FUNDAMENTALS OF FUND RAISING
Instructor: Debra A. LaMorte – Course #: P11.4131, Section 001
Robert F. Wagner Graduate School of Public Service
Spring Intersession – January 2010
Meeting dates: 1/5-1/7, 1/12-1/14
5:30-8:00 PM – Bobst Library, Brine Commons, Room

Course Requirements: Attendance at all classes, given our limited time together, is essential; if you must be absent please let me know in advance. Grading is as follows: class participation (20%), team exercise (30%), and one take home exam (50%).

Course Readings: The text book is Hank Rosso’s *Achieving Excellence in Fund Raising* (Second Edition), which will be available at the NYU Bookstore. A course reader of required articles is available at the NYU Professional Bookstore, 530 LaGuardia Place (between Bleecker and 3rd). Copies of the reader will be on reserve at Bobst Library, with a 2-hour reserve time. Note: The text book will be supplemented by other readings which will be sent out in advance of the course.

Students with disabilities: Any students requiring accommodations should contact me to make proper arrangements. Please be prepared to share your documentation from the NYU disabilities office regarding appropriate accommodations.

Classes will be held from 5:30-8:00 PM with one 10 minute break.

CLASS 1 – TUESDAY, JANUARY 5

I. Philanthropy and its Role in Society

A. History of American philanthropy

B. Billions given for causes

C. Types of gifts—major gifts, annual gifts, planned gifts, direct marketing, and phonathon.

Texts:

  Chapters 1-2, (pages 1-19) 
  Chapter 7, (pages 61-64) 
  Chapter 8, (pages 71-88) 
  Chapter 9, (pages 89-102)

  Introduction (pages 1-4)/ Chapter 1, Doing Good in the New World, (pages 5-19)

  Chapter 23, Charitable Giving: How much, by whom, to what, and how? (pages 542-568)
CLASS 2 – WEDNESDAY, JANUARY 6

II. Capital or Comprehensive Campaigns: Should You or Shouldn’t You?

A. Developing the Case and Marketing
B. Determining the goal
C. Reporting and valuing gifts
D. Roles for volunteers, trustees, board/council members
E. How do you build a team?
F. Research and prospect identification

Texts:

  Chapter 11, (pages 117-138)
  Chapter 13, (pages 164-168)
  Chapter 20, (pages 268-269)
  Chapter 25, (pages 335-348)

  Statement of Financial Accounting Standards No. 116 (FASB), (pages 1-10)

- (CASE) Council For Advancement and Support of Education
  Fund-Raising Standards for Annual Giving and Campaign Reports for Not-for-Profit Organizations.
  Chapter 1 (pages 17-21)
  Chapter 2 (pages 23-51)
  Chapter 4 (pages 61-65)
  Chapter 6 (pages 75-78)
  Chapter 7 (pages 79-82)

- CASE Currents Magazine October 2007
  “Going Fourth”

Guest Speaker:

David Koehler, Deputy Vice President of Principal Gifts, New York University
CLASS 3 – THURSDAY, JANUARY 7

III. Fundraising by Constituency

    A. Special interest groups
        1. Women
        2. People of Color
        3. Affinity Groups

IV. Corporations and Foundations

V. How to Build a Fundraising Organization for a new Charity

Texts:

  Chapter 14-15, (pages 177-188)
  Chapter 16, (pages 200-214)


- CASE Currents Magazine November/December 2006
  “Community Writ Large and Small”

- CASE Currents Magazine May/June 2007
  “Like with Like”

- FORTUNE May 15, 2007
  “Attracting the Twentysomething Worker”

- Newsweek, June 16, 2008: “See You at the Reunion, or Maybe Not?”

Guest Speakers:

Harvey Dale, University Professor of Philanthropy and the Law, School of Law; Director, National Center on Philanthropy and the Law

Lisa Mueller, Director of Development & Communications, Sanctuary for Families
CLASS 4 – TUESDAY, JANUARY 12

VI Recruitment and Retention of Major Donors
   A. Cultivation of Major Donors
   B. Stewardship of Major Donors
   C. Endowments
   D. Perpetuity? How is it defined?

VII The Ethics of Fundraising

VIII. Life as a Development Officer: the good and bad – be careful what you wish for! And, what do you do in a down turn economy?
   A. Gifts that keep on taking
   B. Gifts that need to be returned
   C. Dealing with difficult donors
   D. Gifts that are off-mission
   E. Lean Times

IX. International Charities, NGO’s and Fundraising Opportunities

Texts:
   • *Achieving Excellence in Fund Raising*, Henry A. Rosso, Second Edition. Chapter 26, 30 and 31
     “David H Koch to Give 100M to Theater
   • Contribute Magazine July 14, 2008
     “Charities Get Inventive With Name Dropping”
   • New York Times, November 24, 2007
     “Symphony Will Sell A Collection In Dispute”
   • New York Times, October 26, 2007
     “Princeton Faces Trial Over Use of Gift Now Worth $880 Million”
• Inside Higher Ed
  “Unsettling Settlement over ‘Donor Intent’

• New York Times, November 20, 2008
  “Formerly Lavish Music Patron is Convicted of Fraud”

• “Fundraising Success in a time of Financial Crisis – It is Possible!”

• New York Times, November 11, 2008
  “Bracing For Lean Times”

• New York Times, November 11, 2008
  “The Non Profits Guide to Surviving a Downturn

• New York Times, November 10, 2008
  “As The Economy Declines, Donors Rethink Estate Plans”

• ArgusLeader.com
  “USD Lawsuit Settlement Redirects Business School Donation”

• Gino Lofredo:
  “Help Yourself by Helping the Poor”

• Wall Street Journal, December 10, 2007
  “English Lessons”

Guest Speaker:

   Jennifer Tierney, Director of Development, Doctors Without Borders

CLASS 5 – WEDNESDAY, JANUARY 13

Team Assignment:
  • Role playing—Teams will be assigned to role play specific gift solicitation scenarios

Guest Speaker:

   Bradley McKenna, Development Analyst, New York University

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CLASS 6 – THURSDAY JANUARY 13

Team Assignment:

- Role playing—Teams will be assigned to role play specific gift solicitation scenarios.