

The Evergreen State College Master of Public Administration Program
Fundraising and Development
Spring 2023 - 4 Credits

Zoom Meeting Info:

April 21, 22 & 23; May 12, 13 & 14
9a - 3:30p
Zoom link on Canvas course site

Faculty Member: Lianna Olds, MPA

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Description: Fundraising & Development examines various fundraising models and approaches, emphasizing grassroots fundraising, and considers fundraisers' barriers when trying to transform social structures. The course provides an overview of a wide range of topics, including the history, philosophy, and ethics of development; goal setting, priorities, timelines, leadership, and communication; and creating strategic and operational plans based on organizational vision. Ideas and principles for Annual Giving and Capital Campaigns are also explored. Students will be exposed to elements of cultivating and effectively using individual major and Leadership Gifts and Planned and Estate Gifts.

Format of Assignment Submissions: Unless otherwise stated, all papers should be typed, double-spaced, in 12-point font, and follow [APA format and citation style](#). All written work will be of high quality, grammatically correct, clear, and without spelling errors.

Expectations, Credit & Evaluation:

Students are required to attend each class meeting in its entirety. Participation includes focusing on class content, speaking in class and seminars, listening to others, taking notes, completing class interactive exercises, avoiding distractions, and listening to and dialoguing with the guest speakers. There are two “built-in” days off given that there will be no classes on the federal holiday. Therefore, no additional non-emergency absences will be accepted. *Additional absences will result in partial or no credit.*

All students are expected to support and contribute to a well-functioning MPA classroom learning community. Behavior that disrupts the learning community may be grounds for disciplinary action, including dismissal from the MPA program.

Your written work must be of the highest quality—clear with accurate grammar and spelling. Honor space limitations by distilling your thoughts and editing your writing rather than by reducing your font size and margins. Give yourself time to write drafts. You may benefit from consulting The Writing Center, the Graduate Writing Assistant, or partnering with a colleague to proofread your work.

Students will receive four (4) credits at the completion of the course if all expectations and course requirements have been successfully completed. Plagiarism (i.e., using other people's work as your own without acknowledging the source), missing class, failing to complete one or more assignments, or completing one or more assignments late (without having made arrangements before the due date) may be grounds for denial of credit.

Students are required to submit a self-evaluation and a faculty evaluation to me. You can submit these evaluations to me via the College's online evaluation system. Students are not required to submit self-evaluations to their transcripts.

I reserve the right to make changes to this syllabus.

Course Equivalencies: 2 credits Fundraising & Development; 2 credits Nonprofit Leadership

Other Expectations of Students and Faculty: We commit to promoting a cooperative, supportive atmosphere within the community; giving everyone the opportunity for self-reflection and expression; using high standards in reading the text and in preparing written work, lectures, and comments in seminars; handling all disputes in a spirit of goodwill; respecting our differences; discussing any problems involving others in the learning community directly with the individuals involved.

We abide by the [social contract](#), [student rights & responsibilities](#) , and the [non-discrimination policy and procedure at TESC](#).

Permission to Record Lecture, Workshop and Other Similar Discussion: If a student in class would like to obtain an audio or video recording of another participant in class speaking, discussion, lecture or other related communications in class, and this falls beyond the scope of [Access Services](#) then this student would need written permission via email or other acceptable forms of documentation, from all participants in the activity (i.e., guest speakers, faculty, students registered in the class) and would need to give a reasonable time period in advance of the recording (usually 5 business days). Written consent would need to be obtained before the recording begins. Any of the participants have the right to deny this request.

Communicating with Each Other: Evergreen email and Canvas are our primary means of communication. You are responsible for checking Evergreen email and our course Canvas site regularly.

Learning Objectives In this course, students will:

- Appreciate the historical significance of philanthropy in American society.
- Understand nonprofit operations and the importance of leadership.
- Understand how finance and financial strategies intersect mission-based organizations.
- Understand the role of volunteers as a resource for community development.

- Demonstrate the various forms and methods of fundraising and resource development as applied to organizational financial development goals including entrepreneurial approaches that generate resources.
- Review and comprehend how ethically based resource development strategies relate to governance and the successful management of voluntary agencies.
- Know how to measure the effectiveness of a fund development program.
- Differentiate among the various fundraising techniques and skills fundraisers use.

Required Texts:

- Lessman, W. B. S., & (2021, May 28). *Storytelling for fundraisers: How to tell compelling stories that make donors want to give*. Qgiv Blog. Retrieved December 19, 2022, from <https://www.qgiv.com/blog/storytelling-makes-donors-want-give/>
- Pink, Daniel H. *Drive: The Surprising Truth About What Motivates Us.*(2012). First Riverhead trade paperback edition. New York, New York: Riverhead Books, an imprint of Penguin Random House LLC. Print.
The selections of this text needed will be posted on Canvas.
- Schultz, R., & Forman, K. (2021, September 22). *Pursuing equity in fundraising*. Schultz & Williams. Retrieved December 19, 2022, from <https://schultzwilliams.com/pursuing-equity-fundraising/>
- Tierney, W. (2021). *The importance of fundraising and endowments: The role of private ...* (n.d.). Retrieved December 31, 2022, from https://www.researchgate.net/publication/355065335_The_Importance_of_Fundraising_and_Endowments_The_Role_of_Private_Philanthropy

Assignments

1. Your Giving Story (approx. 2 pages)

Due Date: Sunday, April 22 at 5 pm

Using the Seven Faces of Philanthropy Lecture and “Values” handouts on the course canvas site. Write a two-page (approx.) paper sharing your story around giving. Consider what motivates you to give, or not give. What “face of philanthropy” most characterizes you? What values underpin your choice to give? Where do those values come from – your family of origin, community, or cultural heritage? What is the relationship between your attitude toward giving and your attitude toward money?

2. Solicitation (500 words) and Acknowledgement (250 words)

Due Date: Sunday, April 30 at 5 pm

As director of development, write a solicitation letter to ask Mr. and Mrs. John Q. Donor (123 Philanthropy Avenue, Pittsburgh, PA 15213) for a \$2,000 gift to attend a special event at the nonprofit organization of your choosing. Then, write a second letter thanking the donors for their gift and for attending the dinner, and explaining the impact that their gift will have. (Due March 2)

3. Fundraising Audit (Max 5 pages)

Due Date: Sunday, May 14 at 5 pm

Using the questionnaire posted to Canvas, conduct a fundraising audit of a nonprofit of your choice. Using their website, conversations with staff, and independent research, answer each question and make note of those sections you cannot answer. Using the storytelling format of your choice, summarize your findings and make a recommendation for that nonprofit's fundraising team. You will give a 10-minute presentation about your nonprofit in the last class.

Course Schedule:

DATES	TOPICS	READINGS	ASSIGNMENT
April 21 6-9:00pm Zoom	Fundraising Models and Income Streams	None	NONE
April 22 9 am-3 pm Zoom	Fundraising Leadership & Management	None	NONE
April 23 9 am-3 pm Zoom	Storytelling and the Donor Experience	All Daniel Pink & Lessman, W. B. S	GIVING STORY
April 23	NONE	NONE	SOLICITATION AND THANK YOU LETTER DUE
May 12 6-9:00pm Zoom	The Role of Finance & Philanthropy	Tierney, W.	NONE
May 13 9 am-3 pm Zoom	Centering Justice and Activating Volunteers	Schultz, R., & Forman, K.	NONE
May 14 9 am-3 pm Zoom	Fundraising Audit Presentation	None	FUNDRAISING AUDIT