Course Description:

This course presents strategies for fundraising and putting the revenues to good use in the promotion of social justice within the context of a multicultural society. It begins by examining the wide range of possible income sources available for community groups, human service organizations and other nonprofits that address the needs of disadvantaged populations and the promotion of pro-social causes. These sources include public funders, business corporations, philanthropic foundations, United Ways and other federated funds, civic and religious associations, individual donors, fundraisers, bequests and those who pay fees for goods or services rendered (including third parties). The perspective of donors and the procedures used by funding organizations are addressed.

Students learn how to: identify prospective funding sources, build relationships with potential donors, funders and collaborators, write and submit grant and contract proposals; plan fundraising campaigns and events. Skill development is emphasized in such areas as grant seeking, proposal writing and presentation; service contracting; campaign planning and management; donor development, direct solicitation of gifts and bequests; planning of fundraising events. Also addressed are consumer and third party fee-setting and collection, outsourcing, income investment and creation of for-profit subsidiaries.

Course Objectives:

On completion of the course, students will demonstrate beginning level competencies in:

1. Locating appropriate funding sources for specific programs and projects
2. Initiating relationships with potential funders and donors
3. Writing technically competent project proposals that include all the elements of program
design from needs assessments through evaluation
4. Developing elements of a fundraising campaign and/fundraising event
5. Identifying ethical issues that must be addressed in the fundraising process
6. Being able to assess the strengths and weaknesses of funding proposals

**Course Design:**

The course includes lectures, class discussion, student presentations, and significant small group
work and group simulation. Participation in class is a critical part of this course learning
experience.

Students will research funders, write a proposal, review proposals, prepare contracts and develop
a fundraising plan.

**Relationship of the Course to the Four Curricular Themes**

**Multiculturalism and diversity:** Students will learn how to promote diversity through an
educational process with funders and donors and how to promote diversity through increased
awareness generated through fundraising and public dollars.

**Social Change and Social Justice:** The underlying assumption in this class is that students will
learn that strategic fundraising presents an opportunity to redistribute dollars on behalf of social
change and social justice. The ability to generate public and private dollars and other resources
provides the opportunity to impact service delivery, community and environment on behalf of
social change and justice.

**Promotion, Prevention, Treatment, and Rehabilitation:** Students will learn that fundraising
provides the financial support that makes promotion, prevention, and treatment and rehabilitation
services possible in human service organizations.

**Behavioral and Social Science Research:** This course will review the growing body of research
on effective fundraising approaches. Moreover, funders increasingly demand evidence that
project proposals present empirical knowledge to justify interventions.

**Relationship of the Course to Social Work Ethics and Values**

Ethic and values dilemmas associated with fundraising will be discussed in class in relation to
appeals for funding and acceptance of funds. Students will discuss ethical issues involved in
developing campaigns, the use of funds, the role of donors in deciding how funds may be used,
and accepting money from sources at do not support social justice. Students will look at ethical
issues involved in marketing as a strategy and process in fundraising. Students will be made
aware of efforts by professional fundraising societies to provide guidelines and direction in the
areas of ethical dilemmas and review these in relation to the NASW Code of Ethics.

**Required Course Readings:**
**Recommended Course Readings:**


**Assignments and Grades:**

Letter grades “A” through “E” are given for class performance.

- “A” is given for exceptional performance and mastering of the material
- “B” is given to students who demonstrate mastery of the material
- “C” is awarded when mastery of the material is minimal
- “D” indicates deficiency and carries no credit
- “E” indicates failure and carries no credit

Grades are based on:

- Attendance
- Class Participation
- Successful Completion of all Assignments

Assignments must be turned in on the due date and may be submitted in hard copy or on a disk, in MS Word. Projects submitted on disk that experience “technical difficulties” and need to be returned to the student for any reason will be considered late.

**Assignments will include:**

**Research Funding Opportunities**

Every week students will identify a potential funder for a specific program or project.

**Write a Proposal**

Every student will prepare a proposal requesting funding for a specific project. The proposal will be written for submission and will incorporate all of the strategies learned in class and through the assigned readings.
Read and Review Six Journal Articles
Find six journal articles that address topics in this course. Write a summary of the articles, highlighting the most important content areas, providing description and summary information and an analysis of how the material could relate to your field placement, in 200 words or less.

Develop a Fundraising Plan
Analyze current fundraising activities of an organization and prepare a plan to increase their revenue generating capacity.

Instructor Availability – Available through scheduled appointments and e-mail