Rutgers, the State University of New Jersey  
School of Public Affairs and Administration

Resource Development for Nonprofit Organizations 20:834:576

Summer 2013 Session II  
5:30pm – 9:00pm Mondays and Wednesdays  
Location – CPS 215

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Office Hours: By Appointment

Required Readings


Assigned Readings: Provided by the Instructor

Text can be purchased at New Jersey Books – 167 University Ave. at Bleecker St. 973.624.5383 – www.njbooks.com

Reference Readings


Course Overview

Resource Development for Nonprofit Organizations focuses on how best to secure nonprofit revenues through fundraising strategies. The organization and development of a strategic fund raising plan will be examined within the context of the organization’s mission, vision, strategic plan, and organizational capacity. The role of the board, staff, and fund development volunteers will also be addressed. Consideration of contemporary issues related to transformational and engaged philanthropy will be included as well as diversity, ethics, and giving. Guest lecturers - funders, fundraisers and consultants - will provide practical insights to the nonprofit fundraising field.

Course Objectives

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

1. Identify the major steps in strategically planning a fund development effort for a nonprofit organization
2. Articulate the major steps in identifying, cultivating, soliciting, and retaining donors
3. Evaluate a nonprofit’s ability to be successful at fundraising

Expectations

• Arrive on time
• Attend all the classes
• Be prepared (read assigned materials prior to class)
• Contribute in class to group learning
• Actively listen
• Think critically
• Complete all assignments
• Be respectful – Adhere to University Ethics Guidelines
• Keep cell phones off or on a quiet vibrate

Assignments and Grading

• Weekly Synthesis Papers - 30%
• Research Report - 45%
• Attendance and Participation - 25%

Class Schedule and Reading Assignments

**JULY 8th**

Topic: Course Overview

• Introductions
• Syllabus Review
• Philanthropy - Definitions & Overview

**JULY 15th**

Topic: Philanthropy in the Nonprofit Sector
• History
• Impact
• Government Regulations
• Ethics – Values – Donor Rights
• Science or Art: The Theory Of Fundraising
• Organization Fit: Mission – Vision – Strategic Plan
• The Role of the Board

Reading: Weinstein, Chapters 1, and 2; pages 351 & 352

**Topic: The Fundraising Process**

• The Pyramid of Giving
• Research and Planning
• Goal Setting
• Cultivation
• Solicitation
• Stewardship
• Evaluation
• Roles and Responsibilities: Staff and Volunteers

Reading: Weinstein, Chapters 5, 6, 7, and 16

Guest Speaker: Heather Robinson, The Support Center/Partnership in Philanthropy. Developing a fundraising plan – a practical guide

Weekly Synthesis Due

**JULY 17th**

Topic: The Case for Support

• Development
• Presentation
• Effectiveness

Reading: Weinstein, Chapter 4

Guest Speaker: Nancy Rawaa Albilal, The Foundation Center

Weekly Synthesis Due

**JULY 22nd**

Topic: The Annual Campaign

Reading: Weinstein, Chapters 9 and 10

Topic: The Capital Campaign

Reading: Weinstein, Chapter 14

Guest Lecturer: Dr. Peter Hoontis, SPAA

Weekly Synthesis Due
JULY 24th

Topic: Understanding the Major Donor

• Social Entrepreneurs
• Engaged Philanthropists
• Social Influences

Reading: Weinstein, Chapter 8

Guest Speaker: Hans Decker, The Community Foundation of NJ

Weekly Synthesis Due

JULY 29th

Topic: Corporate Philanthropy

Reading: Assigned Reading - prudential.com - Community Resources

Guest Speaker: Kimberly Ostrowski, Sarah Keh, Luke Apicella - Prudential

Weekly Synthesis Due

July 31st

Topic: Planned Giving

Reading: Weinstein, Chapter 13

Guest Speaker: Jeffrey Sobel

Weekly Synthesis Due

AUGUST 5th

Topic: Organizing and Structuring a Fundraising Department

Reading: Weinstein, Chapters 3 and 15, pages 351 and 352

Guest Speaker: James Abruzzo, Rutgers Center for Ethical Leadership

Weekly Synthesis Due

AUGUST 7th

Topic: The Special Event

Reading: Weinstein, Chapter 11

Weekly Synthesis Due

Guest Speaker: Ally Nash
Written Assignments

I. Research Project Approach and Presentation Criteria

1. Select a nonprofit Organization - either one you are familiar with/involved with or through the websites noted on this syllabus.

2. Evaluate the organization’s fundraising efforts using information available to you.

3. Prepare a paper, between 10 -12 pages which includes:
   - Overview of the Organization (size, service, mission)
   - Identify your relationship with the organization and the methods used to collect the information
   - Describe the revenue sources
   - Identify the Fundraising Strategies in place
   - Present Strengths and Weakness and recommendations

4. Prepare a ten minute presentation on your findings.

II. Weekly Synthesis Papers
Each week, as indicated in the Course Schedule section, a one page synthesis is due (in class, hard copy). This paper should include the following:

1. Summarize the readings for the week (identify each topic).
2. Present strengths and weakness.
3. Discuss applicability to the nonprofit sector.

Be prepared to discuss your paper.

Resources

Newspapers/Directories

• The Chronicle of Philanthropy (bi-weekly, 24 issues a year, also on the web at: http://philanthropy.com)
• The NonProfit Times (also on the web at: www.nptimes.com)
• New Jersey Attorney General, Division of Consumer Affairs, Directory of Registered Charities. www.state.nj.us/lps/ca/charity/chardir.htm

Academic Journals

• Nonprofit Management and Leadership (Jossey-Bass)
• Nonprofit and Voluntary Sector Quarterly (ARNOVA/Sage Publications).
• General nonprofit periodicals
• Nonprofit Quarterly
• New Directions for Philanthropic Fundraising
• Stanford Social Innovation Review
• Nonprofit World
• Association Management
• Foundation News & Commentary
• Contributions
• Advancing Philanthropy (published by AFP, the Association of Fundraising Professionals)
• Grassroots Fundraising Journal

Selected periodicals in closely related fields (likely to include relevant articles)

• Public Performance and Management Review
• Review of Public Personnel Administration
• Journal of Volunteer Administration
• Human Resource Development Quarterly
• Human Resource Management Review
• Personnel Management
• Research in Personnel and Human Resources Management
• Public Administration Review
• Harvard Business Review
• Administration in Social Work
• Journal of Arts Management, Law, and Society
• University Business

Web Sites

• BoardSource: www.boardsource.org
• Guidestar: www.guidestar.org.
• Internet Nonprofit Center: www.nonprofits.org.
• Nonprofit Genie: www.genie.org.
• Foundation Center: http://foundationcenter.org,
• Skoll Foundation: www.skollfoundation.org.
• Volunteering in America: www.volunteeringinamerica.gov
• Nonprofit Sector Research Fund: www.nonprofitresearch.org
• National Center on Nonprofit Enterprise: www.nationalcne.org.
• Dorothy A. Johnson Center for Philanthropy and Nonprofit Leadership,
• Grand Valley State University: www.npgoodpractice.org.
• Federal Nonprofit Gateway: www.nonprofit.gov.
• National Center for Charitable Statistics, the Urban Institute: www.NCCS@urban.org

Watchdogs

• BBB Wise Giving Alliance: www.give.org.
• Charity Navigator: www.charitynavigator.org.

International Nonprofit Organizations

* InterAction: www.interaction.org.
* CIVICUS: www.civicus.org.
* ReliefWeb: www.reliefweb.int.
* Imagine Canada: www.imaginecanada.ca.
* OneWorld: www.oneworld.net.