COURSE TITLE: Nonprofit Resource Development and Management, PANM 3150, Sec 0

CRN: 24064

CREDIT HOURS: 3 hours

SCHEDULE: Thursdays, 5:30 to 8:00 p.m., Brock Hall 205

INSTRUCTOR: Marisa Ogles, MPA, Adjunct Professor, marisagoodiam@gmail.com
                               If you need to reach me by phone, please call Amy Oaks, Administrative
                               Assistant in the Political Science Department, at (423) 425-4281.

OFFICE HOURS: Immediately before or after class, or by appointment. I am always happy to meet
                               with students. Some planning may be required because adjunct professors do not
                               have offices on campus. Please remember this when requesting an appointment.

PRE- OR CO-REQUISITES: None.

COURSE DESCRIPTION: This course examines techniques and strategies for developing and sustaining the resource base of nonprofit organizations. The course emphasizes resource development and the effective management of resources within organizations.

COURSE PHILOSOPHY: This course is intended to acquaint students with the concepts and skills to ethically and effectively develop philanthropic resources for the support of a nonprofit organization.

COURSE OBJECTIVES: By the end of this course, students will:

·   Comprehend the terms and language of fund development
·   Understand the different types of donors: individual, corporate and foundation
·   Understand the importance of conveying an organization's case and stories in a powerful way
·   Learn strategies to identify, cultivate, solicit and steward donors
·   Grasp the importance of good leadership in regards to successful fundraising
·   Complete a fundraising audit for a local nonprofit organization
·   Explore ethical considerations in fund development
·   Understand the role and importance of effective marketing and communications in development
·   Be familiar with a variety of fundraising methods: grants, special events, individuals, etc.

TOPICAL OUTLINE: A comprehensive list of reading and graded assignments is provided separately.

EVALUATION AND GRADED ASSIGNMENTS: The following items will make up your course grade.

1. **Exams 1, 2 and 3: Each exam counts for 15% of final grade (or 45% total)**
   o All students must be present the day of exam.
   o Missed exams will receive a 0 grade.
   o If there is a death in the family or a serious medical illness, students should contact the instructor **AT LEAST 24 HOURS PRIOR** to exam to discuss make-up options.
   o Any requests for make-up exam <u>must</u> be accompanied by documentation, such as a doctor's note.

2. **Class participation and completion of plagiarism tutorial: 10% of final grade**
   o All students must complete the Plagiarism Tutorial no later than Thursday, September 18th at 3:00 p.m.
   o Access the tutorial here: http://www.lib.usm.edu/legacy/plag/plagiarismtutorial.php. Review the information on the website and fill out the form at the end to have your results sent to the instructor's email (marisagoodiam@gmail.com). There should be a pre-test and a post-test; you only need to email the instructor the post-test. If you do not receive an email from the instructor confirming receipt of your tutorial, let the instructor know.
   o The more you participate in class, the higher this portion of your grade will be.

3. **Participation in a local non-profit fundraising event as a volunteer: 10% of final grade**
   o A two page document describing your experience and what you learned is due Thursday, November 13th at 5:30. A guide sheet will be provided listing the information that should be included in your report. Failure to follow guide sheet requirements will result in a lower grade. Visit Community Calendar at: http://www.cnpchatt.org/www/vcalendar to find event or or you can pick your own event. Instructor approval required.

4. **Case Statement Analysis**: **10% of final grade**
   o Review and analyze an already existing capital campaign case statement for an existing nonprofit organization.
   o A three page document that should include a copy of original case statement and appropriate references

5. **Final Project – Fundraising Audit**: **30% of final grade**
   o Work in groups to complete a written fundraising audit for local non-profit organization
   o Develop a written fundraising audit. A guide sheet will be provided listing the information that should be included in your report. Failure to follow guide sheet requirements will result in a lower grade.
   o This project will be due on November 20th at 5:30 p.m.

TIMING AND FORMAT OF WRITTEN ASSIGNMENTS: Students must turn in all graded assignments by the <u>beginning</u> of class (5:30 p.m.), unless otherwise noted. Assignments written should be typed in .doc format, 12-point font, 1.5 spaced and handed in to the instructor. All written assignments should be checked for grammar and spelling as such errors will deduct from grade.

ATTENDANCE POLICY: Students are expected to prepare for and attend every class. Attendance and participation will be instrumental to success.

LATE WORK: Any work not turned in on time will **not** be graded or counted toward your final grade for the course. If there is a death in the family or a serious medical illness, students should contact the instructor prior

to the test or due date to discuss make-up options. Any requests for make-up work must be accompanied by documentation, such as a doctor's note.

EXTRA CREDIT: This course has <u>no</u> extra credit assignments and none will be offered.

GRADING SCALE: A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 59 or less.

A (90 – 100%) = Excellent; all expectations met or exceeded; explicitly demonstrates thorough understanding; no substantive shortcomings or only minor shortcomings; presentations are well organized, help other students learn course content, and add value above existing course content; writing is well organized and adheres to rules of grammar, spelling and syntax with no or very few exceptions.

B (80 – 89%) = Good; most or all expectations are met; explicitly or implicitly demonstrates good, if not thorough, understanding; only minor substantive shortcomings; presentations are well organized and help other students learn course content; writing is generally well organized and mostly adheres to rules of grammar, spelling and syntax.

C (70 – 79%) = Satisfactory; directions are followed, most expectations are met but with at least one significant shortcoming; despite any shortcomings, demonstrates basic level of understanding; presentations demonstrate understanding of the content but do little to help other students learn the content; writing is organized well enough and with enough technical accuracy to be understandable.

D (60 – 69%) = Passing, but less than satisfactory; directions only partially followed; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding; presentations demonstrate poor preparation and do not contribute to other students' learning; and/or writing is difficult to understand.

F (0 – 59%) = Failing; not completed or directions not followed; deficiencies indicate lack of understanding; presentations are a waste of class time; and/or incoherent writing.

CELL PHONE AND COMPUTER POLICY: The instructor prohibits cell phone use in class. If the instructor sees a student with a cell phone anywhere except in a bag or pocket, the instructor will ask the student to leave class immediately. Students may use a laptop during class to take notes. If the instructor discovers a laptop being used for any other purpose, class will be interrupted and students will be asked to leave.

LATENESS POLICY: If you are going to be late for class, please do not come.

TEXTBOOK AND OTHER RESOURCES: Two books are required for the course: <u>Fundraising Management: Analysis, Planning and Practice</u>; Elaine Joy and Adrian Sargeant; Routeledge 2010; Second Edition; ISBN: 978-0-415-45154-3. <u>Grant Writing and Fundraising Toolkit for Human Services</u>; Jill C. Dustin; Pearson 2013; ISBN: 0-205-22297-8. **All additional reading assignments distributed during class.**

Several other outside resources may be helpful to students throughout the course.
· National Center for Charitable Statistics, at http://nccs.urban.org/
· Guidestar, for information on specific nonprofits, at www.guidestar.org.
· Board Source, for information on the nonprofit sector, at www.boardsource.org.
· Independent Sector, at www.independentsector.org.
· Internal Revenue Service Exempt Organizations Section, at www.irs.gov/charities.
· Tennessee Secretary of State, Charitable Fundraising Section, at www.tn.gov/sos/charity/.

· Tennessee AG Nonprofits Section, at www.tn.gov/attorneygeneral/nonprofit/nonprofit.html.

TEACHING STRATEGIES: This course will include the following teaching strategies: lecture, guest speakers, audiovisuals (generally power point presentations and web navigation), student-led discussion and analysis of hypothetical situations both by individual students and in group format. This syllabus and, frankly, any component of the course, is subject to change. Each student is responsible for keeping informed of changes, new materials and the like. Changes will be made via Blackboard, usually by using the Announcements page. Students will be responsible for reading assignments distributed during class as questions on tests might be pulled from said assignments.

ACADEMIC INTEGRITY: Careful adherence to standards of academic integrity is expected of all students. Students are responsible for ensuring that they understand and follow these standards.

Students should be familiar with the University's Honor Code, which can be found at: http://www.utc.edu/Administration/StudentDevelopment/studenthandbook.php. Students should adhere to the Honor Code at all times and for all assignments, exams and projects.

If, at any time, you have questions or doubts as to whether or not you are plagiarizing, check with your instructor before you complete your paper.

The instructor prefers that you use the MLA Stylebook for citation formats. Resources related to the MLA Stylebook can be found here: http://www.mla.org/style

ADA STATEMENT: Attention: If you are a student with a disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) and think that you might need special assistance or a special accommodation in this class or any other class, call the Disability Resource Center (DRC) at 425-4006 or come by the office, 102 Frist Hall http://www.utc.edu/Administration/DisabilityResourceCenter/.

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or http://www.utc.edu/Administration/CounselingAndCareerPlanning/.