

PACS 4210 Introduction to Philanthropy and Fundraising

Syllabus, spring Semester 2017

Instructor:

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Email: please use MESSAGES on the upper left margin
of the Blackboard page

Campus Office Hours: please use the online office found in DISCUSSIONS on the
upper left margin of the Blackboard page.

ABOUT THE COURSE

The purpose of the course is to give you some insight about and understanding of who gives money to support not-for-profit organizations and why, and about the day-to-day application of fundraising principles to the administrative and operating practices of not-for-profits.

To do this, we will use a popular and practical book written by a long-time fundraiser, Stanley Weinstein. There will also be some guest interviews, and many online resources. **This course does involve service learning, meaning that you are required to volunteer for 20 hours in a fundraising capacity at the nonprofit of your choice (approved by me).**

You will have the opportunity to create a case for support and a direct mail campaign for the nonprofit organization for which you choose to volunteer.

Lastly, you will be researching and sharing information on a variety of topics regarding fundraising.

I do expect you to take the assignments seriously and to stay on target with the posted due dates. **Late work is not accepted except for extenuating circumstances and your instructor must be contacted prior to the submission time.** Always check the calendar for due dates and other related documents for instructions for assignments to help you stay on track. Important note: the calendar (the one that I provide you) is always the final authority on due dates!

So, besides learning a lot in this course, I hope we'll have some fun, too, and I look forward to learning about each of you. Good luck this semester.

MATERIALS – TEXT

Required Text: Weinstein, Stanley, *The Complete Guide to Fundraising Management*. 3rd edition, 2009. John Wiley & sons, Inc., Hoboken, New Jersey. ISBN: 978-0-470-37506-8

Learning Objectives

- The learner will be an active and engaged participant in discussion forums within his/her learning community by analyzing, constructing/creating, and evaluating information presented within the textbook, external readings/resources, student research, and class activities.
- The learner will be able to describe philanthropy and its importance to American society.
- The learner will be able to describe the current trends and issues affecting philanthropy and fundraising.
- The learner will be able to articulate the importance of stewardship to the individual, the charity, and the community
- The learner will be able to identify the major types of fundraising campaigns and events that organizations plan and conduct.
- The learner will be able to describe the human resources involved in fundraising.
- The learner will be able to understand the importance of an overall fundraising plan.
- The learner will be able to determine how accountability can be measured.
- The learner will have first-hand fundraising experience in a nonprofit and an opportunity to connect theory with practice.

How the Course is Organized

New course content will be released each week at 21:30 am on the Monday of the week it is assigned. All work is due the following Monday. For example, the work assigned for the first week of the course (January 17-20, 2017) is due no later than 11:30 pm on December 23, 2017. There is the Start Here lesson which contains very important information and files. The syllabus, details for assignments, course calendar, and other vital documents are located there, and you will return to them over and over again.

There are four units of study (Unit 1 Philanthropy; Unit 2 Fundraising Practices, Unit 3 Accountability; and Unit 4 Professionalism). Each unit has several lessons within it. All content is found under Lessons.

What Should Students Do First?

Look over the course and make sure that you understand how the course is structured. In the first week you should read and complete the activities for the Start Here module (instructions found in the Details for Assignment document).

How Students Should Proceed Each Week for Class Activities

Work will be submitted in a variety of ways. For example, some homework assignments will be posted to the Discussion area, and other times students will use the Assignments function to submit private work. It will always be indicated to you how the work is to be submitted

COMMUNICATIONS

The Messages tool inside Learn is to be used to communicate with me. Please do not send emails to my regular UNT account unless it's an emergency. I will answer your email within 48 hours (or possibly longer if over a weekend.) The Discussion area is reserved for course work only.

COURSE REQUIREMENTS

Detailed instructions for how to complete all assignments are contained within the course document: Details for Assignments located in the Start Here lesson. The calendar, also located in the Start Here lesson, has all the due dates. Evaluation methods are included later in this syllabus but here are the reading assignments and homework and major assignments (these are all listed in the Details for Assignments in the Start Here Lesson as well.)

Start Here Lesson: Post your Introduction in the Discussion area; send your instructor an email using Messages within the course, take the course pre-test about philanthropy and the self-test titled Test Your Understanding.

Unit 1: Required posts include Who Gives?, Why Give, Your Group's Donor Type Analysis, Article Review & a Response to someone else's review, Foundation Search, and Service Learning #1 post: Pre-flection. Reading: Chapters 2 and 12

Unit 2: Major assignments: Case for Support (based on interview with nonprofit) and Solicitation Package. Required posts: Service Learning post #2: Midterm Reflection, Mail Pieces, E-Philanthropy, Record Keeping, Capital Campaign Examples. Reading: Chapters 1, 15, 4, 9, 10, 11, 6, 7, 8, and pgs. 19-50; 259-286; 231-235; 241-251; 55-58; 323-331.

Unit 3: Homework assignment upload: Financials, and required post: Government Form.

Unit 4: Required posts: Job Description and Service Learning post #3 Final Reflection

Exams: Midterm and Final

Very detailed instructions for how to complete all assignments are contained within the course document: Details for Assignments. The calendar (in the Start Here lesson) has all the due dates.

Course Writing:

All writing must utilize the American Psychological Association (APA) Style

Guidelines. A good resource on APA guidelines is found here:

<http://owl.english.purdue.edu/owl/resource/560/01/>.

Use these guidelines for writing the Reflective Essay and citing references. Also use them for other writing in the course such as on the discussion boards. .

Course Grades:

Grades are based on a percentage breakdown of the total points earned in the course. The total possible points are 2,726. Final course grades will be assigned on the basis of a percentage breakdown of the 1,150 points in the course as follows: 100-90%= A, 89-80%= B, 79-70%= C, 69-60%= D, and 59% and below= F.

TECHNICAL REQUIREMENTS / ASSISTANCE

The following information is provided to assist you in preparation for the technological aspect of the course.

Hardware and software necessary to use Bb Learn:

<http://www.unt.edu/helpdesk/bblearn/> Browser requirements:

<http://kb.blackboard.com/pages/viewpage.action?pageId=84639794>

Computer and Internet Literacy:

http://clt.odu.edu/oso/index.php?src=pe_comp_lit

Necessary plug-ins: <http://goo.gl/1lsVF>

Internet Access with [compatible web](#)

[browser](#) Headset/Microphone (if required

for synchronous chats) Word Processor

[Other related hardware or software necessary for the course]

Minimum Technical Skills Needed:

Examples include:

Using the learning management system

Using email with attachments

Creating and submitting files in commonly used word processing program formats

Copying and pasting

Downloading and installing software

Using spreadsheet programs

ACCESS & NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing the University of North Texas' Learning

Management System, Blackboard Learn. To get started with the course, please go to:

<https://learn.unt.edu>

You will need your EUID and password to log in to the course. If you do not know your EUID or have forgotten your password, please go to: <http://ams.unt.edu>.

Student Resources

As a student, you will have access to:

- Student Orientation via Blackboard Learn. It is recommended that you become familiar with the tools and tutorials within the Orientation to better equip you in navigating the course.
- Blackboard's [On Demand Learning Center for Students](#) and [Blackboard Help for Students](#). It is recommended that you become familiar with the tools and tutorials to better equip you to navigate the course.
- The publisher of the Northouse text provides Sage edge at this web site: edge.sagepub.com/northouseintrap3e. The site includes eflashcards on key concepts, quizzes to assess mastery of material, video and audio resources, access to full-text journal articles, and other useful material.

Being a Successful Online Student

What makes a successful online student:

<http://www.ion.uillinois.edu/resources/tutorials/pedagogy/StudentProfile.asp>

Self evaluation for potential online students:

<http://www.ion.uillinois.edu/resources/tutorials/pedagogy/selfEval.asp>

Success at UNT :

<https://success.unt.edu/succeed-at-unt?>

Student Support

The University of North Texas provides student technical support in the use of Blackboard and supported resources. The student help desk may be reached at:

Email: helpdesk@unt.edu

Phone: 940.565-2324

In Person: Sage Hall, Room 130

Regular hours are maintained to provide support to students. Please refer to the website

(<http://www.unt.edu/helpdesk/hours.htm>) for updated hours.

Course Policies:

This course will be governed by all policies in the current Faculty Handbook and the Student

Guidebook of the University of North Texas.

- ☐ Students are prohibited from soliciting and /or receiving outside assistance for this class unless they have received prior approval from the instructor.
- ☐ Any and all deviations from this syllabus must be obtained from the instructor IN WRITING through the Instructor's e-mail.
- ☐ Students without acceptable reasons will not be permitted to make-up missed work.
- ☐ All students must abide by the Internet Policies and Procedures as outlined in their enrollment agreements. Please note that students may be dropped for non-attendance in this course. In this Internet class non-attendance will mean that a student has not posted any assignments by the 12th day audit or will have exceeded 3 unauthorized absences during the semester. It is the student's responsibility to watch the University official "drop" dates.
- ☐ A Notice of Unsatisfactory Progress will be sent to students who have either an attendance or grade problem by the University audit date each semester.
- ☐ Syllabus subject to change by the instructor. Students will be notified by email if this occurs.

Academic Integrity:

Academic dishonesty is defined in the UNT Policy on Student Standards for Academic Integrity. Any suspected case of Academic Dishonesty will be handled in accordance with University policy and procedures. Possible academic penalties range from a verbal or written admonition to a grade of “F” in the

course. Further sanctions may apply to incidents involving major violations. You will find the policy and procedures at <http://vpaa.unt.edu/academic-integrity.htm>.

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 and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr.

Netiquette is very important. The course asks you to follow the Core Rules of *Netiquette* from the book *Netiquette* by Virginia Shea. Please go to www.albion.com/netiquette/corerules.html.

Please note that disability accommodations are not retroactive. Accommodations are made only after a disability is officially verified.

Course Calendar Dates of Assignments Including Submission Dates for Grading

All assignments for every week of the course unless otherwise noted are due on or before 11:30 pm of the following Monday. Week 1 assignments are due on January 23, Week 2 assignments are due on January 30, Week 3 assignments are due on February 6, etc. Assignments are always due by 11:30 pm and late work is

not accepted. If there are extenuating circumstances, contact your professor to arrange prior to the deadline.

Week of January 17 – 20, 2017

Start Here (see Lessons)

Monday, January 23, 2016

All Start Here Assignments due

Week of January 23 – 27, 2017

Unit 1, Lessons 1 & 2

Due Monday, January 30, 2016

U1L1-2 Who Gives (DISCUSSION)

Week of January 30- February 3, 2017

Unit 1, Lesson 3

Due Monday, February 6, 2017

U1L3Why give (DISCUSSION)

U1L3 Donor Types (DISCUSSION)

(note: 2 separate discussion boards referenced by U1L3)

February 6 – 10, 2017

Unit 1, Lessons 4 & 5

Due Monday February 13, 2017

U1 4-5Article Choice (DISCUSSION)

Service Learning forms (see ASSIGNMENTS for submission)

February 13-17, 2017

Unit 1, Lessons 6-8

Due February 20, 2017

U1 4-5 Article review (DISCUSSION)

Service learning #1 Pre-Reflection (DISCUSSION)

U1L6-8 Foundation search(DISCUSSION)

February 20-24, 2017

Unit 2, Lesson 1-5

Due February 27, 2017

Reply to another person's article in U1 4-5 (DISCUSSION)

February 27 – March 3, 2017

Work on Case for Support

Study for Midterm exam

Due March 6, 2017

Nothing is due.

March 6-10, 2017

Midterm exam opens in ASSESSMENTS section of Blackboard on March 7 and closes on March 9 at 11:30 pm). The exam is times to 50 minutes and is closed notes and books.

March 13 – 17, 2017 Spring Break

No assignments for this week. Enjoy your Spring Break!

The Case for support is due on March 20, 2016 in ASSIGNMENTS

March 20-24, 2017

Unit 2, Lesson 6

Due March 27, 2016

U2L6 Mail Pieces (DISCUSSION)

Service learning#2 and Mail Pieces posts due (DISCUSSION)

March 27- 31, 2017

Unit 2, Lesson 7 – 9

Due April 3

U2L 7-9 E-philanthropy (DISCUSSUIN)

U2L 7-9 Recordkeeping (DISCUSSION)

April 3 – 7, 2017

Unit 2, Lessons 10-11

Due April 10

Solicitation Package (ASSIGNMENTS)

April 10 – 14, 2017

Unit 2, Lessons 12-13

Due April 17

U2L12-13 Capital Campaign (DISCUSSION)

April 17- 21, 2017

Unit 3, Lesson 1-3

Dues April 24

UL 1-3 Government Form (Discussion)
Financials (ASSIGNMENTS)

April 24 - 28, 2017

Unit 4

Due May 1, 2017

U4L4 Job description (DISCUSSION)
U4L4 Service learning#3 reflection (DISCUSSION)
Service learning timesheet (ASSIGNMENTS)

May 6 (Saturday) – May 11 (Thursday) Final Exams

Final exam opens in ASSESSMENTS) section of Blackboard on May 6 at 12:30 am
and closes May 9 at 11:30 pm

Department of Community & Professional Programs

STANDARD SYLLABUS POLICY LANGUAGE – FALL 2016

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.

CAMPUS CARRY & CONCEALED HANDGUNS

In accordance with state law and UNT policy, students who are licensed may carry a concealed handgun on campus premises except in locations and at any function, event, and program prohibited by law or by this policy. Students may learn more about UNT's concealed handgun policy at <https://campuscarry.unt.edu>.

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs:

http://deanofstudents.unt.edu/resources_0. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

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. *Admonitions and educational assignments are not appealable.*

1. *Admonition.* The student may be issued a verbal or written warning.
2. *Assignment of Educational Coursework.* The student may be required to perform additional coursework not required of other students in the specific course.
3. *Partial or no credit for an assignment or assessment.* The instructor may award partial or no credit for the assignment or assessment on which the student engaged in academic dishonesty, to be calculated into the final course grade.
4. *Course Failure.* The instructor may assign a failing grade for the course.

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>.

DISABILITY ACCOMMODATION

In accordance with university policies and state and federal regulations, UNT is committed to full academic access for all qualified students, including those with disabilities. To this end, all academic units are willing to make reasonable and appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies in order to facilitate

~~equality of educational access for persons with disabilities. Students seeking accommodation~~
PACS 4200

must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide the student with an accommodation letter to be hand delivered to the instructor to begin a private discussion regarding the student's specific needs in the course.

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

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

For additional information, visit the Office of Disability Accommodation (ODA) in Sage Hall, suite 167, or their website at <http://disability.unt.edu>. You may also contact the ODA office by phone at [940.565.4323](tel:940.565.4323). Specific information on UNT's policies related to disability accommodations is available at <https://policy.unt.edu/policydesc/disability-accommodation-students-and-academic-units-18-1-14>.

Please note that disability accommodations are not retroactively applied to the start of a course. Accommodations in the course become effective after the student has delivered an official accommodation letter from UNT's ODA.

REQUESTS FOR AN INCOMPLETE

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

- The request occurs on or after November 14, 2016;
- The student is passing the course;
- There is a justifiable and documented reason beyond the control of the student (*e.g.*, 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>.

If you absolutely have to drop the course, you must pick up a drop form from the Eagle Student Services Center and take it to the instructor for her/his signature. Once the instructor signs the form, you are responsible for taking it to the Registrar's Office in the Eagle Student Services Center to have it processed. Please be aware that when you choose to drop can affect your grade:

Last day for student to receive automatic grade of "W" when dropping
..... February 24

Beginning this day, instructors may drop students with a grade of "WF" for
nonattendance..... February 25

Last day for a student to drop course with consent of the instructor with either a "W" or
"WF" April 4

Beginning this date, a student who qualifies may request an Incomplete, with a grade of
"I"..... April 17

Last day a student may withdraw due to medical or extraordinary circumstances (drop all
classes).. April 21

Last day for an instructor to drop a student with a grade of WF for nonattendance
.....April 21

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/>.

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 Blackboard for contingency plans for covering course materials.

IMPORTANT DATES

Deadline	Regular Academic Session	8W1	8W2
Classes Begin.	Aug 28	Aug 28	Oct 23
Labor Day (no classes; university closed).	Sept 4	Sept 4	Sept 4
Census.	Sept 11	Sept 5	Oct 30
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.	Sept 12	Sept 6	Oct 31
Last day for student to receive automatic grade of W for nonattendance.			
Last day for change in pass/no pass status.			
	Oct 6	Sept 15	Nov 10
Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.			
Beginning this date instructors may drop students with a grade of WF for nonattendance.	Oct 7	Sept 16	Nov 11
Last day to drop with either W or WF.			
Last day for a student to drop a course with consent of the instructor.	Nov 6	Oct 6	Dec 1
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 13	Oct 9	Dec 4
Last day for an instructor to drop a student with a grade of WF for nonattendance.	Nov 22	Oct 6	Dec 1
Last day to withdraw (drop all classes).			
Thanksgiving Break (no classes, university closed).	Nov 23-26	Nov 23-26	Nov 23-26
Last Regular Class Meeting.	Dec 7	Oct 19	Dec 14
Reading Day (no classes).	Dec 8	N/A	Dec 8
Final Exams.	Dec 9-15	Oct 20	Dec 15
End of term.	Dec 15	Dec 15	Dec 15

Online course evaluations (SPOT) will be available for students to complete. Please take time to visit my.unt.edu and fill out the evaluation form – your feedback is appreciated!

<IF APPLICABLE, INSERT SPOT INCENTIVE HERE>