

Fundraising PADP7230
Joan Prittie, J.D.
prittiejoan19@gmail.com 706-461-5626
Available after class or by appointment

Schedule

The following schedule is tentative and subject to change. (Actually it was very thoughtfully laid out, and major changes are unlikely—but I like to cover my bases).

The course follows two arcs. The first half of the course focuses on fundamentals of asking people for donations, developing your own skills, and learning how to encourage and help others to fundraise with you. The mid-term group project is designed to bring all of that together and give you the opportunity to combine what you learn in class with what you learn through outside reading/research.

The second half of the course focuses on other aspects of fundraising such as events, cases for support and grant proposal writing. The final group project is designed to bring all of that together, and again give you the opportunity to combine what you learn in class with what you learn through outside reading/research.

I don't believe in busy work. Your time is valuable and so is mine. Every assignment, activity, video and article was chosen for its usefulness and practical application. Weeks with less content are intentionally placed to allow you more time to work on group assignments.

01/10 Introduction

Fundraising is often approached with some hesitation. For a variety of reasons, people are often afraid to ask others for money. Asking for support for your organization should be approached from the perspective that you are doing the donor a favor by approaching them. In this module we will lay the groundwork for this transition and introduce you to the tools you need to make soliciting donations more fulfilling.

01/17 MLK Holiday No Class

01/24 Ethical Considerations

Integrity is doing the right thing when no one will know you did the wrong thing. We'll discuss potential problems and real-world ethical considerations and use the Association of Fundraising Professionals Standards and our own consciences as a guide.

01/31 Individual Solicitation

At the heart of fundraising is asking someone for a contribution. It is simple, elegant and effective. Here we focus on the fundamentals of soliciting contributions and the need for board members of charitable organizations to be involved in the effort. We emphasize storytelling as the primary means of communicating with people and inspiring them to support our organizations.

2/7 Stewardship

We continue our emphasis on storytelling in various formats to communicate with donors and forge stronger relationships with them over time, creating greater engagement with our organization.

2/14 Major Gifts

The Pareto Principle states that about 80% of effects result from 20% of efforts. It applies to fundraising in that usually two thirds of our contributions come from a smaller pool of donors (one third from just a few and another third from a somewhat larger group). It's important to know the characteristics and motivation of major donors, and the strategies to help develop relationships that will help us be successful in securing larger gifts.

2/21 End of Life, Bequests, Memorial Gifts

Planned giving encompasses a variety of future gifts, the most common of which are bequests. Memorial gifts, honoring someone who's passed away, are extremely common but often handled poorly by nonprofits who fail to understand the meaning and significance of such donations to those who make them. We fold prior lessons into discussion on legacy giving.

2/28 Mid Term Assignment Due—Class Presentations

3/7 No Class Spring Break

3/14 Fundraising Planning

Have you heard of the book, [If You Don't Know Where You're Going, You'll Probably End Up Somewhere Else?](#) It's not about fundraising, but the title fits. Without a plan for the year (or two) the fundraising lines in the budget are just numbers pulled from the air (or last year's budget). Creating a fundraising plan builds on an organization's strategic plan, and gives the team of staff and volunteers a map to follow.

3/21 & 3/28 Really Short Proposals (Discussion & Peer Review)

While some grant funders provide specific rules for proposal formats which must be followed, others do not give grant seekers much guidance. In my experience as a grant seeker and grant reviewer, less is often more as long as the material is presented in a clear and logical manner. This 6 paragraph format is one that has evolved over time for me, and is my favorite and most frequently-used proposal structure. It is also the easiest to convert to a letter of inquiry.

4/4 Earned Income/Social Entrepreneurship, Revised Short Proposals Due

4/11 & 4/18 Special Events Love 'em or hate 'em!

4/25 No Class, Work on Final Projects

5/2 Review and Summary, Instructor's Choice

Final Exam—Class Presentation for Final Project

Evaluation

10% Class Participation: Each session will be more interesting if you participate in discussions, exercises, and small assignments.

25% Midterm Board Fundraising Workshop: Professionalism of your presentation, understanding of your audience, relevance of activities, samples and tools to your chosen organization and its size, location, mission and programs, and writing quality, organization and flow of your training material will contribute to grade.

30%—Design: Includes overall layout and tone of your presentation and packet. Is it clear, interesting? Is it tailored and appropriate to the type/size/culture of the organization you've selected?

30%—Content: Are all topics covered thoroughly? Is course content interwoven with outside information? Is there evidence of additional research/reading and added value rather than a mere repackaging of class material?

30%—Samples: Are sample materials relevant and tailored to the organization? Are they helpful and something a board member could actually use?

10%—Updates and Group Summary

5% Midterm Reflection—Discuss what you've learned in integrating the course material so far into this real-world situation.

20% Individual Solicitation: Persuasiveness of ask, appropriateness of organization, sincerity of thank you will contribute to grade.

10% Really Short Proposal: Conformity to assigned structure and content, clarity, logic, and writing quality contribute to the grade.

25% Final Organizational Fundraising Plan: Thoroughness of plan, range of strategies, reasonableness of budget and expected returns, organization and clarity of materials, and relevance to chosen organization will contribute to grade.

30%—Design: Includes overall layout and tone of your presentation and packet. Is it clear, interesting? Is it tailored and appropriate to the type/size/culture of the organization you've selected?

30%—Content: Are all topics covered thoroughly? Is course content interwoven with outside information? Is there evidence of additional research/reading and added value rather than a mere repackaging of class material?

30%—Samples: Are sample materials relevant and tailored to the organization? Are they helpful and something the chosen nonprofit could actually use?

10%—Updates and Group Summary

5% Final Reflection-- Discuss what you've learned in integrating the course material so far into this real-world situation.

Accommodations

Disabilities: Please let me know if you have a disability that requires accommodations of any sort and we will make the necessary arrangements.
<http://www.dissvcs.uga.edu/auxiliaryaidsservices.html>