Students will have an opportunity to deepen their knowledge regarding the trends and outside forces which impact the not-for-profit world, especially in these difficult economic times. The course will focus on the “nuts & bolts” of grant writing, technology choices, and the ethical issues which may be encountered. Included in this course will be a class on how to start a non-profit organization.

Pre-requisite for this course: “Foundations of Non-Profit Management” and Fundraising for Public and Non-Profit Organizations

REQUIRED READINGS:

There are two required texts for the course:

There is also a reading packet available at the Professional Bookstore.

Additional readings listed below are available on the web; for these I have indicated the URL.

The course will provide information on resources that can be used for research. As much as possible, we will utilize cases, role-plays and speakers with relevant experience. Students are expected to attend all classes on time and to be prepared to participate in discussions of assigned readings and class exercises.

Class # 1: Current Trends in Philanthropy- Thursday, March 26, 2009

In order to analyze, develop plans & strategies for their not-for-profit organization, students must be aware of the current trends in the philanthropic world.

1. Impact of an uncertain economy
2. Expectations of new generation of donors
3. Online fundraising
4. Impact of mega-donors
5. Social Venture Philanthropy
6. Philanthropy in times of emergency
Discuss assignment #1 : Trends Analysis (see attached)

READINGS:
Rosso, Part 4: Chapter17

The Resilient Sector: The State of Nonprofit America, The Aspen Institute

“Past Sheds Light on Recession Giving”

“Online Fundraising and the Obama Effect “,
http://www.thejewishweek.com/viewArticle/c37_a14188/News/National.html

“U.S. Funders Face the Downturn: Part 1

“Foundations Respond to Crisis”

“Big Players Scale Back Charitable Donations”
http://online.wsj.com/article_email?SB122757618188455281-1MyQjAxMDI4MjI3NTUyN...

“Working with Younger Affluent Donors”
http://www.philanthropyjournal.org/resources/fundraisinggiving/working-affluent-donors

“The Meaning of “Social Entrepreneurship”, Center for the Advancement of Social Entrepreneurship, Duke University, J. Gregory Dees

“Social Venture Partners (DRAFT v3.01”, Case Study, The Ewing Marion Kauffman Foundation

“Passing It on: Will Older Americans Show their Children the Money?” Nancy Opiela,

“Using Multi-Generational Marketing to Target Donors,” George Williams, NonProfit World, Vol. 23, #5


“Rapid Rise of Mega Donors Reshapes Communal World”
http://www.forward.com/articles/10246/
Class # 2: How to Write Successful Grant Proposals- Thursday, April 2, 2009

Proposal writing means more than actual writing. It is a process. Students will learn a step-by-step approach to writing a successful grant proposal. They will be assigned to write a proposal to submit to a foundation, corporation or government agency.

- Discuss assignment #2 (writing first portion of grant proposal)

Readings:
Ciconte & Jacob, Chapter 11

Proposal Writing Short Course
http://foundationcenter.org/getstarted/tutorial/shortcourse/eval.html

“Children’s Mental Health Services, A Case Study of a Successful Grant Proposal”,
Hospital & Community Psychiatry, Vol.25, Number 9, September 1974

“Secrets of Successful Grant Writers,” article, Advancing Philanthropy.

Foundation Center Learning Lab: “Orientation to Grant Seeking” and “Guide to Funding Research”, http://www.fdncenter.org/learn

Class #3: Technology can help in a down economy- Thursday, April 9, 2009
Guest Speaker: David Mimeles, Vice-President, Doubleknot Inc.

Changes in technology continue to lead to changes in management systems and approaches required for successful fundraising. The class will address ways that technology can help during a down economy, how to develop a technology plan that fits the size of the organization, and how to maximize available software

Readings:
Ciconte & Jacob, Chapter 4
Rosso, Part 6, Chapters 26 & 27
“The Complete Book of Non-Profit Management,” Chapter 11, pages 249-282
“What’s Involved in Technology Planning?”
http://www.techsoup.org/learningcenter/techplan/page4760.cfm
“Building a Non-Profit Technology Plan,” by Monte Enbysk
http://www.imakenews.com/ephilanthropy/e_article000295511.cfm
“Starting Out Small,” Ret Boney
http://www.philanthropyjournal.org/printable.cfm?&title_Starting%20out%20small&site
u
“Small but Savvy”, article, Philanthropy Journal
www.philanthropyjournal.org/newsarticle.cfm?articleID=115834&PTSidebarOptID
“Understanding e-Relationships,” Michael Soper, Non-Profit Online News
http://www.philanthropyjournal.org/newsarticle.cfm?articleid+115834&PTsidebarOptid
“Asking the Wrong Questions,” Michael Gilbert, Nonprofit Online News
http://www.nonprofitnews.org/WrongQuestions
“Five Technology Pitfalls for Nonprofits: Finding Cost-effective Solutions,” David
Gleason, NonProfit World, Volume 25, #3
“Shared Wisdom: Learning from Technology Mistakes”
http://www.techsoup.org/learningcenter/techplan/pages5729.cfm
“ePhilanthropy & donor Management Systems”, Sullivan, Shaun, Chapter 18,
Fundraising on the Internet: The ephilanthropy Foundation.org’s Guide to Success

Assignment #1 due

• “mini-assignment”#1: Bring to next class, ethical guidelines from
  organization in which you work

  and

• “mini-assignment” #2: working with a partner, choose 2 ethical dilemmas
  (from list I shall hand out) each partner take opposite point of view on
  “right” way to handle situation to present in class next week

Class # 4: Ethics and Donor Stewardship- Thursday, April 16, 2009

Utilizing case studies and class discussion, students will learn the importance and
responsibility of both the staff and Board members to set an ethical tone for the
organization; applying ethical decision making; and discussing the importance of having
an organizational code of ethics that is clear and practical.

• Discussion of case studies of ethical dilemmas-with partner
• Discussion of ethical guidelines of organization in which you are involved
• Stewardship of donors and donations-your responsibilities

Return & discuss assignment #1
Questions for assignment #2
Readings:
Rosso, part 7, Chapters 30 and 31


“How Ethical Is Your Nonprofit Organization?” Guidestar
http://www.guidestar.org/DisplayArticle.do?articleId=827

“Code of Ethical Principles and Standards of Professional Practice”, Association of Fundraising Professionals, amended 2004

“e-Philanthropy Code of Ethical Online Philanthropic Practices,”
e-Philanthropyfoundation.org


“Donor Stewardship”
http://thecentrepoint.ca/FDPlus/resources/library/grantwriting/donor-stewardship/

Class #5: The Essentials of Starting a Non-Profit- Thursday, April 23, 2009
Guest Speaker: Greg Cohen, Senior Associate, Cause-Effective

Readings:


“Starting a Nonprofit Organization
http://www.managementhelp.org/strt_org/strt_np.htm#anchor1198278

“How to Start a 501c3-Nonprofit-Organization”
http://www.wikihow.com/Start-a-501c3-Nonprofit-Organization

Assignment #2 due-2 copies (1st part of grant proposal)
Class # 6: Political Fundraising – Thursday, April 30, 2009
Guest Speaker: Jamie Whitehead, Political Consultant, Executive V-P, marketing solutions, Instream Media, Inc.

Return & discuss assignment #2

Discussion of final assignment

Readings:

“mini-assignment” #3: research job opportunities and bring to class next week

Class # 7: Fund-Raising as a Profession- Thursday, May 7, 2009

Panel of fundraising professionals and lay leaders

Readings:
Cicone & Jacob, Chapter 18.
“Fundraising as a Public Service: Renewing the Moral Meaning of the Profession,” Paul Pribbenow, New Directions for Philanthropic Fundraising, No. 6, winter 1994.
“Confronting the Unethical Boss: Advice for the Fundraising Professional,” Bill J. Harrison, Non-Profit world, Vol. 24, #5
“Fundraising as a Profession-Advancements & Challenges in the Field”, Lilya Wagner and J. Patrick Ryan, editors, New Directions for Philanthropic Fundraising, Cathlene Williams & Lilya Wagner, CoEditors-in-Chief
STRATEGIES AND TOOLS FOR NON-PROFIT FUND-RAISING
ASSIGNMENTS

Assignment #1: Due in class #3 –This assignment will constitute 20% of your final grade.

Imagine that you are a journalist for a national magazine. Choose 1 current philanthropic trend that you want to write about. You will need to conduct further research and interview someone who represents that trend. Be prepared to report orally in class about the trend and turn in a 3 page paper describing:

- Why you chose the trend
- Why you chose the specific person to interview
- What you learned from your research and interview
- What surprised you as you delved deeper into the trend
- Discuss how the trend will impact the organization with which you are currently affiliated
- If you found the trend true or a myth
- What you think will be the impact of the trend on the philanthropic landscape

Assignment #2: Due in Class # 5- This assignment will constitute 20% of your final grade.

Imagine that you have been hired as the grant writer for the 501c3 organization for which you currently work. You need to determine whether you want to write a proposal to a foundation, a corporation or the government. Once that determination has been made and you understand the method of applying for the grant and based on guidelines learned in class, write the first portion of a grant proposal.

- First choose a foundation, a corporation or a government agency to which you would like to write a proposal and the project for which you will be seeking funds
- Give the rationale for your choices
- Write the Statement of Need, the project description and the plan of operation\administration

Turn in 2 copies of this portion of your proposal
**Final Assignment:** Due: Class #7- This assignment will constitute 40% of your grade. You will be expected to turn in your complete proposal, adding budget, organizational information, a Conclusion and an Executive Summary.

The remaining 20% of your grade will be based on the mini-assignments and your class participation.

**Mini-Assignments:**

#1: Due: Class #4  
Bring to next class, ethical guidelines from organization in which you work

#2: Due Class #4  
Working with a partner, choose 2 ethical dilemmas-(from list I shall hand out), each partner take opposite point of view on “right” way to handle situation to present in class next week

#3: Due Class #7  
Research job opportunities and bring to class