Professional Fundraising Series

Course Syllabus

Pub-Adm 5555E: Contemporary Trends in Fund Raising

Catalog Information:

- **Subject/Curricular Designation:** Public Administration (PUB-ADM)
- **Catalog Number:** PUB-ADM 5555E
- **Course Title:** Topics In Nonprofit Fund Raising: Contemporary Trends In Fund Raising
- **Course Description:** The pro and the con of this course is that it is ever changing. Environmental, economic, political, generational, and ethical issues are creating a paradigm shift in philanthropy. One major issue today is technology, technology is allowing us to do more and to reach more, faster and faster; and the fundraising community hopes to take advantage of these benefits. This class explores the use and influence of technology on fundraising, considering the value of emerging practices and their potential with respect to the fund development process. The class also explores the myriad of ever changing trends, such as demographics, collaboration, and how they impact fundraising.
- **Graduate Credit Hours:** If you signed up for this course for graduate credit, it is 1.0 credit hours. If you are a community member and want to get graduate academic credit for this fundraising course you must apply as a Visiting/Community student (to get more information on cost, requirements and how to apply, visit the UMKC Admission site: [www.umkc.edu/admissions](http://www.umkc.edu/admissions) - see the Visiting and Community Student section). If you decide to change your registration please contact the Midwest Center for Nonprofit Leadership at (816) 235-5720 / culverm@umkc.edu so we can help with the process including shifting the registration funds you have already paid toward the non-graduate credit option. **Note: After a semester is complete, we cannot retroactively sign you up for graduate credit if you originally signed up for the class for non-graduate credit.**
- **Professional Fundraising Series Requirement:** See the Overview of the Professional Fundraising Series below or visit [www.mcnl.org](http://www.mcnl.org).
- **Prerequisites/Co-requisites:** None
- **Restrictions/Exclusions:** None
- **Course Attributes:** General education, graduate level
- **Course Format:** Lecture
- **Instructional Mode:** Classroom-based
**Course Information:**

- **Required Materials:** No required textbook for this course.
- **Evaluation and Grading Criteria:** There are two class assignments. Assignment #1 is worth 20%. Assignment #2 is worth 70%. Attendance & participation is worth 10% (Attendance and participation at both classes is required. It will be difficult to complete the assignments without the information from the first class and the presentation on the second day will be part of the course grade. If you are going to or do have an absence let the instructor know as soon as possible. Participation in class discussions and presentations is required, expected and graded).
  
  **Assignment One:** Research and present an online fundraising tool(s).
  
  **Assignment Two:** Develop a social media strategy for your organization.

**Grading Scale:**

- A = 90-100 points, B = 80-89 points, C = 70-79 points, D = 60-69 points and F = 60-below.

- **Schedule of Course:** The one-credit class will be held on two days about a month apart. During the time between classes the student will complete two assignments. One assignment will be presented on the second day of class. The other assignment will be due by the second day of class. Both assignments will contribute to the course grade.

  **Day One Agenda**
  1. Traditional fundraising vs. fundraising today & tomorrow
  2. Databases
  3. Trends – Miscellaneous
  4. Trends – Storytelling
  5. Trends – Technology
  6. Speaker – Beth Hammock, Storytelling
  7. Assignments Detailed

  **Day Two Topics**
  1. Presentations
  2. Collaboration
  3. Demographics
  4. Ethics

- **Student Learning Outcomes:** Understanding trends in today’s nonprofit environment and how they affect the nonprofit as it interacts with its community and in fund development.
  
  - What are the most utilized and current practices utilized today by nonprofits
  - What are the most utilized and current tools online today
  - How do nonprofits use technology to advance the organizations mission
  - The role of collaboration to advance mission, address social problems and in fund development
  - Changing demographics, where do the young and the not so young fit as donors, staff and volunteers

- **MPA Program Student Learning Outcomes:** Each MPA course is designed to contribute to one or more of the learning outcomes of the MPA program as well as the competencies that are required for MPA accreditation by the primary accreditor of MPA programs in the United
States, the Network of Schools of Public Policy, Affairs, and Administration (NASPAA). This fund raising series course contributes to student learning with regard to each of the following MPA and NASPAA MPA program outcomes:

<table>
<thead>
<tr>
<th>UMKC Bloch School/Department of Public Affairs MPA Program Outcomes</th>
<th>These learning outcomes contribute to the learning associated with the following NASPAA universal MPA competencies</th>
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<tr>
<td>Lead and manage organizations, networks, and inter-organizational public service initiatives</td>
<td>• To lead and manage in public governance</td>
</tr>
<tr>
<td>Organize, lead, and manage the work of the board, staff, and volunteers of a nonprofit public service organization</td>
<td>• To analyze, synthesize, think critically, solve problems and make decisions</td>
</tr>
<tr>
<td>Apply the frameworks and concepts of nonprofit organizational strategy and strategic management</td>
<td>• To articulate and apply a public service perspective</td>
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Students who have questions about student learning outcomes and how each course contributes to the overall curriculum for the MPA program are welcome to contact Dr. Renz for more information, including information about the program curriculum map and assessment process.

- **Course Expectations, Course Policies, Requirements and Standards for Student Coursework and Student Behavior:**
  - **Attendance & Participation** - Attendance at both classes is required. It will be difficult to complete the assignments without the information from the first class and the presentation on the second day will be part of the course grade. If you are going to or do have an absence let the instructor know as soon as possible. Participation in class discussions and presentations is required, expected and graded.
  - **Blackboard** - Blackboard is not used in this course.
  - **Civility** - Turn off beepers and cell phones during class. My commitment is to create a climate best for all students to learn. Please step outside the class if your focus must be on something other than class content at the moment. All persons will be expected to respect and support others in class.

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**Overview of the Professional Fundraising Series**

*This series of courses is designed to help equip development officers, executive directors and others responsible for resource development, with the skills needed to bring in funds.*

**Series Format:**

Classes are offered on Thursdays, Fridays and/or Saturdays, with a four- or five- week break between sessions. The break allows for students to complete projects, applying what they learned in the first day(s) of class. The project must reflect actual work for a nonprofit agency they work or volunteer for.
or the student may take the opportunity to work with a new agency they want to learn about. The Midwest Center can help connect students to agencies needing specific projects.

After the break, students return for a second session in which they present their projects to the entire class. This provides students the opportunity to develop verbal and presentation skills, and enhance learning by observing different applications of the same principles. Following presentations, the remaining class time is used to develop additional skills in the subject area and to answer questions.

Each core class meets for four days, beginning with a Thursday/Friday or Friday/Saturday session, and ending with a Thursday/Friday or Friday/Saturday session four or five weeks later (click on each course listed below for actual scheduled dates).

Elective classes meet for two days, beginning on a Friday and ending four or five weeks later on a Friday or Saturday (click on each course below for actual scheduled dates). Note: the Strategic Boards with Impact: New Work and Challenges course meets on three Thursdays from 8:30 a.m.-2:30 p.m.

After completing two core courses and two electives, participants are eligible to receive a recognition of completion of the Professional Fundraising Series from the Midwest Center for Nonprofit Leadership, Henry W. Bloch School of Management.

Here are the available courses in the Professional Fundraising Series:

Core Classes
- Organizing for Successful Fundraising – PA 5555A (Offered in both Fall and Spring semesters)
- Creating and Implementing the Annual Development Plan – PA 5555B (Offered in both Fall and Spring semesters)

Elective Classes
- Contemporary Trends in the Nonprofit Sector: The Impact on Fundraising – PA 5555E (Offered in Fall semester)
- Direct Marketing and Direct Mail in Fundraising – PA 5555C (Offered in Fall semester)
- Planned Giving and Major Gift Solicitation – PA 5555D (Offered Spring semester)
- Prospect Research and Proposal Writing – PA 5555F (Offered in both Fall and Spring semesters)
- Strategic Boards with Impact: New Work and Challenges – PA 455B (Offered in Fall semester)