

## PSCI 412: Fundraising

---

Instructor: Dr. Cindy Briggs  
Email: [cindy.briggs@umontana.edu](mailto:cindy.briggs@umontana.edu)  
Phone: 801.957-.4358  
Office Hours: Virtual/ By appointment  
Skype: dr.cindybriggs

---



### 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:

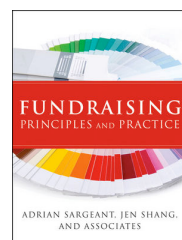
- Understand and properly use fundraising terms.
- Apply a wide range of tools, models and frameworks to solve particular fundraising problems.
- Analyze and evaluate the fundraising strategy adopted by one nonprofit organization, and suggest improvements to the organization.
- Write a fundraising plan 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:

- Sargeant, A., Shang, J., & Associates (2010). *Fundraising Principles and Practice*. San Francisco: Jossey-Bass. ISBN: 978-0-470-45039-0
- 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

- **Introduction post:** Please post your introduction by Thursday at 11:59 pm (for week #1). This counts as your “check-in” to the course. In your introduction (at the end) please make sure you post the following, “I have read the syllabus and I agree to the expectations.”
- **Discussion Board Responses:** The discussion board really serves as our classroom. It is where we can engage and share ideas and insights. The only way to really learn from the class is to fully engage with your peers. You must have an answer to

Grading	
▪ Introduction post/agreement=	25 points
▪ Discussion responses:(25 points per week)=	250 points
○ (Each week 15 points for initial answer and 5 points each for Reply)	
▪ Reflective Essay=	100 points
▪ Written assignments:	150 points
○ 3 assignments- 50 points each	
▪ Final Project:	200 points
▪ Journal submissions (graduate students only)- 100 per submission=	200 points

the initial question (due by Saturday at 11:59 pm each week) and then you will reply one (1) more time to a peer. These need to be substantive posts (not just I agree, etc.)

- **Reflective Essay:**  
Each student will write a reflective essay from what they have gained in the course. This will include specific topics and questions that may still need to be answered. The essay should be a minimum of three pages long and should be in APA style.
- **Written Assignments:**  
There will be three (3) “small” written assignments in the course. These will include reviewing an annual campaign, finding online fundraising resources, and doing an evaluation plan. The due dates are listed on the calendar. The requirement will be different for each assignment and can be found during that week in the module.
- **Final Project:**  
Each student will work on a fundraising plan during the class. There will be something each week that will be geared towards this plan. You will not always have to submit the assignments, but they will all come together in the final plan. The final plan will be *approximately* 10 pages long and should be in APA style.
- **Journal Reviews (GRADUATE STUDENTS ONLY):**  
If you are taking this course for graduate credit- you will be required to do two (2) journal reviews. The journal reviews should be from peer-reviewed journals (found in the library) and the journal articles must be pre-approved by Dr. Briggs. Each journal review should be at least 5 pages long and must be formatted in APA style.

### **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/> 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.

#### *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 I find a few more errors ;-)*

## Course Calendar Fall 2017: Fundraising

Week/ Date	Topic(s)	Assignment	Assessment
Week 1  <i>Aug. 31- Sept 5</i>	Overview, Introductions, Introduction to nonprofits	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: Explain your experience with fundraising both positive and negative. Why do you think in many cases fundraising has a bad reputation?</i>  <u>Readings</u> - Read Chapter 1 (Sargeant & Shang) -- Learning Unit #1 (Moodle)  <u>Assignments</u> Syllabus quiz/ contact info.	Discussion board (25 pts)  Introduction post (25 pts)
Week 2  <i>Sept. 6- Sept. 12</i>	Understanding donor behavior/motivations	<u>Discussion board</u> Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: What motivates you to give to a nonprofit? Why? Find some research on donor motivation and discuss one finding you located.</i>  <u>Readings</u> -- Chapters 4 & 5 (Sargeant & Shang) -- Learning Unit #2 (Moodle)  <u>Assignments</u>	Discussion board (25 pts)
Week 3  <i>Sept. 13- Sept. 19</i>	Ethics, Public Confidence and Social Responsibility	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: Discuss your thoughts on the Ethical Fundraising article found in the link. What do you think is good and what do you see as being neglected sometimes in fundraising?</i>  <u>Readings</u> - Chapters 3, 21 & 22 (Sargeant & Shang) -- Learning Unit #3 (Moodle)	Discussion board (25 pts)  Annual Giving assignment

		<u>Assignments</u> -Annual Giving written assignment	
Week 4  <i>Sept. 20- Sept. 26</i>	Fundraising Planning: Audit	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: From your readings this week, what do you think is the most important part of the fundraising audit? Have you ever participated in something like this?</i>  <u>Readings</u> - Chapter 6 (Sargeant & Shang) -- Learning Unit #4 (Moodle)  <u>Assignments</u>	Discussion board (25 pts)
Week 5  <i>Sept. 27- Oct. 3</i>	Fundraising Planning: The Plan	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: Write an email(just as your DQ post) to your board members explaining the need to do a fundraising plan and what steps (and resources) will be required to do it correctly.</i>  <u>Readings</u> --Chapter 7, 11, 17 (Sargeant & Shang) -- Learning Unit #5 (Moodle)  <u>Assignments</u> -- Graduate Students (Article #1) -- Annual Giving Review (post wk. 6)	Discussion board (25 pts)  Graduate article (100 pts)
Week 6  <i>Oct. 4- Oct. 10</i>	Annual Giving and Events	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: Explain 2 different fundraising events you have personally done (participated in) and what you felt was good/ bad about the event. Do you know exactly how the money was used? Why or why not?</i>	Discussion board (25 pts)  Online Fundraising Assignment Review (50 pts)

		<u>Readings</u> - Chapters 10 & 19(Sargeant & Shang) -- Learning Unit #6 (Moodle)  <u>Assignments</u> -Online fundraising assignment	
Week 7  <i>Oct. 11- Oct. 17</i>	Major Giving and Corporate Giving	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: Discuss 2 different CRM efforts you are aware of and then discuss why you think this was an effective or ineffective fundraising effort for the organization.</i>  <u>Readings</u> - Chapters 13 & 16 (Sargeant & Shang) -- Learning Unit #7 (Moodle)  <u>Assignments</u> -Reflective Essay	Discussion board (25 pts)  Reflective Essay (50 pts)
Week 8  <i>Oct 18- Oct. 24</i>	Planned giving and Bequests	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm.  <i>Discussion Question: Do an internet search and find 2 different planned giving resources to share. What are the top three things you have learned on implementing planned giving?</i>  <u>Readings</u> --Chapters 14 & 15 (Sargeant & Shang) --Learning Unit #8 (Moodle)  <u>Assignments</u> -Graduate Assignment Article #2	Discussion board (25 pts)  Graduate student article #2 (100 pts)
Week 9  <i>Oct. 25- Oct. 31</i>	Stewardship and Assessing Performance	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Monday at 11:59 pm. <i>Discussion Question: Evaluation is one of the most important steps within any nonprofit effort. Discuss your evaluation plan for either an event or a fundraising effort.</i>	Discussion board (25 pts)  Evaluation Plan (50 pts)

		<u>Readings</u> - Chapters 12 & 20 (Sargeant & Shang) -- Learning Unit #9 (Moodle)  <u>Assignments</u> -Evaluation plan	
Week 10  Nov. 1- Nov. 7	Special Topics in Fundraising and Fundraising as a Profession	<u>Discussion board</u> - Initial post due by Wed. at 11:59 pm. Reply due by Friday at 5:00 pm.  <i>Discussion Question: What has been your biggest “ah-ha” moment throughout this course? What is your plan to continue your education in fundraising/nonprofit?</i>  <u>Readings</u> - Chapter 2 (Sargeant & Shang) -- Learning Unit #10 (Moodle)  <u>Assignments</u> - Final Project Due- Fundraising Plan: Due final day of course  <b>PLEASE NOTE THE FINAL DAY OF THE COURSE IS TUESDAY.</b>	Discussion board (25 pts)  Fundraising Plan (200 pts)