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# Instructor Information

* Sue Davies

# PADM-GP 4131

**Fundamentals of Fundraising Fall 2024**

* Email: [sd1203@nyu.edu](mailto:sd1203@nyu.edu)
* Office Hours: Scheduled by appointment.

# Course Information

* Class Meeting Times: Wednesdays, 4:55-6:35pm (September 4, 11, 18, 25, October

2, 9, 16)

* Class Location: GCASL, 238 Thompson, Room 265,

# 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 Current trends in nonprofit fundraising
* 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%
* Development Plan Group Project 35%

# Use of AI

Ethical uses of ChatGPT, Bard, and other generative AI tools are permitted but [require](https://t.e2ma.net/click/ksma5g/4j5elg4/ob0c8k) [acknowledgment.](https://t.e2ma.net/click/ksma5g/4j5elg4/ob0c8k) I will provide specific guidance on how you can use these tools for each assignment. As a reminder, please review [Wagner’s Academic Integrity Policy,](https://wagner.nyu.edu/portal/students/policies/code) which is also mentioned separately on this syllabus.

# 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.](https://wagner.nyu.edu/portal/students/policies/code) All Wagner students have already read and signed the [Wagner Academic Oath.](https://wagner.nyu.edu/portal/students/policies/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](https://www.nyu.edu/students/communities-and-groups/students-with-disabilities.html) **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](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html) 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](http://www.nyu.edu/life/safety-health-wellness/wellness-exchange.html) 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 health- related concerns.

# COVID Safety

Every member of our NYU community is responsible for being aware of current COVID policies. Please do not come to class if you are sick. Inform the professor as soon as possible to make alternative arrangements for class.

# 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](https://travelforlifenow.com/)), [Travel Awaits,](https://www.travelawaits.com/author/sue-davies-regina-ang/) 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 4 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 11, 2021**

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

**Assignment(s) due September 11**

* Finish Readings

# Class 2: September 11 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 18**

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

**Assignment(s) due September 18**

* 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 18 Topics

* Solicitation Performances-students in groups of 3
* Group Project Time and Discussion

**Readings for September 25**

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

**Assignment(s) due September 25**

* Begin Working on Group Project

# Class 4: September 25 Topics

* Finish Solicitation Performances (if needed)
* 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 2**

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

**Assignment(s) due October 2**

* Continue Working on the Group Project

# Class 5: October 2 Topics

* Foundation Proposal Submission Requirements
* Corporate Fundraising
* Fundraising Events
* Government Funding
* Campaigns
* Group Project Time

**Readings for October 9**

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

**Assignment(s) due October 9**

* Continue working on Group Project

# Class 6: October 9 Topics

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

# Readings for October 16

* **Final Listing of All Readings with URLs are in the Lesson on Brightspace** **Assignment(s) due October 16**
* Group Project Presentations
* Do the Final Reflection Post in the Forum

# Class 7: October 16 Topics

* Group Project Presentations