INTRODUCTION

Corporate philanthropy and engagement is an evolving space which is critical to the existence and operation of nonprofit organizations. The role of the private sector in helping nonprofits achieve their mission, serve their clients and realize their expected goals and outcomes is unique and very different from the role that government funders and individual major donors play. This course will provide a survey of key topics, trends and best practices within the corporate philanthropy, corporate social responsibility and grantmaking space, with a particular emphasis on public and private multinational organizations headquartered in the United States. This course is ideal for those with limited-to-no exposure or prior engagement with corporate institutions as grantmakers and partners and/or for those who work closely with corporate giving offices and philanthropy departments.

Learning Objectives: By the end of the course, the students should be able to,

1. Understand the landscape of corporate philanthropy and how it fits into corporate citizenship and corporate social responsibility within organizations
2. Understand what motivates corporate institutions to give (i.e. what serves as the motivators and drivers)
3. Understand how to best leverage the core competencies of a corporate institution in grant requests
4. Understand stakeholders and the key elements of a strong request for funding
5. Understand the breadth and scope of corporate and nonprofit partnerships (including cultivation of corporate partners) and development of multi-sector partnerships
6. Understand new best practices and emerging trends in corporate philanthropy and corporate social responsibility

It is important to note that for the purposes of this class, the course will largely only discuss US-domestic corporate philanthropy programs and motivations; the international landscape of corporate philanthropy and giving will not be discussed in detail. Furthermore, the course will not delve deeply into grantwriting but will rather speak to crafting partnership and sponsorship proposals.
**Academic Integrity:** As a student at New York University, academic integrity is of utmost importance. It is the student’s responsibility to become familiar with these policies. All students are expected to pursue and meet the highest standards of academic excellence and integrity: [https://wagner.nyu.edu/students/policies/academic-code.php](https://wagner.nyu.edu/students/policies/academic-code.php)

**COURSE OUTLINE**

Class time will be spent largely in discussion of course readings, case studies with lectures and presentations from the instructor. Students will be required to share insightful comments on their understanding and interpretations of required readings in class.

**Required and Recommend Books**

**Recommended:**
- Burnett, Ken, “Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money”
- Grace, Kay Sprinkel and Wendroff, Alan L., “High Impact Philanthropy: How Donors, Boards and Nonprofit Organizations can Transform Communities”
- Prince, Russ Alan and File, Karen Maru, “The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors”
- Sagawa, Shirley, “The American Way to Change: How National Service & Volunteers are Transforming America”

**Required:**
- Burlingame, Dwight F. and Young, Dennis R., “Corporate Philanthropy at the Crossroads”
CLASS 1 – SATURDAY, JANUARY 28

Corporate Philanthropy and Engagement 101 – Landscape of corporate philanthropy and engagement in U.S.-based multinational corporations (motives, rationale, structure, forms of employee engagement)

- Read for class:
  - Safeway Case Study: https://www.versaic.com/hubfs/docs/SafewayCaseStudy.pdf?t=1475347080966
  - Layli Miller-Muro – “The Power of Many” (in Resources)
  - Burlingame and Young – Chapter 1-6

Stakeholder Engagement in Multi-Sector Partnerships (Crafting compelling proposals for corporate support and partnerships)

- Read for class:
  - U.S. Chamber of Commerce Foundation Corporate Citizenship Center “A Lesson Plan for Partnerships: Insights from Leading STEM Nonprofits”
  - Points of Light and Business for Better White Paper - “Seven Practices of Effective Employee Volunteer Programs”

Sustainability programs, Talent Development (Diversity, inclusion, recruitment and retention affecting an organization’s bottom line) and How Nonprofits Can Help

- Read for class:
  - Harvard Business School Case Study – “Driving Sustainability at Bloomberg LP” (in Resources)

CLASS 2 – SATURDAY, FEBRUARY 11

Achieving “Shared Value” and Triple Threat Leadership

- Read for class:
  - HBS, “Triple Threat Leadership” (in Resources)
  - 2016 Civic 50 resources
    https://ww2.pointsoflight.org/civic50/resources
GRADES

**Course Assignments:** There are two required course assignments for successful completion of this course in addition to class participation.

*Group Pitch Assignment (Due: January 28 – in class):*
“Wagner Enterprises” (a fictitious organization) is a public company headquartered in New York City with a 250,000 global employee population spanning across 100 regional offices. As a leading financial services company, Wagner Enterprises prides itself on serving the greater community where Wagner employees live and work, through financial literacy programming, professional development training, and women’s economic empowerment. In small groups of two to three people, students will be asked to develop a program proposal for a current nonprofit program (must be an actual US-based 501c3 organization) to Wagner Enterprises. Instructions will be distributed in class.

*Individual Written Assignment (Due: February 25)*
The Civic 50 is the first national survey measuring volunteerism and service, ranking the top 50 U.S. based companies from the S&P 500 with leading civic engagement programs. In three to five pages (single spaced, Times New Roman with 1 inch margins), explore a strategy on how the nonprofit community can best leverage the data from The Civic 50 as a tool for developing partnerships with the corporate sector. Students will be asked to review the case study materials below as a baseline for crafting their partnership strategy.

“The Civic 50” - Case Study Materials
- Review the official 2016 Civic 50 resources here: [https://ww2.pointsoflight.org/civic50/resources](https://ww2.pointsoflight.org/civic50/resources)

**Grading Breakdown:**

1. Individual written assignment: 45% of overall grade
2. Group assignment: 45% of overall grade
3. Class participation: 10% of overall grade

For questions on NYU Wagner’s grading guidelines, please visit: [https://wagner.nyu.edu/adjunct/files/gradingGuidelines.pdf](https://wagner.nyu.edu/adjunct(files/gradingGuidelines.pdf)

**Late Policy:** Late assignments without prior approval from the instructor will not be accepted (i.e. in the case of extenuating circumstances). Late assignments will be reduced by half a grade for each day that the assignment is late.
TENTATIVE AGENDA

Saturday, January 28th, 2017
9am – 5pm

- 9:00 – 10:00 am – Welcome and introductions; syllabus review
- 10:00 – 11:00 am – Overview of key prongs of CSR programs; discussion of culture article and reporting lines, how do we typically define CSR
- 11:00 – 11:10 am – Break
- 11:10 – 12:30 pm – Part 2 of CSR functions and discussion in respect to readings
- 12:30 – 1:00 pm – Lunch
- 1:00 – 1:45 pm – Review of nonprofit sponsorships and developing pitches
- 1:45-2:00 pm – Break
- 2:00 – 3:00 pm – Team assignment on pitches (pair off)
- 3:00 - 4:30 pm – Presenting pitches
- 4:30-5:00 pm – Close with reading discussion

Saturday, February 11, 2017
9am – 5pm

- 9:00 – 10:00 am – Overview and discussion of the Civic 50
- 10:00-10:45 am – Dissection of key Civic 50 prongs
- 10:45 – 11:00 am – Break
- 12:00 – 12:30 pm – Lunch
- 12:30 - 2:00 pm – Panel discussion, “Innovative Programs & Careers in Philanthropy”, featuring:
  - Armand Biroonak – Program Manager, Bloomberg LP
  - Molly Heffernan – Manager, Digital and Marketing, Tory Burch Foundation
  - John Kimble – Vice President, Philanthropic Initiatives, Deutsche Bank
- 2:00 – 2:10 pm – Break
- 2:10 - 3:30 pm – Discussion of final assignment and group work
- 3:30 – 4:00 pm – Report out on brief thoughts on group work assignment
- 4:00 – 4:10 pm – Break
- 4:10 pm – 5:00 pm – Discussion of shared value and triple threat leadership readings; individual assignment due via email in two weeks