

Fundraising for Nonprofit Organizations
Instructor: Elaine M. Woloshyn, President & CEO
Center for Nonprofit Excellence – Akron, OH

Course: PAD 651 50
Tuesday: 6:00-9:50 PM
Start-End Dates: January 20 – May 12, 2009
Location: UR 106

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COURSE DESCRIPTION:

This course provides the fundamentals of fundraising and external relations for nonprofit organizations, with special emphasis on the challenges faced by small to mid-sized community and faith-based organizations. In a climate of devolution and other significant changes in the nonprofit environment, leaders and managers must pay increasing attention to developing a viable strategy for attracting diverse and sustained financial support as well as for developing productive relations with key stakeholder groups, including clients, area residents, members, trustees, legislators, the press, and other important elements. This course is a practical, hands-on exploration of the skills and knowledge needed to equip leaders and managers of nonprofits to position their organizations effectively and to secure the resources required to achieve their missions. Students will receive a comprehensive picture of the major sources of nonprofit financial resources including raising funds from individuals, corporations and foundations, government contracting, combined campaigns, earned income and social enterprise.

You are expected to come to all of the classes and to do all of the reading. It will be impossible to master the information that you will be expected to use in the exercises if you do not.

Your grade will be a combination of your class participation and the quality of your work on the required exercises. Some will require written submissions and others will consist of classroom presentations. There will be no test as such, but rather a class project that will require you to analyze the financial sustainability of a local nonprofit organization. This final exercise will be worth 50% of your final grade. The other exercises will be combined for 25% of your grade. The final 25% of your grade will be class participation, so please make sure you are in attendance or your grade will suffer accordingly.

REQUIRED TEXTS:

Effective Economic Decision-Making by Nonprofit Organizations

Dennis R. Young, Editor

Securing Your Organization's Future: A Complete Guide to Fundraising Strategies.

Michael Seltzer

January 20, 2009 – Class 1

Introductions

- 1 Introduction Quiz
- 2 Class Assignments

Assignment: 1 Page Proposal

January 27, 2009 – Class 2

Introduction & Overview

- 1 Young Ch. 1
- 2 Seltzer Sec. 1.1
- 3 Seltzer Sec. 1.2

Introduction & Overview
Defining a Statement of Purpose
Making an Organization Legal

Assignment Due: 1 Page Proposal

February 3, 2009 – Class 3

Financial Management Roles

- 1 Young Ch. 6
 - 2 Young Ch. 10
- o Seltzer Sec. 1.3

Investment & Expenditure Strategies
The Seven Insights of Effective Nonprofit
Economic Decision-Making
Building a Board of Directors

Accountability

- 1 www.independentsector.org
- o Various Authors

Panel on the Nonprofit Sector: Final Report
Handouts

Case Study

February 10, 2009 – Class 4

Financial Management Roles & Accountability continued

February 17, 2009 – Class 5

Strategic Planning

- 1 Young Ch. 2
- 2 Young Ch. 3
- 3 Seltzer Sec. 1.4
- 4 Seltzer Sec. 1.5
- 5 Drucker Assessment Process

Pricing in the Nonprofit Sector
Compensation in Nonprofit Organizations
Putting Your Purpose to Work: Planning Your Programs
Developing Budgets
www.leadertoleader.org

Business Planning

- 1 Young Ch. 4
- 2 Handouts

Outsourcing by Nonprofits

Assignment: Watchdog Critique

February 24, 2009 – Class 6

Fundraising, Individual Donors

- 2 Young Ch. 5
- 3 Young Ch. 9
- 4 Seltzer Part A.7
- 5 Seltzer Part A.8
- 6 Seltzer Part A.9
- 7 Seltzer Part A.10
- 8 Seltzer Part A.11
- 9 Planned Giving

Fundraising Costs
Internet Commerce and Fundraising
Giving from Individuals: An Overview
Face to Face Solicitation
Direct Mail
Special Events
Beyond the Simple Cash Contributions:

March 3, 2009 – Class 7

Fundraising, Individuals Continued

March 10, 2009 – Class 8

Foundations

- | | | |
|---|-------------------|-------------------------------------|
| 1 | Seltzer Part B.13 | Approaching Foundations |
| 2 | Seltzer Part B.14 | Corporations and Businesses |
| 3 | Seltzer Part B.16 | Religious Institutions |
| 4 | Seltzer Part B.17 | Federated Fundraising Organizations |
| | Seltzer Part B.18 | Associations of Individuals |

Assignment: Foundation Center

March 17, 2009 – SPRING BREAK – NO CLASS

Assignment: Bring IRS 990's for next week's in class analysis

March 24, 2009 – Class 9

IRS Form 990 Exercise: Bring IRS 990's for your final project to analyze in-class

Assignment: Write Case Statement for your chosen organization

March 31, 2009 – Class 10

Public Private Partnerships

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| 10 | Young Ch. 8 | Institutional Collaboration |
| 11 | Seltzer Part B.15 | Government Support |

Revenue Diversification

- | | | |
|---|------------------|-----------------------------|
| 2 | Seltzer Sec. 2.6 | The Many Sources of Funding |
|---|------------------|-----------------------------|

Nonprofit Enterprise

- | | | |
|----|-------------------|---|
| 11 | Young Ch. 7 | Nonprofit Commercial Ventures and Their
Funding Agents' Responsibilities |
| 12 | Seltzer Part A.12 | Earned and Venture Income |
| 13 | Seltzer Sec. 3.19 | Choosing Your Funding Mix and the Strategies to Secure It |
| 14 | Various Authors | Handouts |

Assignment Due: Watchdog Critique

April 7, 2009 – Class 11

Public Private Partnerships Continued

Assignment Due: Foundation Center

April 14, 2009 – Class 12

Small Group: Project Review

Assignment Due: Written Case Statement for your chosen organization

April 21, 2009 – Class 13

Voices from the Real World: Panel Presentation & Discussion

Case Study

April 28, 2009 – Class 14

Assignment Due: Final Reports

May 5, 2009 – Class 15

Assignment Due: Final Reports continued

May 12, 2009 – FINALS WEEK – NO CLASS