**Important Communication Tips:**

**Emails:**
- The best way to reach me is by sending an email (I check email often).
- I will answer your email within 24 hours—this is usually much quicker.
- If you send me an email after normal work hours on Friday I may not respond until Monday. This is not definite- I often do check emails over the weekend, but I do reserve weekend’s to be with my family.
- Very important: I must assume that you open your email that is registered with the course (your UM email) DAILY, as this is the method I use to communicate with you directly.

**Skype:**
- Skype is free online service that allows real time communication. You can download the software and then request me as a contact (dr.cindybriggs). When I am available—I turn my Skype “on” and you can feel free to ask questions, or just say hi. Think of it as my “open door”

**Telephone:**
- You may call me at my office number (listed above). This is for messages only. I will return your call.
- Please also send me an email if you have left a message on my office phone.

**Appointments:**
- Online education can be tough—I want to be available to you. So if my office hours are not convenient- please just let me know—we can make a convenient time for both of us.

**Mind Reading®:**
- Unfortunately my mind reading skills have gotten very rusty over the years... therefore, I will not know you need help unless you ASK for help. Remember... I cannot see you each week so I cannot see the light bulb over the head or the confusion on your face. Never be embarrassed to ask for help... it is why I am here!!
Course Description:

A ten-week, 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 one major fundraising plan.

Expected Study Learning Outcomes:

Learning Outcome
1. Apply a wide range of tools, models and frameworks to solve particular fundraising problems.

2. Analyze and evaluate the fundraising strategy adopted by particular nonprofit organizations and suggest improvements to individual, corporate and foundation fundraising practice.

3. Synthesize and apply the latest research and thinking in fundraising to inform and improve professional practices.

4. Write a fundraising plan for a nonprofit organization.
5. Manage and develop fundraising terms.
6. Understand and implement the Institute of Fundraising/AFP Codes of Professional Conduct.

Method of Instruction:
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.

Learning units are posted from the start of the course. Feel free to work ahead, but please be sure to watch due dates on all assignments. Students can expect to receive graded work within one week. I will post the grades within the gradebook section of Moodle.

My Philosophy
I believe in education. I also believe that you get out of something what you are willing to put into it. This course is a college-level course. The expectations will be that of college students (typically graduate students). I am tough and I do not make any apologies for this; however, I do tell my students that my goal is always the same and that is for you to leave this course with a better understanding of the material. I also remind my students that while this is an online course, I want you to think of it the same as if you were coming to a class. I hope you will schedule time to work on this course on a regular basis, and that you
understand I try to be available as possible to help you. All of you have taken college courses
before, so you understand that a professor is not just there to impart knowledge, but to help
you learn even more. I want you to learn about fundraising, but my greater goal is that you
learn even more about the nonprofit sector.

Graduate Student Requirement
Students that are taking this course for graduate credit will be required to do (2) journal
article reviews. This requirement is explained in greater detail 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 a
minimum of two days per week with two total substantive posts. You must post an initial
answer by Wed. of each week and at least one reply by Sunday of the week. I grade
participation on both quantity and quality. The grading rubric can be found at the end of
this syllabus.

Holiday
During this course we may encounter a holiday. With online learning we do not take any
“time off”. Learning Units are posted several weeks in advance-so you can plan accordingly.
There may be assignments due on a holiday, but I try to make it the day before or the day
after. It is your responsibility to know the due dates, and to get your work done for that
week.

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 and must be submitted via the Moodle learning system.

PLEASE NOTE: Absolutely NO late assignments will be accepted during this course
without prior approval 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. I have a folder located in
the course on APA style and resources to help you.

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 fundraising
management. There will be some weeks this will be more and some weeks it will be less.
Remember, the goal of the instructor is to have you gain workable knowledge of
fundraising, which can be a time consuming process.

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

Dr. Cindy Briggs, CFRE
University of Montana
Fundraising Syllabus_Final Version
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.)

**Required Reading Materials**


**Optional (but very helpful)**


Other materials will be posted on Blackboard, or web addresses will be provided for internet readings.

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**Grading**

- Introduction/syllabus quiz= 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

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**Assignment Details:**

- **Introduction post:** Please post your introduction by Sunday at 11:59 pm (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 the initial question (due by Wednesday 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.

**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.
## Course Calendar: Fundraising

<table>
<thead>
<tr>
<th>Week/Date</th>
<th>Topic(s)</th>
<th>Assignment</th>
<th>Assessment</th>
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</table>
| **Week 1**      | Overview, Introductions, Introduction to nonprofits | Discussion board - Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.  
Readings - Read Chapter 1 (Sargeant & Shang) -- Learning Unit #1 (Moodle)  
Assignments Syllabus quiz/ contact info. | Discussion board (25 pts)  
Introduction post (25 pts) |
| **Aug. 29-Sept 4** |                                               |                                                                            |                             |
| **Week 2**      | Understanding donor behavior/motivations       | Discussion board - Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.  
Readings -- Chapters 4 & 5 (Sargeant & Shang) -- Learning Unit #2 (Moodle)  
Assignments | Discussion board (25 pts) |
| **Sept. 5-Sept. 11** |                                            |                                                                            |                             |
| **Week 3**      | Ethics, Public Confidence and Social Responsibility | Discussion board - Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.  
Readings -- Chapters 3, 21 & 22 (Sargeant & Shang) -- Learning Unit #3 (Moodle)  
Assignments -Annual Giving written assignment | Discussion board (25 pts)  
Annual Giving assignment |
| **Sept. 12-Sept. 18** |                                |                                                                            |                             |
| **Week 4**      | Fundraising Planning: Audit                   | Discussion board - Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.  
Readings -- Chapter 6 (Sargeant & Shang) -- Learning Unit #4 (Moodle)  
Assignments | Discussion board (25 pts) |
<p>| <strong>Sept. 19-Sept. 25</strong> |                                      |                                                                            |                             |
| <strong>Week 5</strong>      | Fundraising Planning:                         | Discussion board | Discussion board (25 pts) |
|                 |                                               |                                                                            |                             |</p>
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Discussion board</th>
<th>Assignments</th>
<th>Readings</th>
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</thead>
<tbody>
<tr>
<td>Sept. 26-</td>
<td>The Plan</td>
<td>- Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.</td>
<td>Readings</td>
<td>-- Chapter 7, 11, 17 (Sargeant &amp; Shang) -- Learning Unit #5 (Moodle)</td>
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<tr>
<td>Oct. 2</td>
<td></td>
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<td>Assignments</td>
<td>-- Graduate Students (Article #1) -- Annual Giving Review (post wk. 6)</td>
</tr>
<tr>
<td>Week 6</td>
<td>Annual Giving and Events</td>
<td>Discussion board</td>
<td>Assignments</td>
<td>Online Fundraising Assignment Review (50 pts)</td>
</tr>
<tr>
<td>Oct. 3-</td>
<td></td>
<td>- Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.</td>
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<tr>
<td>Oct. 9</td>
<td></td>
<td>Readings</td>
<td></td>
<td></td>
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<tr>
<td>Week 7</td>
<td>Major Giving and Corporate Giving</td>
<td>Discussion board</td>
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<td>Oct. 10-</td>
<td></td>
<td>- Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.</td>
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<tr>
<td>Oct. 16</td>
<td></td>
<td>Readings</td>
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<tr>
<td>Week 8</td>
<td>Planned giving and Bequests</td>
<td>Discussion board</td>
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<tr>
<td>Oct. 23</td>
<td></td>
<td>Readings</td>
<td></td>
<td></td>
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<tr>
<td>Week 9</td>
<td>Stewardship and Assessing Performance</td>
<td>Discussion board</td>
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<tr>
<td>Oct. 24-</td>
<td></td>
<td>- Initial post due by Wed. at 11:59 pm. Reply due by Sunday at 11:59 pm.</td>
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Graduate article (100 pts)

Discussion board (25 pts)

Online Fundraising Assignment Review (50 pts)

Discussion board (25 pts)

Reflective Essay (50 pts)

Discussion board (25 pts)

Graduate student article #2 (100 pts)

Discussion board (25 pts)
| **Oct. 30** | **Readings**  
- Chapters 12 & 20 (Sargeant & Shang)  
-- Learning Unit #9 (Moodle)  
**Assignments**  
- Evaluation plan | **Evaluation Plan (50 pts)** |
| **Week 10** | **Readings**  
- Chapter 2 (Sargeant & Shang)  
-- Learning Unit #10 (Moodle)  
**Assignments**  
- Final Project Due- Fundraising Plan: Due final day of course  
**PLEASE NOTE THE FINAL DAY OF THE COURSE IS FRIDAY—NOT A SUNDAY.** | **Discussion board (25 pts)**  
**Fundraising Plan (200 pts)** |
| **Oct. 31-Nov. 4** | **Discussion board**  
- Initial post due by Wed. at 11:59 pm.  
Reply due by Sunday at 11:59 pm.  
**Assignments**  
- Final Project Due- Fundraising Plan: Due final day of course  
**PLEASE NOTE THE FINAL DAY OF THE COURSE IS FRIDAY—NOT A SUNDAY.** |
**Discussion Board Grading Rubric**

Each week you should post a total of TWO posts. You need to do an initial reply to the question (by Wed) and then another reply (by Sunday). This means that there needs to be some “meat” to your responses. You can see the grading rubric below. I do expect at the graduate level we will have many more posts—more in a discussion format. You can earn up to 25 total points per week.

**Initial Post (due by Wednesday)**

<table>
<thead>
<tr>
<th></th>
<th>0-5 points</th>
<th>5-8 points</th>
<th>9-12 points</th>
<th>13-15 points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td>Discussion questions not addressed; resources or readings not mentioned.</td>
<td>Discussion questions are addressed; resources or readings are mentioned and relate to topic.</td>
<td>Previous level, plus incorporates readings and resources into own experiences.</td>
<td>Previous level, plus offers resources related to topic that are not found in the assigned readings.</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>Thought processes are incomplete. Postings contain multiple grammatical errors.</td>
<td>Though processes are complete. Postings contain no grammatical errors.</td>
<td>Previous level, plus arguments are clear, concise, and cogent; the post is timely and relevant.</td>
<td>Previous level, plus incorporates previous learning into relevant topic.</td>
</tr>
<tr>
<td><strong>Response</strong></td>
<td>Posts are limited (I agree.. etc.) without explanation.</td>
<td>Posts are on time and contain extended discussion relevant to topic.</td>
<td>Previous level, plus responses relate theory to practice or personal application.</td>
<td>Previous level, plus posts are insightful and combine multiple ideas related to the topics.</td>
</tr>
</tbody>
</table>

**Reply (due by Sunday)**

<table>
<thead>
<tr>
<th></th>
<th>0-5 points</th>
<th>6-10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content/Response</strong></td>
<td>Reply is limited and does not add to or build on post</td>
<td>Reply is substantive and adds additional information to the post</td>
</tr>
</tbody>
</table>