Fundamentals of Fundraising

Robert F. Wagner Graduate School of Public Service

Professor: Amanda Kraus

Fall 2015

Dates and Times: (9/8-10/20)

Tuesdays: 4:55-6:35

Location: Bldg:GCASL Room:261

Class Meeting Dates

September 8th, 15th, 22nd, 29th and October 6th & October 20th

Office Hours:

I will be available to meet at the end of class. Whenever possible, please email me in advance to let me know if you would like to use this time. If you are unavailable during this time, please email me to set up a meeting or phone call. My email is ak5394@nyu.edu.

Course Requirements: Attendance at all classes is essential; if you are ill or have an emergency please let me know in ASAP. Grading is as follows:

class participation (25%); assignments (25%); one take home exam (50%).

Participation & Assignments include:

- Class participation and engagement
- Your introductory blog post to class*
- Outreach to DD or ED in NYC*
- Letter of inquiry*
- Blog post of non-profit social media source*
- Final exam

*Submission required, but ungraded.

Late assignment policy:

Extensions on assignments will be granted only in case of emergency, out of respect to those who abide by deadlines despite equally hectic schedules. Late submissions without extensions will be penalized ½ letter grade per day (i.e. B+ to B). Assignments are due at class time on the date specified. Assignments are to be turned in on paper directly to the professor (please do not email).

A note on being late to class:

Please don’t be late. I will plan to start each class promptly at 4:55 and will take note of anyone entering class after that time. More than one lateness will result in a drop in your class participation grade.
Use of technology during class:

We have limited time together and I would like us to rely on one another to keep the energy and information flowing during class. With that in mind, please refrain from the using iPads, phones, laptops, etc. during class unless use is relevant to an in-class activity.

Ask three before me:

Needless to say, come to me if you have any questions or issues that arise. However, please ask your peers for help answering questions before reaching out to me.

Students with disabilities:

Any students requiring accommodations should contact me to make proper arrangements.

Bio of Professor Kraus:

Amanda Kraus is the Founder and Executive Director of Row New York, an award-winning youth-serving nonprofit in New York City. She began the organization with the belief that rowing paired with comprehensive academic support could change young people's lives. Row New York was a winner of the New York Community Trust Non-Profit Management Excellence Award in 2014. She is also a regular contributor to the Huffington Post’s Impact section and has sat on varied non-profit panels with the Non-profit Coordinating Committee.

Amanda is a recipient of numerous awards including the 2012 Community Leadership Award, presented by President Obama’s Council on Fitness, Sports, and Nutrition, U.S. Rowing’s Anita DeFrantz Award, U.S. Rowing’s John J. Carlin Service Award, and the NYU Partnership Award for serving girls and women with disabilities. She is also a member of the board of NYC based Catalog for Giving.

Amanda received her M.A. in Education from Harvard and her B.A. in English from the University of Massachusetts at Amherst, where she was captain of the women’s crew team, a member of the DII National Championship boat, and a member of the Commonwealth Honors College. She lives in Brooklyn with her husband, two children, dog, and cat.

Course Readings:


Articles will appear as links in assignments and/or in Resources for each week.

Other recommended readings (not required):

Mobile for Good: A How-To Fundraising Guide for Nonprofits by Heather Mansfield

Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits By Joseph Barbato & Danielle S. Furlich

By the end of this course students should:
Feel good, and not icky, about fundraising.
Understand *why* they should feel good about fundraising.
Understand *why* people support organizations.
Have improved communication skills.
Be able to articulate:
  - The various income streams in non-profit fundraising.
  - The fundamental do’s and don’ts of fundraising.
  - How an organization finds and partners with individuals to grow the resources, connections, and strength of an organization.
  - How a board of directors should support an organization.
  - The value of the story and the value of metrics. Why both are essential.
  - How to research, approach, and secure foundation support.
  - The basics of a successful fundraising event.
  - How to use social media to increase support for an organization.
  - Why and how communications are an essential part of fundraising.

**Before Class 1** - Please put an introduction on the class blog which is shared with your peers. Answer the following questions:

*How do you feel about fundraising? What are the biggest questions you want answered this semester in this course? If you could raise money for one cause or specific organization what would it be?*

**CLASS 1 - September 8th**

- Post-it warm-up- one word to describe how you feel about fundraising.
- Housekeeping (attendance, final project, etc.).
- Review of course objectives (these objectives and readings tie directly into final project and grade—there won’t be any surprises (unless you miss class or don’t do the readings).
- How and why to feel good about fundraising.
- Overview of fundraising in the US.
- The various income streams in non-profit fundraising.
- Why do people support non-profit organizations?

**Assignment for class two:**

Reach out to an executive director or director of development at a NYC based non-profit (email or call). If they could share one piece of advice, what would it be. Write down a) who you called b) what org he/she is with c) what their answer was.

**Readings:**

a) *The Generosity Network* pages 5-37.


c) *Giving Booms: $358.3 Billion Boosted by Big Bequests* By Mark Hrywna, *The Nonprofit Times*, July 1, 2015, link [HERE](#).

**CLASS 2 – September 15th**

- Post it warm-up- what did you learn from your ED or DD contact? Include your name on the post-it as I will be collecting them.
- Groups of four- speed research. What can you learn about Vicki Zubovic at KIPP NYC and Carol VanAtten at Charles Hayden Foundation? (5 minutes)
- Quick reflection on group work.
- The fundamental do’s and don’ts of fundraising.
- Foundation support.
Assignment for class three:

1. You are the new development director at Gallop NYC. Write a one page letter of inquiry to the Charles Hayden Foundation. Please bring a hard copy at the beginning of class next week.
2. Come to class prepared for at least one question for either of our guests next week (Vicki Zubovic from KIPP NYC and Carol VanAtten from The Charles Hayden Foundation).

Readings:

b. *A Shake-Up as the Financial World Infiltrates Philanthropy* By Jesse Eisinger, NY Times, December 10th, 2015, Link HERE.
c. *The Greatest Good* By Derek Thompson, The Atlantic, June 15, 2015, Link HERE.

CLASS 3 – September 22nd

GUEST SPEAKERS (Vicki Zubovic from KIPP NYC and Carol VanAtten from The Charles Hayden Foundation).

Note: Letters of inquiry are due at the beginning of class.

Readings:

b. *Writing for a Good Cause* By Jospeh Barbato & Danielle S. Furlich PDF (in Resources)
c. Read this page about Non-Profit Boards-HERE.

CLASS 4 – September 29th

• Identifying and partnering with individuals to grow the resources, connections, and strength of an organization.
• Role playing with potential and existing funders (scenarios) and feedback.

Assignment for class five:

Identify a website, Twitter feed, or FB page of a non-profit you admire. Post it to the blog.

Readings:


c) *Key Findings on Nonprofit Social media, Email, and Online Fundraising* By Katya Andersen, Network for Good, link HERE.
CLASS 5 – October 6th

- The value of the story and the value of metrics. Why both are essential.
- How a board of directors supports an organization.
- The basics of a successful fundraising event.

Readings:
- b) The Smallest Nonprofits Should Have The Most Powerful Brands By Oscar Abello, link HERE
- c) How Nonprofits Use Social Media to Engage with their Communities
  By Aine Creedon, Non-Profit Quarterly, March 13, 2014, link HERE.

CLASS 6 – October 20th

- How to use social media to increase support for an organization.
- Why communications are an important part of fundraising.
- Review final assignment

Final Assignment:

Final assignment is due on XXX (TBD). Please turn in a hard copy of your final assignment along with a SASE so I can send back the graded work with feedback.

Readings:
- a) The Generosity Network pages 238-275
- b) On procrastination: from Writing for a Good Cause By Joseph Barbato & Danielle S. Furtich PDF (in resources)