UNIVERSITY of NORTH TEXAS
Fall 2019
PADM 4210 Introduction to Philanthropy and Fundraising
Gateway Room 142
Monday and Wednesday 2:00 p.m. to 3:20 p.m.

Instructor: Lisa Dicke, Ph.D.
Office location: Chilton Hall, Room 204G
Office hours: Monday 12:00 - 1:30 p.m., Wednesday 4:00 - 5:30, or by appointment
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Course Contents

Nonprofit organizations are not alike yet they share one commonality, the need for obtaining adequate funds to carry out their activities. This course introduces philanthropy and humanitarian efforts. It also focuses on nonprofit fund development and provides students with information and opportunities to develop the skills necessary to carry out activities associated with this area of nonprofit management. An understanding of the motivations for giving of oneself via both time and treasure for the benefits of others is emphasized.

Competencies: written communications, the ability to find and use data to support project and program funding, understanding of major methods for raising funds in the nonprofit sector, knowledge of the motivations of individuals in giving for the benefit of others, and the roles and responsibilities of foundations and organizations in the nonprofit sector.

Required Texts:


Other readings as assigned.

UNIVERSITY POLICY ON DISABILITY ACCOMMODATION:

The Department of Public Administration, in cooperation with the Office of Disability Accommodation (ODA), complies with the Americans with Disabilities Act (ADA) in making reasonable accommodations for qualified students with disabilities. The ODA is responsible for verifying that a student has a disability (as defined by the ADA). Students seeking a disability accommodation must consult with ODA before requesting an accommodation from a professor or
instructor. Once the ODA establishes that a student is disabled, the ODA will provide the student with a letter that will recommend accommodations that the instructor should consider making.

**Assignments and Course Expectations**

Reading assignments, lectures, and class discussions are used to facilitate mastery of the course content. Grades will be based on examinations, a written assignment, and on the quality of class participation. Examinations will test demonstrated knowledge and integration of the course material. The exams will consist of multiple choice questions and short answer essay questions.

**Exams (100 points for each exam)**

Exams (first and second) will consist of multiple choice and short answer essay questions. Each exam is worth 100 points. Questions will address the reading materials assigned, as well as materials presented in classroom lectures and discussions. The second exam will cover material addressed in the second one-half of the course---it is not comprehensive.

**The final grading for the course will be based on the following 500-point scale:**

**Assignments:**

- Class Participation/attendance: 10%
- Book Review: 10%
- SLP: Krum CDO (Fundraising project/grant/recruitment): 30%
- Reflection paper: 10%
- First examination: 20%
- Second examination: 20%

**Class Participation/Attendance (50 points) (Due Monday and Wednesday)**

Reading assignments will enable students to participate in classroom discussions in a meaningful way. You are assessed on how you do this in a variety of ways. For example, you are expected to take an active in-class role in identifying and clarifying principles, approaches, and dilemmas presented in the readings. In addition, you will be attuned to the problems and opportunities—the realities—of fund development in nonprofit organizations and be prepared to discuss them with your classmates.

**Service Learning Project (150 points) (Competencies: Collecting data and research, written communications, oral communications, active participation in fund raising events, working in groups). (Group presentations are due Dec. 2 and 4; Written analysis/report is due December 4).**
Many students find themselves working in nonprofit or other public agencies during their career but face obstacles “getting in the door” without experience or a strong connection to understanding the mechanics of the work it takes to keep a nonprofit or its programming on track. In this service learning project you will work with the Krum Children’s Day Out program to help with recruitment, special fundraisers, grants, and research that can be used to help the organization obtain needed volunteers or other resources necessary to strengthen their operations. These activities will include developing relationships with others in the PADM 4210 course. You also will meet and/or interact with members of the community to help building foundations for success in fund raising.

For this assignment, students will take part in learning about the needs of families requiring daycare services, the availability of community resources and similar background information. In addition, best practices in communications with the program’s officers and the dynamics of working with potential donors and meeting the needs of community members will be strengthened. Your direct experience in one piece of a community-based project will enhance your abilities to understand the management of the fundraising and philanthropic areas of nonprofit management. Students will work in small groups to create pieces of an overall fundraising project. The development of your fund raising knowledge and judgment while performing service learning will help to develop your competencies. Your group’s final written project/report is due December 4.

**Reflection paper: (Competencies: Clear communications and thoughtful analysis) (50 points) (Due December 4)**

Each student will submit a short reflection paper (roughly 4 pages, 12 point, double spaced type) that is thoughtful and describes the benefits, challenges of working with a community organization. The discussion area of Canvas can also be used to help students create potential suggestions for areas of reflection and can be used to share respectful concerns and frustrations that may sometimes develop in working with groups or working on community projects. The reflection paper is due December 4 and should run approximately 3-4 pages of 12 point, double spaced type. These are individual papers.

**Book review/analysis (50 points) (Due November 25).**

Students will use the book Moment by Moment and create a book review that focuses on the analysis of philanthropic efforts presented. Your interpretation of what is presented as related to concepts and arguments taken from Weinstein can help. The book review is due November 25.

**PLEASE SEE ME IF YOU HAVE ANY QUESTIONS ABOUT THE GRADING USED IN THIS COURSE!**

**Policies and Procedures: In addition to UNT policies, students should recognize:**
**General expectations:** I expect students to attend class, complete required readings prior to class time, participate in class discussions and complete the written assignments and examinations.

**Attendance:** An excessive amount of unexcused absences (3 or more) will result in a one-full level grade point deduction of the student’s overall score (i.e., from an A to a B).

**Examinations:** Students must take examinations when they are given to the class; makeup exams will be scheduled only for extraordinary circumstances. No one can be excused from an exam without notifying the instructor prior to the scheduled exam. **If you miss an exam, I will assume that you have chosen to receive a "0" for your grade on that exam.**

**Withdrawals:** Students have the right to withdraw from courses. I urge you to maintain your commitment to this course, however, if you decide to withdraw, please observe the withdrawal dates posted on the university website.

**Student Behavior in the Classroom:** Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr). Among inappropriate behaviors in the classroom are activities such as surfing the web, texting, etc. when class is in session.

**Academic Honesty:** I sincerely trust and expect that academic dishonesty will not be an issue in this course. Unfortunately, it has become a very serious problem on many campuses. An act of academic dishonesty will result in a zero on the assignment and a recommendation of additional disciplinary action. In the event of suspected academic dishonesty, I may substitute a quiz, examination or other assignment for the work in question.

These are my guidelines concerning what constitutes a violation of ethical standards for course work. Any of these violations will be considered academic dishonesty and treated as such. These guidelines are in addition to any University-wide guidelines concerning academic honesty or dishonesty that may be in effect.

1. **Cheating.** The giving or receiving of any unauthorized assistance on any academic work.
2. **Plagiarism.** Presenting the language, structure or ideas of another as one's own original work.
3. **Falsification.** Any untrue statement, either oral or written, concerning one's own academic work or the academic work of another student, or the unauthorized alteration of any academic record.
4. **Original work.** Unless specifically authorized by the instructor, all academic work undertaken in a course must be original, i.e., it must not have been submitted in a prior course, “borrowed” from the Internet, or be submitted in a course being taken concurrently.
**Course schedule:** Students are responsible for keeping informed of any change made to the syllabus that is announced in class, via email or on Canvas.

**Monday and Wednesday: Week 1, August 26 and 28- Introduction to Nonprofit Organizations and Philanthropy**

Organization, Governance, Mission. What is a nonprofit organization and why do they need money?

RR: for Wednesday, August 28 Giving USA: Overall Philanthropy Increased Despite Decline From Individuals. Access at link below: https://www.thenonprofittimes.com/fundraising/giving-usa-overall-philanthropy-increased-despite-decline-from-individuals/

RR: What is a donor-advised fund? https://www.fidelitycharitable.org/guidance/philanthropy/what-is-a-donor-advised-fund.html?immid=PCD&engine=GOOGLE&campaign=Donor+Advised+Primer&adgroup=Donor+Advised&keyword=Donor+Advised+fund&gclid=EAIaIQobChMI0tuQ5ceU5AIVDvbjBx1RAgHEEAAYASAAEgKMZPD_BwE&gclsrc=aw.ds

**Monday and Wednesday: Week 2 Sept. 2 (no class/Labor Day) Sept. 4 – The Roles of Nonprofits in Society**

Weinstein, Chapter 2: Your Organization and the Nonprofit World

Johns Hopkins for the Study of Civil Society: http://ccss.jhu.edu/news-release-2016-us-data/?subscribe=success#blog_subscription-15


Krum CDO—Service Learning project discussion

**Monday and Wednesday: Week 3 Sept. 9 and 11 – Managing the Resource Development Function, Donor Bill of Rights**

Weinstein: Ch. 1-Five Major Fundraising Principles, Ch. 3-Managing the Resource Development Function, Donor Bill of Rights
Monday and Wednesday: Week 4 Sept. 16 and 18 – The Case for Support and Fundraising Materials, and Upholding Nonprofit Accountability
Weinstein: Ch. 4-The Case for Support and Fund Raising Materials, Ch. 5-Managing Information

Monday and Wednesday: Week 5 Sept. 23 and 25 --- Planning, Prospect Identification, Research and Segmentation, Nurturing Relationships
Weinstein: Ch. 6-Prospect identification, Research, and Segmentation, Ch. 7-Nurturing Relationships

Monday and Wednesday: Week 6 Sept. 30 and Oct. 2 — Major Gift Fundraising, Planned Giving, Capital and Endowment Campaigns
Weinstein: Ch. 8 – Major Gift Fundraising, RR: Pratt: Analyzing, Weinstein: Ch. 13
Weinstein: Ch. 14
Potential guest speaker: Planned Giving and Endowments

Monday and Wednesday: Week 7 Oct. 7 and 9—Review on Oct. 7 regular classroom, and Midterm Exam on October 9—SAGE Hall

Monday and Wednesday: Week 8 Oct. 14 and 16 – Grantsmanship
Weinstein: Ch. 12 Grants

Monday and Wednesday: Week 9 Oct. 21 and 23 – Special Event Fundraisers
Weinstein: Ch. 11 Special Events

Monday and Wednesday: Week 10 Oct. 28 and Oct. 30 – Direct Response: Mail and Online, Telemarketing as a Relationship Building Tool
Weinstein: Ch. 9- Direct Response: Mail and Online, Weinstein: Ch. 10. Telemarketing as a Relationship Building Tool
Monday and Wednesday: Week 11 Nov. 4 and 6 – Moment by Moment - Philanthropy in action

Chapters 1-10

Monday and Wednesday: Week 12 Nov. 11 and 13 – Moment by Moment - Philanthropy in action

Chapters 11-20

Monday and Wednesday: Week 13 Nov. 18 and 20 – Moment by Moment - Philanthropy in action

Chapter 21-final chapter

| SPOT Fall 2019 Administration Dates: Nov. 18 to Dec. 5 |

Monday and Wednesday: Week 14 Nov. 25 and 27 – Cause Marketing, Corporate Fundraising and Working with Foundations

Book review is due Monday, November 25!

Monday and Wednesday: Week 15 December 2 and Dec. 4 – Successful Fundraising in Large and Small Nonprofits, Class Presentations on service learning projects

Weinstein: Ch. 15

Your group will present on either Dec. 2 or 4 and the date will be assigned by the instructor based on the topic area. Students will know the date of their presentation by November 4. These will be timed presentations and will include each member of your group taking part. Your individual reflection paper is due Dec. 4. Your group’s final written project/report is also due December 4.

Monday and Wednesday: Week 16 – Monday Dec. 9 – Final Exam
(Final Exam time period as noted -- https://registrar.unt.edu/exams/final-exam-schedule/fall)
MW 2:00 p.m. - 3:20 p.m.  Has a final exam at this time 1:30 p.m. - 3:30 p.m.

The final exam will be in that SAGE testing center 3rd floor. Please give yourself time to travel/park arrive on time for the exam.