activity | • Discussion (25 pts)  
• Written activity (50 pts)  
• GRAD STUDENTS: ARTICLE #2 DUE (75 pts)                                      |
<table>
<thead>
<tr>
<th>6. Wrap Up</th>
<th>Nov. 6-Nov. 8</th>
<th>Due: Sun. Nov. 5 by 11:59 pm</th>
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<tbody>
<tr>
<td></td>
<td>- Read pg. xxvii: “Discovering What it means to be a Fundraiser”</td>
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<td>- Read module links</td>
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<td>- Post response/reply to discussion board</td>
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<td>- Complete final fundraising plan</td>
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<td>• Discussion (25 pts)</td>
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<td>• Final Project/Plan (200 pts)</td>
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<td><strong>Due Wed. Nov. 8 by 11:59 pm</strong></td>
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