



**NYU**

**ROBERT F. WAGNER GRADUATE  
SCHOOL OF PUBLIC SERVICE**

**PADM-GP 4131**

**Fundamentals of Fundraising**

**Fall 2022 Instructor**

**Information**

- Sue Davies
- Email: sd1203@nyu.edu
- Office Hours: Scheduled by appointment.

**Course Information**

- Class Meeting Times: Wednesdays, 4:55-6:35pm (September 7, 14, 21, 28, October 5, 12, 19)
- Class Location: GCASL (Global Center for Academic and Spiritual Life), Room 369, Washington Square

**Course Prerequisites**

- CORE-GP 1020

**Course Description**

Students will have an opportunity to learn about fundraising, as well as philanthropy more broadly. This introductory course will examine the range of ways to raise funds from government, individuals, foundations and corporations. The importance of stewardship, program evaluation, and the role of the board and staff in developing effective fundraising strategies will be addressed.

**Course Materials**

You are expected to read all required readings, including articles and chapters in books that are posted on Brightspace.

Recommended but not required text:

Fredricks, Laura. *The Ask: For Business, For Philanthropy, For Everyday Living*. Wiley (2107). ISBN-13: 978-1119374497.

## **Course and Learning Objectives**

By the end of this course students should be able to articulate:

- How to raise funds from Individuals (Annual, Major Gifts, and Planned Giving), Corporations, Foundations, and Events.
- Strategies for Stewardship/Donor Relations and Prospect Research
- The Role and Function of the Board of Directors
- The value of storytelling and metrics
- The Importance of communications and marketing departments
- The Current trends in nonprofit fundraising
- Steps to soliciting a major gift
- The content and structure of a grant proposal
- How to create a development plan for an NGO

\*\*\*We will focus on nongovernmental funding sources \*\*\*

## **Course Policies**

### **Attendance**

Attendance at all classes is essential; if you are ill or have an emergency please let me know ASAP.

### **Grading**

- Attendance, Online Forums and Class Participation: 25%
- Solicitation Plan & Performance 30%
- Reflection Paper 10%
- Group Project 35%

### **Late Assignment Policy**

Late assignments (without an approved extension) will be penalized 2 points per day. Students should endeavor to complete all assignments on time. Assignments are due on the time and date specified on the Brightspace Assignments page.

### **Class Attendance**

Students are expected to attend every class on time. More than one lateness will be penalized in the class participation grade.

## **Academic Integrity**

Academic integrity is a vital component of Wagner and NYU. All students enrolled in this class are required to read and abide by [Wagner's Academic Code](#). All Wagner students have already read and signed the [Wagner Academic Oath](#). Plagiarism of any form will not be tolerated and students in this class are expected to report violations to me. If any student in this class is unsure about what is expected and how to abide by the academic code, consult with the professor.

## **Henry and Lucy Moses Center for Students with Disabilities at NYU**

Academic accommodations are available for students with disabilities. Please visit the [Moses Center for Students with Disabilities \(CSD\) website](#) and click the "Get Started" button.

**Students can also call or email CSD** (212-998-4980 or [mosescsd@nyu.edu](mailto:mosescsd@nyu.edu)) for information.

Students who are requesting academic accommodations are strongly advised to reach out to the Moses Center as early as possible in the semester for assistance.

## **NYU's Calendar Policy on Religious Holidays**

[NYU's Calendar Policy on Religious Holidays](#) states that members of any religious group may, without penalty, absent themselves from classes when required in compliance with their religious obligations. Please notify me in advance of religious holidays that might coincide with exams to schedule mutually acceptable alternatives.

## **NYU's Wellness Exchange**

[NYU's Wellness Exchange](#) has extensive student health and mental health resources. A private hotline (212-443-9999) is available 24/7 that connects students with a professional who can help them address day-to-day challenges as well as other healthrelated concerns.

## **COVID Safety**

Every member of our NYU community is [required to wear face coverings](#) when on NYU property or in NYU facilities, including our classroom. You must also follow the [COVID-19 Screener](#) requirements for campus and classroom access. See the [information safety and health protocols](#).

## **Professor Davies Bio**

Over the course of her career, Adjunct Assistant Professor of Public Service Sue Davies has raised more than \$250 million for nonprofits. In 2017, New York Nonprofit Media named her one of the Top 50 over 50 Nonprofit Leaders in New York City.

Currently serving as a consultant, Sue has held leadership positions at United Way of New York City, Montclair State University, Barnard College, Rutgers University, the All Stars Project, the New York Academy of Sciences, and the American Cancer Society.

Sue has expertise in major and principal gifts, campaigns, foundation and government relations, corporate partnerships, events, board development, budgeting, and management of development departments.

She has been a featured speaker at programs sponsored by: Women in Development, the Association for Fundraising Professionals, the Foundation Center, Do Something, and elsewhere. She has served on the Boards of Directors of the All Stars Project, Women in Development/NYC, Association for Fundraising Professionals/New Jersey, and Leadership Newark.

Sue has been teaching at NYU since 2007. In addition to Wagner, Sue teaches in the George Heyman Center for Philanthropy and Fundraising and the Masters in Professional Writing Program at NYU's School for Professional Studies.

When not teaching, Sue is a travel writer for Travel for Life Now (<https://travelforlifenow.com>), [Travel Awaits](#), and other travel media sites.

Sue received a BA from Bryn Mawr College, a certificate in database development and design from Columbia University, and a Master's degree in Information Science from Pace University.

### **Course Readings**

☐ All Course readings will be listing on the Brightspace course site

### **Readings Prior to the First Class:**

None

## **Detailed Course Outline**

### **Class 1: September 7 Topics**

- Introductions + Course objectives
- Structure of a Nonprofit
- Giving USA Report
- Functional Roles in a Development Department
- Development Plans & Diverse Funding Streams

**Readings for September 14, 2021** ☐ Listing of All Readings with URLs are in the Lesson on Brightspace

**Assignment(s) due September 14**

- Finish Readings

### **Class 2: September 14 Topics**

- Philanthropy & Social Justice Discussion
- Role of the Board
- Introduction to Individual & Major Gifts
- Prospect Research & Generational Shifts in Philanthropy
- Moves Management & Solicitation Plans

**Readings for September 21** ? **Final Listing of All Readings with URLs are in the Lesson on Brightspace**

### **Assignment(s) due September 21**

- Write a Solicitation Plan for one of the Sample Donors (Submit on Brightspace)
- Be Prepared to perform the solicitation in class with your partner

### **Class 3: September 21 Topics**

- Solicitation Performances-students in groups of 2
- Group Project Time and Discussion

**Readings for September 28** ? **Final Listing of All Readings with URLs are in the Lesson on Brightspace**

### **Assignment(s) due September 28**

- Begin Working on Group Project

### **Class 4: September 28**

#### **Topics**

- Finish Solicitation Performances
- Introduction to Foundation Fundraising
- Writing a Grant Proposal—Everything You Need to Know
- SMARTIE Goals and Outcomes-based Evaluation
- Group Project Time

**Readings for October 5** ? **Final Listing of All Readings with URLs are in the Lesson on Brightspace**

### **Assignment(s) due October 5**

- Continue Working on the Group Project

## **Class 5: October 5**

### **Topics**

- Foundation Proposal Submission Requirements
- Corporate Fundraising
- Fundraising Events—Live & Virtual
- Government Funding
- Campaigns
- Group Project Time

**Readings for October 12**  **Final Listing of All Readings with URLs are in the Lesson on Brightspace**

### **Assignment(s) due October 12**

- Continue working on Group Project

## **Class 6: October 12 Topics**

- Planned Giving
- Stewardship & Donor Relations
- Ethics
- Emerging Forms of Giving
- Group Project Time

## **Readings for October 19**

- **Final Listing of All Readings with URLs are in the Lesson on Brightspace**

### **Assignment(s) due October 19**

- Group Project Presentations
- Do the Final Reflection Post in the Forum

## **Class 7: October 19 Topics**

-  Group Project Presentations