**Course Syllabus**

**PADM 4210: 001 Introduction to Philanthropy and Fundraising**

**University of North Texas**

**Dept. of Public Administration**

**Fall 2025**

**When: Monday to Sunday**

**Where: On canvas**

**Instructor: Elizabeth Timothy, Ph. D Candidate**

**Contact Information**

**Office location: 100% online**

**Office hours: virtually on Mondays or Wednesdays from 12:30 – 1:30 on Zoom or by email, or by appointment.**

**Phone number: (214) 258-8148**

**Email: The preferred communication method is through our Canvas email. The following e-mail address is a viable alternative:** **ElizabethTimothy@my.unt.edu****.**

**Overview**

The acquisition of resources, whether in-kind or financial, is fundamental to the success of nonprofit organizations. The ability of nonprofit professionals to be creative and innovative in how they obtain these resources helps these nonprofits expand their impact and reach in the community. However, the task of fundraising is not a simple one. The art and science of fundraising is rooted in very intentional and strategic efforts on the part of nonprofit leadership. This course explores the challenges and rewards of fundraising.

**Course Objectives**

The ***learning*** ***objectives*** for the course are as follows:

* Students will be able to describe the current trends and issues affecting philanthropy
* Students will be able to identify the major types of fundraising campaigns
* Students will describe the code of ethics and recognize ethical dilemmas
* Students will be able to determine how accountability can be upheld and be good stewards
* Students will refine skills in written communication by producing a report useful for nonprofit practitioners for fundraising

**Competencies**: Written communications, ability to find and use data to support project and program funding, understanding major methods for raising funds in the nonprofit sector, knowledge of individual and corporate giving, and the roles and responsibilities of foundations and organizations in the nonprofit sector.

**REQUIRED TEXTS**

**Required Texts:**

Weinstein, S. (2017). The Complete Guide to Fundraising Management. 4th Edition. New York: Wiley. ISBN: 978-0-470-37506-8

Kidder, T. (2009). Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World. New York: Random House. ISBN**:** 978-0-812-98055-4

**Other readings as assigned:**

Check the Canvas modules weekly for additional readings, videos, cases, discussions and exams relevant to the course.

###### COURSE FORMAT: Online

This is an online, three-semester credit hour course. Students are expected to work independently from time to time using the Canvas discussion boards. Discussion assignments will allow students to craft their thoughts and engage with the professor and peers. Discussion postings on Canvas discussion board that relate to information gleaned from members of outside nonprofit organizations. Because this course is online , you need to have access to a good computer and the ability to establish contact with high-speed internet connections. For a successful online class, I recommend a quiet place to work to complete your reading assignments and to craft your answers to discussions or case analyses. Assignments are typically due by 11:59 pm on Sundays, unless otherwise specified. The instructor will announce any alterations to the syllabus on Canvas announcements.

**Grading/Course Requirements**

Final grades for the course will be assigned according to the points earned throughout the semester (see below) and will NOT be rounded or graded on a curve. There is no extra credit available for this course**.**

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| **Grading** |
| **Activity** | **Percentage of Final Grade** | **Points Total** |
| **Weekly Discussion** | **25 points x 14 weeks (35%)** | **350 pts** |
| **Weekly Quiz** | **25 points x 14 weeks (35%)** | **350 pts** |
| **Learning Project Deliverable 1** | **50 points (5%)** | **50 pts** |
| **Learning Project Deliverable 2** | **50 points (5%)** | **50 pts** |
| **Mid-Term Exam** | **100 points (10%)** | **100 pts** |
| **Final Exam** | **100 points (10%)** | **100 pts** |
| **Total Points** | **1000 (100%)** | **1000 pts** |

**Grades**

**900 - 1000 = A**

**800 – 899 = B**

**700 – 799 = C**

**600 – 699 = D**

**599 and below = F**

**Course Examinations**

The course will include two exams – a midterm and a final. The midterm exam is designed to cover materials presented prior to the date of the exam. The final exam covers materials after the midterm (it is not comprehensive).

Exams may include any of the material covered in the course. The questions consist of a combination of multiple choice, short answers or essays. The specific format for each exam will be communicated before the exam dates. Students are encouraged to prepare through careful reading, note-taking, regular online studies, and participation in discussion board assignments.

**Learning Activities**

To help students apply the concepts learned in this course, they can participate in online discussions and exercises with classmates. Assignments are due on Sunday at 11.59 each week. Online discussion board assignments that require a response from peers, followed by peers' responses due Sunday 11.59, unless stated otherwise in the syllabus, announced in class, or posted in the Canvas announcements.

**Learning Project: Fundraising/Financial Stability Plan.**

#### Learning Project

#### Fundraising/Financial Stability Plan

#### The written document is due on Su*nday, November 30th by 11:59 pm.*

#### For this assignment, students will work as a fundraising development associate. The purpose of this project is to develop virtual fundraising campaign materials for a nonprofit organization seeking to bolster its fundraising efforts. Students need to choose a nonprofit of their choice for their project and submit the name of the nonprofit of their choice no later than *Sunday, September 7th, 11:59 pm*. Students are encouraged to reach out to fundraising personnel at a local nonprofit to help identify the financial needs for the nonprofit’s mission-related goals and projects. Academic and practitioner data are to be used to justify plans and strategies for raising funds. Assignment specifics and rubrics are provided on Canvas in the folder “Fundraising Campaign."

#### Weekly Schedule

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| **Week / Dates** | **Topics** | **Assignments** | **Readings** |
| **Week 1 (Aug 18 & Aug 24)** | Introduction to Nonprofit Organizations and Philanthropy: Organization, Governance, Mission. What is a nonprofit organization and why do they need money and other resources? | Two Discussion Boards: Class Introductions and graded answers to Frumkin reading | Frumkin, *The Idea of a Nonprofit and Voluntary Sector* (Canvas) |
| **Week 2 (Aug 25 & Aug 31)** | Nonprofits’ 5 Principles of Fundraising; Roles of Nonprofits in Society | Weekly Discussion Posting (due Fri 11:59 p.m) | Weinstein, Ch. 1 & 2; Kidder, Ch. 1 & 2 |
| **Week 3 (Sept 1 & Sept 7)** | Managing the Resource Development Function: Donor Bill of Rights | Weekly Discussion Posting (due Fri 11:59 p.m) | Weinstein, Ch. 3; Kidder, Ch. 3 & 4 |
| **Week 4 (Sept 8 & Sept 14)** | The Case for Support: Fundraising Materials | Weekly Discussion Posting (due Fri 11:59 p.m) | Weinstein, Ch. 4; Kidder, Ch. 5, 6, 8 |
| **Week 5 (Sept 15 & Sept 21)** | Managing Information | Weekly Discussion Posting (due Fri 11:59 p.m) | Weinstein, Ch. 5; Kidder, Ch. 9–12 |
| **Week 6 (Sept 22 & Sept 28)** | Planning, Prospect Identification, Research, and Segmentation | Weekly Discussion Posting (due Fri 11:59 p.m) | Weinstein, Ch. 6; Kidder, Ch. 13–19 |
| **Week 7 (Sept 29 & Oct 4)** | Nurturing Relationships: Successful Fundraising in Large & Small Nonprofits | Weekly Discussion Posting (due Fri 11:59 p.m) | Weinstein, Ch. 7 & 16; Kidder, Ch. 20–24 |
| **Week 8 (Oct 5 & Oct 12)** | Human Resources | Weekly Discussion Posting (due Fri 11:59 p.m.); Movie *Mountains Beyond Mountains* (Oct 13) | Weinstein, Ch. 15 (Oct 11); Kidder, Ch. 25–26, Afterword, Epilogue |
| **Week 9 (Oct 13 & Oct 19)** | Conclusion of Movie; Midterm Review (Oct 13); Midterm Exam (Oct 19) | Midterm Exam | — |
| **Week 10 (Oct 20 & Oct 26)** | Major Gift Fundraising | Weekly Discussion Posting (due Fri 11:59 p.m.) | Weinstein, Ch. 8 |
| **Week 11 (Oct 27 & Nov 2)** | Special Event Fundraisers; Cause Marketing; Crowdfunding | Weekly Discussion Posting (due Fri 11:59 p.m.) | Weinstein, Ch. 11 |
| **Week 12 (Nov 3 & Nov 9)** | Direct Mail & Telephone Solicitation | Weekly Discussion Posting (due Fri 11:59 p.m.) | Weinstein, Ch. 9 & 10 |
| **Week 13 (Nov 10 & Nov 17)** | Grants | Weekly Discussion Posting (due Fri 11:59 p.m.) | Weinstein, Ch. 12; Ch. 13 & 14 |
| **Week 14 (Nov 18-Nov 24th)** | Planned Giving; Capital & Endowment Campaigns | Weekly Discussion Posting (due Fri 11:59 p.m.) |  |
| **Week 15 (Nov & Nov 16)** | Fundraising Projects Due (Nov 30); Thanksgiving Reprieve (Nov 24–30) | Submit Fundraising Projects Online (due Nov 30) |  |
| **Week 16 (Dec 1–6)** | Final Exam | Final Exam (Dec 1, 1:30–3:30 p.m.) | Final Exam |

**CLASSROOM POLICIES**

**Attendance**

**This is an online course, and Students are expected to attend class meetings regularly and abide by the attendance policy established for the course.** You must communicate with the professor and the instructional team before being unable to submit your assignments on time. Otherwise, all assignments have a firm deadline.

## Teaching Philosophy

Students learn when actively participating in the learning process. Your instructor believes that the best way to prepare for participation is to complete the required readings before attempting any assignments. Skills and competencies include the ability to discuss major theories and practices related to philanthropy and fund development. Students need to participate weekly in the course and complete the assignments according to the schedule noted on the syllabus. It is the student’s responsibility to complete work on time and to contact the instructor prior to due dates for assignments or exams if any adjustments from the identified due dates are needed.

**LATE/ MAKEUP WORK**

Missed assignments are not recommended. If you must miss an assignment due date you must contact the instructor to with request for additional time. No assignments will be accepted without prior notification and accommodation by the instructor.

**READING ASSIGNMENTS**

Assigned readings given by the instructor are expected to be fully completed by students each week. In Fall 2025, reading assignments should be completed by the Wednesday of each week to be prepared for peers' responses. Occasionally, I am asked if one “really has to do the readings?” Yes. I do not assign books (which I realize are expensive. I also try to add PDF reading materials for easy access. However, each student has the responsibility to find these reading materials by themselves and complete the readings on time.  I want you to be successful not only in this course but also in your chosen career field. Reading can help you get prepared for discussions, and it will strengthen your base of knowledge as you enter into your work in the nonprofit field.

**STUDENT** **CONDUCT:**

Any student behavior that interferes with an instructor’s ability to conduct class or other students' opportunity to learn is unacceptable and will not be tolerated in any instructional setting at UNT. This includes traditional face-to-face classes, online or blended classes, labs, discussion groups or boards, field trips, and verbal and/or written (including email) communication with the instructor and/or other students. Examples of unacceptable behavior include, but are not limited to, disrespectful treatment of other students (verbal or written), disrupting the lecture, and use of inappropriate or profane language or gestures in class or other instructional settings. Students should use respectful language while responding to peers' submissions, acknowledging the efforts each student makes to read, critically analyze materials, and write thoughtful commentaries and responses.

A student engaging in unacceptable behavior in any instructional setting may also be referred to the Dean of Students to consider whether his/her conduct violates UNT’s Student Code of Conduct. The student must also contact the instructor to set up a time to discuss the concern with the instructor prior to resuming their participation in the course.

**ACADEMIC INTEGRITY**:

Academic integrity emanates from a culture that embraces the core values of trust and honesty necessary for full learning to occur. As a student-centered public research university, UNT promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating, plagiarism, forging the signature of the instructor or of another student, fabrication, and/or facilitating or sabotaging the academic dishonesty of other students.

Any suspected occurrence of academic dishonesty will be investigated and handled in accordance with UNT policy and procedures. The following academic penalties may be assessed at the instructor’s discretion upon determination that academic dishonesty has occurred.

*1.* ***Zero credit for an assignment or assessment denoting plagiarism or other form of cheating or academic dishonesty****.* The instructor will award no credit for the assignment on which the student has engaged in academic dishonesty.

*2. Course.*The instructor may assign a failing grade for the course for repeated problem behavior or academic dishonesty on more than one assignment.

Should the procedure for appeal of a case of academic dishonesty extend beyond the date when the instructor submits course grades for the semester, the student will be assigned a grade that reflects the penalty, which shall be adjusted, as appropriate, at the conclusion of any appeal process.

Specific details and description of UNT’s Policy on Student Standards of Academic Integrity (18.1.16) and students’ right to appeal are available at [https://policy.unt.edu/policydesc/student-standards-academic- (Links to an external site.) (Links to an external site.)](https://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16) [integrity-18-1-16. (Links to an external site.) (Links to an external site.)](https://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16)

**DISABILITY ACCOMMODATION**:

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course.

You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information, refer to the Office of Disability Access website at [http://www.unt.edu/oda (Links to an external site.)](http://www.unt.edu/oda). You may also contact ODA by phone at (940) 565-4323.

**REQUESTS FOR AN INCOMPLETE**: In general—Don’t

Students may request a grade of incomplete ("I") only if he/she meets all of the following conditions:

* The student is passing the course with over 70 percent of the assignments;
* There is a justifiable and documented reason beyond the control of the student (serious illness or military service) for not completing the course on schedule; and,
* The student has the approval of the instructor and the department chair.

Students meeting these criteria must arrange with the instructor to finish the course at a later date by completing specific requirements outlined by the instructor. These requirements must be listed on a “Request for Grade of Incomplete” form signed by the instructor, student, and department chair. More information on UNT’s Incomplete Grade policy is available at [http://registrar.unt.edu/grades/incompletes (Links to an external site.) (Links to an external site.)](http://registrar.unt.edu/grades/incompletes).

**REQUESTS TO DROP THE CLASS**:

We want you to succeed in this class and at UNT. If you are concerned about your progress in the course, or believe you need to drop for other reasons, it is important that you contact the instructor as soon as possible. We want to make sure that dropping the course is your best or only option.

There are consequences to dropping classes that extend beyond losing your invested time, money, and effort. Dropping one or more classes may make you ineligible for financial aid. There are also limits on the number of courses you can drop. You can learn more about this at [http://registrar.unt.edu/registration/dropping-class. (Links to an external site.) (Links to an external site.)](http://registrar.unt.edu/registration/dropping-class)

Please note UNT's academic calendar for applicable drop dates and processes that may be in effect for fall 2021.

**EMERGENCY NOTIFICATIONS & PROCEDURES**:

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all currently enrolled students. Please make certain to update your phone numbers at [https://my.unt.edu/ (Links to an external site.) (Links to an external site.)](https://my.unt.edu/). Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

## Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT’s full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

## Course Structure

This course is a online course. We will use Canvas for course reading materials not found in the text book. We will also use Canvas to submit assignments, and take quizzes and exams.

## Course Prerequisites or Other Restrictions

**Attendance**

Students are expected to attend Canvas, Do the assignments on time and to abide by the online classes policy established for the course.  You must communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your course learning goals.  Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community. See attendance policy below for full details.

**Course Writing:**

All writing must utilize the American Psychological Association (APA) Style Guidelines. An excellent resource on APA guidelines is found here: [http://owl.english.purdue.edu/owl/resource/560/01/.](http://owl.english.purdue.edu/owl/resource/560/01/) Acceptable work should be completed with 12-point, standard font, and double-spaced.

**TECHNICAL REQUIREMENTS AND SUPPORT**

Students must have the necessary equipment and software to successfully access the online discussion portions of the course on Canvas. Information on the technical requirements for using Canvas is as follows:

UIT Help Desk: [http://www.unt.edu/helpdesk/index.htm (Links to an external site.) (Links to an external site.)](http://www.unt.edu/helpdesk/index.htm)

Hardware and software necessary to use Bb Learn: [http://www.unt.edu/helpdesk/bblearn/ (Links to an external site.) (Links to an external site.)](http://www.unt.edu/helpdesk/bblearn/)

At UNT, the UIT Student Helpdesk provides student technical support in the use of Canvas and supported resources. The student help desk may be reached at (940) 565-2324 or via email at helpdesk@unt.edu.

Students who are unsure about their personal computer equipment or who do not have reliable access to a high-speed Internet connection may use one of the UNT computer labs located in various buildings across the campus.

Zoom calls (when using virtual office hours, for example), are features that require video and microphone capabilities for participation. Please be sure that you are able to use Zoom for meetings with your instructor or with others in the course on any group level assignments.

## Course Technology & Skills

In addition to face to face lecture, this course includes some online learning components related to our Canvas course modules.

### **Minimum Technology Requirements**

* Computer
* Reliable internet access
* Speakers
* Microphone
* Plug-ins
* Microsoft Office Suite
* [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (https://clear.unt.edu/supported-technologies/canvas/requirements)

**UIT Help Desk**: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (http://www.unt.edu/helpdesk/index.htm)

**Email**: helpdesk@unt.edu

**Laptop Checkout**: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (https://community.canvaslms.com/docs/DOC-10554-4212710328)

### **Rules of Engagement**

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

* While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
* Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
* Ask for and use the correct name and pronouns for your instructor and classmates.
* Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
* Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
* Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
* Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
* Avoid using “text-talk” unless explicitly permitted by your instructor.
* Proofread and fact-check your sources.
* Keep in mind that online posts can be permanent, so think first before you type.
* **Notice: Class recordings are reserved for use only by students in this class for educational purposes. The recordings should not be shared outside the course in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.**

For more information on [Netiquette Guidelines](http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf):

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>