

University of North Texas at Dallas
Spring Semester 2020
SYLLABUS for Distance Learning

PLDR 5325: Fundraising Principles and Grant Writing
3 Credit Hours

Department of	Public Leadership	School of	Liberal Arts & Science
Instructor Name:	Dr. Janiece Upshaw		
Office Location:	FH 200C		
Office Phone:	972.338.1538		
Email Address:	janiece.upshaw@untdallas.edu		
Office Hours:	Monday – 2:00 – 5:00 Wednesday – 2:00 – 5:00 By appt.		
Classroom Location:	FH 2 #212		
Class Meeting Days & Times:	Saturdays 9:00 a.m. – 2:50 pm (See p.2 for Face-to-Face vs. Online schedule)		
Course Catalog Description:	Fundraising Principles & Grant Writing: A practical understanding of advanced concepts, techniques and theories of fundraising for nonprofit and community leaders; including the preparation of an effective grant application		
Prerequisites:	PADM 5020, PADM 5030, PADM 5400, PLDR 53XX, PLDR 5320, PLDR 5330 PLDR 5300, PLDR 5310		
Required Text:	Sargeant A., Shang J, and Associates (2010) <i>Fundraising Principles and Practice</i> , Jossey Bass, San Francisco. ISBN 978-0-470-45039-0		
Access to Learning Resources:	UNT Dallas Library: phone: (972) 780-1616 web: http://www.untdallas.edu/library email: library@untdallas.edu UNT Dallas Bookstore: phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com		
Supported Browsers: Chrome 67 & 68 Firefox 60 & 61 Flash 29, 30 (for audio/video) Respondus Lockdown Browser Safari 10, 11 Supported Devices: iPhone Android Chromebook (Tablet users can use the Canvas app) Screen Readers: VoiceOver (Safari) JAWS (Internet Explorer) NVDA (Firefox)	Getting Help with Canvas: Canvas 24/7 Phone Support for Students: 1-833-668-8634 Canvas Help Resources: Web: Canvas Student Guide For additional assistance, contact Student Assistance (Distance Learning): DAL1, Room 157 phone: (972)338-5580 email: distancelearning@untdallas.edu If you are working with Canvas 24/7 Support to resolve a technical issue, make sure to keep me updated on the troubleshooting progress. If you have a course-related issue (course content, assignment troubles, quiz difficulties) please contact me during office hours or by email.		

<i>Note: There is no screen reader support for Canvas in Chrome</i>	
Course Goals or Overview: The goals of this course are as follows -	
	<ol style="list-style-type: none"> 1. To understand and critically evaluate how the voluntary sector solicits funds from individual, corporate and foundation donors 2. To apply a wide range of tools, models and frameworks to solve practical fundraising problems 3. To analyze and evaluate a fundraising strategy 4. To analyze and evaluate the legal and ethical implications of various forms of professional practice
Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Understand and implement the Institute of Fundraising/AFP Codes of Professional Conduct
2	Develop a fundraising plan for a charity or other nonprofit organization
3	Understand the nature and process of fundraising strategy development, both in relation to the solicitation of new donors and the retention and development of existing donors
4	Apply a disciplined approach to the analysis of various complex fundraising problems and their resolution through the selective and appropriate use of tools for analysis and strategy formulation
5	Produce a grant for a nonprofit organization in the Dallas community.

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

WEEK	DATE	CLASS MEETING
1	Jan.13- Jan. 19	Jan. 18 (Class)
2	Jan. 20 – Jan. 26	Jan. 25 (Online)
3	Jan.27 – Feb. 2	Feb.1 (Class)
4	Feb. 3 – Feb. 9	Feb. 8 (Online)
5	Feb. 10 – Feb. 16	Feb. 15 (Class)
6	Feb. 17 – Feb. 23	Feb. 22(Online)
7	Feb. 24– Mar.1:	Feb. 29 (Online)
8	Mar. 2 – Mar. 8	Mar. 7 (Class - Final)

Schedule	Topic	Activities	Due Date
Week 1 Face-to-Face	Review of Syllabus/Assignments Introduction to the Nonprofit/Charity Sector Legal/Ethical Aspects of Fundraising Case Statement	Chapter 1, 2, 3 Inspirational Videos Personal Philanthropy of Giving Case Statement	.Organization Selection due Jan. 25 Inspirational Videos (Online Assignment) Due by Jan. 25, 11:59 p.m. Upload to Inspirational Videos under Course Content
Week 2 Online	Individual Giving Behavior Case for Support Donor Recruitment, Development & Retention	Sargeant, Shang & Associates Chapters 4, 8, 12 Garecht, J. (2013). How to Write a Case for Support for Your Non-Profit (Part II). (Handout, Week 1)	Quiz 1 due Feb, 1, by 9:00 a.m. Case For Support Due Jan 31, by 11:59 p.m.
Week 3 Face-to-Face	Quiz: Chapters 13, 16, 17 Major Giving Corporate Giving Grant Writing	Sargeant, Shang & Associates Chapters 13, 16, 17,	Quiz 2 due Feb. 8, by 9:00 a.m. Personal Philosophy of Giving (Online Assignment) Due Feb. 8 by 11:59 pm.

			Bring Slide or PDF of Personal Philosophy of Giving to class to present to class: Feb 15
Week 4 Online	Quiz: Chapters 6, 7 Fundraising Plan	Sargeant, Shang & Associates Chapters 6, 7	Quiz 3 due Feb. 15 by 9:00 a.m. Grant due by Feb 15, by 11:59 pm
Week 5 Face-to-Face	Quiz: Chapter 9 Fundraising Plan Case Study	Sargeant, Shang & Associates Chapter 9	Fundraising Plan Part I: a, d, e, f due by Feb. 22 at 11:59 p.m.
Week 6 Online			Fundraising Plan Part II: a, d, e, f, g, h, i due online Feb 29 by 11:59 .
Week 7 Online		Sargeant, Shang & Associates Part Four: pp. 489-593 Chapters 18-22	Submit Power Point for Presentation of Fundraising plan: March 7 by 8:00 a.m. (Saturday BEFORE Class)
Week 8 Face-to-Face	Presentations		Final Annual Fund Plan (Case For Support + Sections a, b, c, d, e, f, g, h, i, j, k, l Assignment Due: Sunday, Mar. 7, 11:59 p.m.

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

- 2 Online Assignments – 25+25 = 50 points (10% of total grade)
- 4 Quizzes – 10 +10 + 10 +10 +10 = 40 points (10% of total grade)
- 3 Projects – 100 + 100 +100 = 300 points (60% of total grade)
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- 1 Presentation – 100 points (20% of total grade)

Online Assignments

#1 – Inspirational Videos (25 points) (Found under Course Information Link)

On the link below, you will find 11 videos produced by nonprofit organizations.

<https://www.classy.org/blog/11-nonprofit-videos-that-inform-and-inspire/>

Watch all of the videos (each video is 2 minutes - 5 minutes in length). Select three of the videos that you find most inspirational and write 1-3 paragraphs on each of the three videos. (Do not write more than 3 paragraphs per video.) Make sure to answer the questions below in your paragraphs. This should be written as a narrative, not as a question – answer assignment. Submit your paper online to Inspirational Videos Assignment found in the Course Information link on Blackboard.

1. What was compelling about this video?
2. What were the strengths of their storytelling?
3. Does this video inspire you to . . . donate? volunteer? take some action?
4. Did you connect personally/emotionally to this video? In what way?
5. How do you believe this video helps the organization in their fundraising efforts?

Format of paper: Use APA style (title page, 1" margins, 12 pt. Times New Roman font, double-spaced, APA sub-headings, page numeration)

Title: Inspirational Videos

3 Section-Headings - Name of Charity of selected video for each heading

Use APA citations for each video. For help with APA style: <https://owl.english.purdue.edu/owl/resource/560/01/>

Percentage	Percentage of Semester Grade	Possible Points	Grade
Video 1 - All questions answered clearly and eloquently		6	
Video 2 - All questions answered clearly and eloquently		6	
Video 3 - All questions answered clearly and eloquently		6	
Writing - Good sentence construction; few grammatical errors; limited use of first person; written in active (rather than passive) voice		4	
APA Style - title page, headings, font, spacing, citations (see APA handbook or Owl Purdue APA website for examples/guidelines)		3	
Total		25	

#2 Develop a Personal Philosophy of Philanthropy (25 points) (Found under Course Information Link)

Use the “Developing a Personal Philanthropy Plan to help you define what elements are important to you when you consider charitable giving. Imagine that you have a family foundation. Write a personal philanthropy plan in the style of the three samples provided: Include a mission statement and Guiding Principles. Submit your plan online.

Annual Fund Plan Assignment/Presentation:

You are required to produce a fundraising plan for the annual fund of a nonprofit or charitable organization of your choice.

Your annual fund plan should be written in order to be read and implemented by a senior member of the management team. It is thus a practical document that should utilize the theory you will learn during the course to inform the analysis you undertake. While this is a practical document you must still reference any course material or ideas that you use in your plan.

Use the following guidelines to structure your assignment.

- a) Cover Page – to include title, time period addressed in the plan, author, name of organization/product and, if appropriate, any confidentiality restrictions.
- b) Executive Summary – one page summary of the main proposals in the fundraising plan
- c) Table of Contents – detail of key sections and sub-sections.
- d) Vision/Mission
- e) Organizational Objectives
- f) Fundraising Audit (PEST analysis, competitor analysis, collaboration analysis, market analysis)
- g) SWOT Analysis
- h) Fundraising Objectives
- i) Fundraising Strategies (Overall direction, segmentation targeting, positioning, Add Case for Support here)
- j) Tactics (Individual – direct response, individual – major gift, corporate, trust/foundation)
- k) Budget/Schedule
- l) Monitoring/Control

Your approach throughout should reflect the highest standards of professional practice and should be guided by the AFP code of ethics.

Criteria	Possible points
Part I turned in complete and on time	10
Part II turned in complete and on time	10
Executive Summary	30
Vision/Mission	5
Specification of Organization Objectives	10
Fundraising Audit (Pest, competitor, collaboration, & market analysis)	20
SWOT Analysis	16
Specification of Fundraising Objectives	20
Specification of Fundraising Strategies	15
Specification of Fundraising Tactics	14
Specification of budget/schedule	10
Clarity of Monitoring/control	10
Follows AFP Code of Ethics	5
Quality and appropriateness of plan/Well written/Table of Contents/Organization	25
Total	200

Grading Matrix:

Activities/Assignments	Value (points)	% of total grade
Online Assignments	50	8.3%
Quizzes	40	6.7%
Case Statement	100	16.7%
Grant	100	16.7%
Fundraising Plan	200	33.3%
Presentation	60	10%
Attendance/Participation	50	8.3%
Total:	600	100%

Grade Determination

A = 90% or better

B = 80 – 89 %

C = 70 – 79 %

D = 60 – 69 %

F = less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students:

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office

(DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see [Disability Services Office](#). You may also contact them by phone at 972-338-1777; by email at UNTDisability@untDallas.edu on the first floor of the Student Center.

Canvas Instructure Accessibility Statement:

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. [Canvas Instructure Accessibility Statement is also provided.](#)

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Course Evaluation Policy:

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: (According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor's discretion). NOTE: Online exams may be proctored on campus per instructor's discretion.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to [UNT Dallas' Student Code of Academic Integrity](#) for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to [UNT Dallas' Registrar](#) for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

Classroom Disruption:

Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absent for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (**UNTD Policy 7.001 found at <https://www.untDallas.edu/hr/upol>**) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You

are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette":

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to [UNT Dallas Student Code of Conduct](#). Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Assistance: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus.

If you experience difficulty accessing or using components of the course, try using Google Chrome browser. If you still experience technical difficulties, first, notify your instructor.

If the problem is still not resolved, call Student Assistance (Distance Learning) at the phone number listed on the first page of the syllabus. Also, no matter what browser you use, always enable pop-ups. For more information see:

- [UNT Dallas Canvas Technical Requirements](#)
- [Canvas Instructure Supported & Unsupported Operating Systems](#)