

**MGMT 5163: Fundraising for Nonprofit Organizations FALL 2017**  
**August 15 – December 9, 2016**

**Instructor:**

Julie Bubolz Tikalsky, Ph.D., Lecturer of Nonprofit Management  
*Please call me Dr. Tikalsky or Dr. Tik*

**Contact Information:**

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Office Hours: Tuesday 2-4:30 pm & Wednesday 9-11 am CST in Stillwater or via phone.

Course Site: (Brightspace by D2L): <http://online.okstate.edu> or <http://my.okstate.edu> (Online Classroom)

Online Learning Support: [spearsonline@okstate.edu](mailto:spearsonline@okstate.edu) Phone: 405-744-4048

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**I. Computer Requirements**

- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system are preferred
- Google Chrome or Mozilla Firefox web browser

Note: lecture videos are not compatible with Internet Explorer or Edge · VLC Viewer video player (click on link to download)

**II. Course Prerequisites**

It is preferred that the student has taken MGMT 5093, Business and Nonprofit Organizations. These two are the required courses for the MBA option in Nonprofit Management or the graduate certificate. Find more information here: <https://business.okstate.edu/watson/nonprofit.html>

**III. Course Overview & Policies**

**Texts and Supplementary Materials**

Required Texts

1. Worth, Michael J. (2016). **Fundraising** (1st Ed.). Los Angeles, CA: Sage Publications.
2. Harvard Business School Publishing Services Coursepack:  
<http://cb.hbsp.harvard.edu/cbmp/access/66325413>
3. Supplementary readings to be posted to D2L website
4. There will be LECTURE videos for each week/topic. Some weeks there will be EXTRA video(s) with a practitioner on the topic or a more detailed discussion of a subtopic.

The goal of this course is to make you understand the role of philanthropy and fundraising in the nonprofit sector and to make you a better fundraiser. The course will focus on the skills needed for a variety of the most common fundraising tools in the nonprofit arena and the issues and topics that affect those skills. We will also hear from people involved in specific kinds of fundraising, such as capital campaigns, direct marketing or special events.

**Attendance Policy**

I expect you to keep up throughout the semester. Anyone who does not completed the personal introduction video assignment in BrightSpace by the due date (8/27) will be reported as not having attended class.

<b>Course Objectives</b>	<b>Program Learning Goals</b>
<ul style="list-style-type: none"> <li>• Analyze and describe the operations and challenges facing a nonprofit organization based on individual research.</li> <li>• Engage in analytical reasoning to break problems into their component parts; identify important patterns and details; and identify assumptions, reasons, and claims.</li> <li>• Evaluate data and claims to draw appropriate conclusions and recognize flawed analyses and misinformation.</li> <li>• Support positions with assumptions, evidence, and methodologies.</li> <li>• Apply rigorous logic in scenarios that require application of deductive reasoning.</li> <li>• Be able to assess probable truths in contexts of uncertainty.</li> <li>• Be adept at recognizing problems, identifying causes, and recommending solutions.</li> </ul>	<p><b>Critical Thinking and Synthesis</b></p>
<ul style="list-style-type: none"> <li>• Prepare reports and present recommendations based on the research.</li> <li>• Present a message that is well-organized, concise, and quickly understandable; both written and graphically;</li> <li>• Assume a confident and professional demeanor when interacting with clients &amp; other professionals.</li> </ul>	<p><b>Effective Professional Communication</b></p>

### **Instructor Response Policy**

The instructor will make every attempt to abide by the following guidelines: a) to respond to student inquiries within 48 hours during Monday-Friday business hours; and b) to post grades for assignments in the D2L Gradebook within 14 days of the student turning in the assignment.

### **Exam Policy**

Exams are delivered via BrightSpace using Respondus Lockdown browser on the student's own computer or on a Respondus capable computer. The Respondus Lockdown link should be available for download when you open the first quiz or exam each semester. For more information: <http://itl.okstate.edu/services/respondus.php>. You will not need a proctor or an OSU approved testing center if your computer or system can handle Respondus. Contact the Spears School Online Learning office at [spearsonline@okstate.edu](mailto:spearsonline@okstate.edu), or call the staff at (405) 744-4048, if you have any questions regarding the proctoring/test center process.

### **Make-up Policy**

I expect students to take each exam on the date given and submit each assignment in a timely manner. If for any reason a student cannot complete an exam or submit an assignment, he or she must notify the instructor within 24 hours of the due date to make alternate arrangements. Unexcused late assignments may be subject to deduction in value.

### III. Description of Course Requirements and Grading

The grading plan for this class is as follows	Point Value	Semester Letter Grade Scale
Video Introduction	25 pts	900-1000 pts. = A 800-899 pts. = B 700-799 pts. = C 600-699 pts. = D Below 600pts = F
Cases (2 @ 75 pts each)	150 pts	
Homework Assignments (3 @ 75 pts)	225 pts	
Exams (2 @ 125 pts each)	250 pts	
Group Project	300 pts	
<u>Peer/Self Evaluations</u>	<u>50 pts</u>	
Total Points	1000 pts	<b>Standard Scale out of 1000 pts</b>

#### **Self-Introduction Video: 2.5 % of grade**

Post a 2-minute video introduction to the discussion board by 11:59 pm 8/27. This will help us all get to know each other. This is worth 25 points and is considered as proof of enrollment.

#### **Assignments: 37.5 % of grade**

Students will complete 5 written assignments. Each is worth 75 pts. Two are case study analysis and write-ups. The others include the following: 1) nonprofit sector; 2) writing cases for support for your group project; and 3) a Direct Marketing piece for your group project. The written assignments are worth 375 pts total, or 37.5 percent of your grade. See “assignments” under “content” on BrightSpace.

#### **Exams: 25 % of grade**

Student will take 2 exams in this class. I have based exam content largely on video lectures and readings. The format will include multiple-choice, true-false and short essay questions. Each exam will be worth 125 points and cover about ½ the semester. **Exam #1** is during Week 8. **Exam #2** is during finals week.

#### **Group Project: 30 % of grade**

A group project is worth 300 points or 30 percent of the grade. Your assignment is to create a fundraising development plan. Your group may choose a **LOCAL nonprofit organization** or one of the two clients (miraclefeet.org or American Repertory Theatre) described in the cases available for purchase in the coursepack from Harvard Business Publishing Services. Assess the client’s fundraising plan. From the case, determine which fundraising techniques the client may need created or improved upon based on your acquired knowledge from this course. You should choose these four fundraising methods based upon what you determine are the fundraising portfolio’s weaknesses from your client either in person or in the case. The 5th part of the plan is associated social media plans.

The written report must contain appropriate case statements describing the nonprofit and the funding need and should “make the case” for contributing. It must also contain a detailed description of the plan of action for raising the required funds. The plan should be of sufficient detail to show the thought process you went through in developing it, fundraising methods considered, funders to be targeted (and why) and the people to be involved. It should include examples of print & social media.

Frame your report and group portfolio from the point of view that you are a consulting team trying to convince the board members of the organization to adopt your ideas for the fundraising & development plan. The intent of this project is to require you to use much of what you will be learning in the course in order to develop a real world fundraising plan. Have fun!!!!

- ❖ Rough draft: Describe client’s situation, SWOT analysis of current FR plan, define your 4 FR target areas defined + internet/social media presence. (100 points)
- ❖ Final portfolio: Above and persuasive written presentation of specific plans including examples of themes/sample letters, Case for giving, long version and elevator speech version. (200 points)

**Peer/Self Evaluations: 5 % of grade**

Performance evaluation is an important facet of a manager’s job. This written evaluation will take the form of a professional memorandum to the instructor as if she is your supervisor. The student will write a fair and accurate evaluation of each member of the group as well as him or herself. Specific guidelines will be provided regarding format & evaluation criteria. This is worth 50 pts.

**Notes for writing in this class/Pet Peeves of Dr. Tikalsky:**

>Use BOTH Grammar Check AND Spell Check. Read your work aloud to catch homonyms that are spelled correctly, but are grammatically incorrect in the sentence and context.

<b>Peeve</b>	<b>Example BAD</b>	<b>Example Correct</b>
<b>Ending sentences with a preposition: at, with, for, etc.</b>	They didn’t know who the donation came <b>from</b> .	They didn’t know <b>from whom</b> the donation came. <b>OR</b> change it: They didn’t know who sent the donation.
<b>Commas where you would pause when speaking, too many commas, etc.</b>	In professional and scholarly <b>writing</b> , avoid using contractions.	In professional and scholarly writing avoid using contractions. <b>Better:</b> Avoid using contractions in scholarly and professional writing.
<b>Passive Voice (&amp; beginning a sentence with a number)</b>	Seventy-five thousand dollars <b>was raised</b> this year to support...	(Name of NPO) <b>raised</b> \$75 thousand this year to support...
<b>Run-on Sentences Keep it direct and simple</b>	Whenever I am trying to explain about writing well to students I get frustrated because I believe that college students should know how to write by the time they get to their upper division courses because they have completed high school and some college.	I get frustrated with college students when I teach them how to write well. By the time they reach upper level courses in college, I believe they should know the basics of how to write well. <i>(This dependent clause varies the format of direct sentences.)</i>
<b>Contractions:</b>		
<b>&gt;Your, you’re (possessive/contraction)</b>	<b>Your</b> going to the event, right? <b>You’re</b> volunteers are doing...	<b>You’re</b> going to the event... <b>Your</b> volunteers are doing...
<b>&gt;Its/It’s (possessive/contraction)</b>	<b>It’s</b> parent organization... <b>Its</b> going to be so fun!	<b>Its</b> parent organization... <b>It’s</b> going to be...
<b>&gt;There, their, They’re (place/adverb or possessive/contraction)</b>	<b>Their</b> are 6 members on... <b>They’re</b> family donates often. <b>There</b> going to raise...	<b>There</b> are 6 members on... <b>Their</b> family... <b>They’re</b> going to raise...

#### **IV. University Policy** (for more detailed info and dates see attachments on BrightSpace under Course Intro)

##### Drop Policy

Information about university drop policy and dates is at this website: <http://registrar.okstate.edu>

To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, <http://my.okstate.edu>

##### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.

##### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her academic progress should contact OSU Student Disability Services and the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services see: <http://sds.okstate.edu>.

##### Internet Netiquette Guidelines

A melding of the words "network" and "etiquette", **netiquette** refers to the manner in which communication is conveyed in an electronic environment.

Here are some guidelines for communication within this course:

- **REFRAIN FROM USING ALL CAPS.** It is considered SHOUTING when communicating online.
- Do not post or forward offensive or racially insensitive jokes or comments.
- Be careful with humor and sarcasm.
- Don't respond to personal attacks: Contact the instructor for action and referral.
- Always add in the subject line a concise statement describing the email or discussion post.
- Respect others' opinions. If you disagree with what another has said, post your thoughts in an objective, respectful manner. Do not make remarks that can be taken personally.
- Reflect upon the text you have entered before posting.
- Keep the discussion within the scope of the course material.
- Communication should be grammatically correct. Adhere to correct sentence structure, grammar, and spelling conventions. Proofread for errors before posting a message.
- Before you respond to a threaded message, read all the messages related to that message that have been previously posted.
- Send out an email to a group using the blind carbon copy field – BCC does not allow your recipients to view to whom you sent the email.

**MGMT 5163—Tentative Course Schedule—Fall 2017 (8/14/17)**

<b>Week</b>	<b>Topic</b>	<b>Reading and Video Assignments</b>	<b>Due 11:59pm on *day*</b>
<b>Intro 8/14</b>	<b>Class Mechanics &amp; Syllabus</b>	<i>Syllabus</i>	
<b>#1 Aug 21</b>	<b>Overview of Fundraising &amp; Philanthropy</b>	<i>Worth</i> , Chapter 1 Lecture Video	<b>Video introduction due</b> *Sunday 8/27*
<b>#2 Aug 28</b>	<b>Understanding Nonprofit Sector &amp; Nonprofit Organizations</b>	<i>Worth</i> , Chapter 2 Lecture Video + Extra Videos	
<b>#3 Sept 4</b>	<b>Understanding Donors</b>	<i>Worth</i> , Chapter 3 Lecture Video + Extra Videos	Project group requests <b>“Nonprofit Sector” due</b> *Sunday 9/10*
<b>#4 Sept 11</b>	<b>Marketing &amp; Communications in Fundraising</b>	Lecture Video + Extra Videos	
<b>#5 Sept 18</b>	<b>Principles of Fundraising</b>	<i>Worth</i> , Chapter 4 Lecture Video + Extra Videos	<b>“Canadian” case due</b> *Sunday 9/24*
<b>#6 Sept 25</b>	<b>Preparing for Successful Fundraising</b>	<i>Worth</i> , Chapter 5 Lecture Video	
<b>#7 Oct 2</b>	<b>Annual Giving Programs</b>	<i>Worth</i> , Chapter 6 Lecture Video + Extra Videos	<b>“Cases for Support” due</b> *Sunday 10/8*
<b>#8 Oct 9</b>	<b>Major Gifts Programs</b>	<i>Worth</i> , Chapter 7 Lecture Video + Extra Videos	<b>Exam #1</b> <i>due</i> *Sunday 10/15*
<b>#9 Oct 16</b>	<b>Planned Giving</b>	<i>Worth</i> , Chapter 8 Lecture Video + Extra Video	<b>Direct Marketing letter</b> <i>due</i> *Sunday 10/22*
<b>#10 Oct 23</b>	<b>Foundation, Government &amp; Corporate Support</b>	<i>Worth</i> , Chapter 9 & 10 Lecture Videos + Extra Videos	<b>“Choosing” case due</b> *Sunday 10/30*
<b>#11 Oct 30</b>	<b>Campaigns</b>	<i>Worth</i> , Chapters 11 Lecture Video + Extra Videos	
<b>#12 Nov 6</b>	<b>Special Events</b>	<i>Special Readings</i> (on Brightspace)	<b>First Draft Project due</b> *Sunday 11/12*
<b>#13 Nov 13</b>	<b>Managing &amp; Organizing Fundraising Programs &amp; Staff</b>	<i>Worth</i> , Chapter 12 & 13 Lecture Video	
<b>#14 Nov 20</b>	<b>Legal &amp; Ethical Considerations The Role of the Development Officer</b>	<i>Worth</i> , Chapter 14 & Conclusion Lecture Video + Extra Videos	<b>Project comments</b> <b>returned by</b> *Sunday 11/26*
<b>#15 Nov 27</b>	<b>International Fundraising &amp; Philanthropy</b>	<i>Worth</i> , Chapter 15 Lecture Video	
<b>#16 Dec 4</b>	<b>Group work</b>		<b>Final Project &amp; Peer Evaluation</b> *Friday 12/8*
<b>Finals Dec 11</b>	<b>FINALS Week</b>	<i>Exam will be available Sat 12/9 thru due date of 12/13</i>	<b>Exam #2</b> <i>due</i> *Wed. 12/13*