Course Syllabus  PADM 4210-051
University of North Texas – Dept. of Public Administration
Fall 2020
PADM 4210: Introduction to Philanthropy and Fundraising

When: Mondays  (assignments typically due on Fridays by 11:59 p.m.)
Where:  Online
Instructor: Lisa A. Dicke, Ph.D.  (Pronounced as Dickey)

Contact Information

Office location: Chilton 204G (remote for fall)
Office hours: Mondays, 11:30 a.m. - 1:00 p.m. or by appointment
Phone number: (940) 891-6793

mail: The preferred communication method is through our course on However, you may use the following e-mail address as a viable alternative: lisa.dicke@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 fund raising
REQUIRED TEXT


Please check Canvas weekly for updated readings and videos relevant to the course.

COURSE FORMAT: ONLINE COURSE

This is an online course three-semester credit hour course. For this course, this means students work independently online and will participate in assignments that will engage with the professor, peers, and at least one outside organization. The class is delivered online through Canvas. Because this course is offered online, you need access to a good computer, high-speed internet connection, and a quiet place to work. Assignments are due by 11:59 pm on Fridays, unless otherwise specified.

TECHNICAL REQUIREMENTS AND SUPPORT

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

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

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

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 and features require a video and microphone for participation. Please be sure that you are able to view Zoom lectures and participate fully in the Zoom meetings online.

**GRADES/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.

Assignments and Grading:

**Learning Activities**  *100 points (Point values shown below with an *)

*10 Discussion board postings from chapter readings  (Each post is worth 10 points)

**Midterm Examination**  50 points

**Final Examination**  75 points

**Service learning project**  75 points  (25 points presentation, 50 points written plan)

**Maximum Number of Points Possible**  300 points

**Grades**

Points Scale/Grades

270 – 300 = A

240 – 269 = B

210 – 239 = C

180 – 209 = D

179 and below = F

**Course Examinations**

The course will include two exams – the midterm and the final. The midterm exam will be designed to cover the material in the modules and presented in the readings up to that point. The final exam covers materials after the midterm (it is not comprehensive). The exams may include any and all 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 prior to the exam dates. Students are encouraged to diligently prepare for
the exam through careful reading, note-taking, regular course attendance and participation in class discussions.

Learning Activities

To assist student applying concepts learned in this course, students have an opportunity to participate in learning activities with others in the class online and through discussions, Zoom activities or Zoom participation will be available. Class assignments will occur as if the course were held in face to face at noon on the Monday of each week of the course. Thus, reading assignments are due on Mondays at noon. Assignments requiring a response by the student would then be due on the Friday of that week by 11:59 p.m. unless otherwise noted on the syllabus or on the announcements on Canvas.

As an example, the week of August 31 (a Monday), we will begin as if the class was meeting face to face at noon on that Monday. Therefore, chapter readings, a review of lecture postings, or a review of posted PowerPoints for August 31 (as shown on the syllabus) should be completed by that date.

Discussion boards or other assignments for students would then be expected to be turned in by Friday, September 4, at 11:59 p.m.

Service Learning Project: Virtual Fundraising Presentation and Written plan Due November 30 and Dec. 5

For this assignment, students will work in groups as fundraising development associates. The purpose of this project is to develop virtual fundraising campaign materials for a local nonprofit organization seeking to bolster their fundraising efforts. Students will meet representatives from these organizations, ask questions and present their findings for consideration.

Assignment specifics are provided on canvas in the folder “Fundraising Campaign" and will include a presentation (Due Monday, November 30 by noon) and a Written Virtual Fundraising Plan (Due Friday, Dec. 5 by 11:59 p.m.)
Course Schedule and Assignments

Week 1 (Aug 24) Introduction to Nonprofit Organizations and Philanthropy

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

Reading on Canvas: Peter Frumkin. The Idea of a Nonprofit and Voluntary Sector. (CANVAS)

Two Discussion boards: Class introductions and Graded answers to Frumkin reading

Week 2 (Aug 31) Nonprofits 5 Principles of Fundraising and The Roles of Nonprofits in Society

Weinstein, Ch. 1 and 2

Service learning project Zoom video: Virtual Fundraising / Our Daily Bread (ODB) a Zoom video discussion with Ms. Alva Santos from ODB will be posted to the Week 2 module

Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 3 (Sept 7) Managing the Resource Development Function, Donor Bill of Rights

Weinstein, Ch. 3

Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 4 (Sept 14) The Case for Support and Fundraising Materials

Weinstein, Ch. 4

Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.
Week 5 (Sept 21) Managing information
Weinstein, Ch. 5
Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 6 (Sept 28) Planning, Prospect Identification, Research and Segmentation
Weinstein, Ch. 6
Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 7 (Oct 5) Nurturing Relationships and Successful Fundraising in Large and Small Nonprofits
Weinstein, Ch. 7 and 16
Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 8 (Oct 12) Human Resources
Weinstein, Ch. 15
Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 9 (Oct 19) Midterm

Week 10 (Oct 26) Major Gift Fundraising
Weinstein, Ch. 8
Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.
Week 11 (Nov 2) Special Event Fundraisers, Cause Marketing and Crowdfunding
Weinstein, Ch. 11

Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 12 (Nov 9) Direct Mail and Telephone Solicitation
Weinstein, Ch. 9 and 10

Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 13 (Nov 16) Grants
Weinstein, Ch. 12

Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 14 (Nov 23) Planned Giving and Capital and Endowment Campaigns
Weinstein, Ch. 13 and 14

Weekly discussion posting: Post in the discussion area in the module by Friday, at 11:59 p.m.

Week 15 (Nov 30) Virtual Fundraising -- Service learning projects due

Virtual Fundraising Presentation is Due MONDAY Nov 30 at 11:59 (PowerPoints, Video or both). Please note that this particular assignment is due on Monday. Your plan is due Friday.

Written virtual fundraising plan due Friday, Dec. 5, 11:59 p.m. (digital copy)

Week 16 (Dec 7) Final Exam
Note: The schedule and assignments may be revised as the course progresses and new material becomes available.

**CLASSROOM POLICIES**

**ATTENDANCE**

As an online course, there is no in-person classroom meetings. Students are required to stay in touch through weekly assignments and exams. It is recommended that students plan to visit the Canvas boards at least two to three times per week to ensure that they are up to date with any announcements or changes to the syllabus.

**LATE/ MAKEUP WORK**

Missed assignments are not recommended. If you must miss an assignment due date you must contact the instructor to with your request for additional time. If accommodated points will be deducted at a rate of 10% per day it is late. 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 2020 reading assignments should be completed by the Monday of each week at noon if at all possible.

**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 lecture, and use of inappropriate or profane language or gestures in class or other instructional settings.

A student engaging in unacceptable behavior may be directed to leave the classroom or other instructional setting and may also be referred to the Dean of Students to consider whether his/her conduct violates UNT’s Student Code of Conduct.

**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-integrity-18-1-16](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. You may also contact ODA by phone at (940) 565-4323.

REQUESTS FOR AN INCOMPLETE:

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

- The student is passing the course;
- 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.

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.

Please note UNT's academic calendar for applicable drop dates and processes that may be in effect for fall 2020.

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.). 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.