

Fundraising and Development

NTPT6208

Course Outline

Description:

Learn the best management practices for developing and executing an effective fund development program and fundraising strategy. Building a comprehensive development program is the key to creating a sustainable nonprofit organization. Various fund development techniques will be introduced in this course, and participants will be engaged in hands-on practical activities. Topics covered include: planned giving, major giving, fundraising theory, ethics, and direct response programs.

Course Goals: To create an understanding and primary knowledge of key fundraising strategies and best practices and techniques for a superior fund development program.

Course Objectives:

At the completion of this course, students will be able to:

- Understand and use key fundraising terms
- Understand fundraising tactics to build a fund development plan
- Gain insight into donor-centered fundraising principles and moves management
- Learn how to make an 'ask' and thank donors
- Understand aspects of policies and ethics related to fundraising

Texts and Required Materials:

- Readings and articles will be provided in the online classroom
- Knowledge held and generated by participants in live class discussions and online forums will be an important resource

Evaluation:

This is a graded course where a complete or incomplete will be issued.

In order to receive a completion for this course, a student must:

1. Attend Zoom sessions
2. Participate in online forums
3. Complete fundraising program worksheet

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought

in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that

constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

As your instructor, I will respond to individual emails within two business days. Questions that have general application should be posted to the General Questions Forum so that all students can receive the same information. If you choose to message using the OWL message application, **please remember to check** 'Send a copy of this message to recipients' email address(es)', to ensure a prompt response.

Policy on Late Assignments:

Online discussions are to be completed in the week they are assigned. This is to allow everyone the opportunity to contribute to the conversation. The online week will run from Monday to Sunday evening.

All other assessments (quizzes, assignments, and reflections) have “soft” (suggested) deadlines. Every effort should be made to submit by the deadline.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCredits](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor’s written permission will be subject to the late assignment policy. It is the student’s responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

Course Schedule: Four consecutive weeks

Lesson	Activities
Week 1: Introduction Topics: <ul style="list-style-type: none"> ● Introduction to fundraising ● Fundraising programs ● Canadian donors ● Direct response fundraising 	<ul style="list-style-type: none"> ● Review fundraising theory ● Explore different types of fundraising tactics and how they fit into an overall fundraising program ● Understand the donor landscape in Canada ● Examine best practices for direct response fundraising

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<p>Week 2: Top of the Pyramid</p> <p>Topics:</p> <ul style="list-style-type: none"> ● Major gifts ● Planned gifts ● Prospect research ● Cultivation and solicitation 	<ul style="list-style-type: none"> ● Learn how to incorporate major giving and planned giving into your organization (even in a small shop!) ● Discover ways to find new donors ● Brainstorm unique ways to cultivate new donors ● Learn how to ask donors for money
<p>Week 3: Fundraising Hot Topics</p> <p>Topics:</p> <ul style="list-style-type: none"> ● Stewardship & how to write a brilliant thank you letter (it's easy!) ● Fundraising ethics ● Equity, diversity, inclusion and access in fundraising 	<ul style="list-style-type: none"> ● Explore stewardship best practices - why a stewardship matrix is helpful and writing great thank you letters ● Understand ethical principles for fundraisers and test your ethics knowledge ● Engage in discussion around equity, diversity, inclusion and access in fundraising
<p>Week 4: The Future of Fundraising</p> <p>Topics:</p> <ul style="list-style-type: none"> ● The next generation of Canadian giving ● Covid-19 and fundraising ● Social media fundraising 	<ul style="list-style-type: none"> ● Examine generational differences in giving and explore implications for fundraisers ● Discuss how Covid-19 has changed the fundraising landscape and brainstorm ideas for recovery ● Understand how different social media platforms can aid in your fundraising efforts