RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY
SCHOOL OF SOCIAL WORK
COURSE OUTLINE

MASTER SYLLABUS

19:910:541 Fundraising and Marketing FALL 2009

Class: 
Instructor: 
Office: 
Phone: 
Fax: 
E-mail: 
Office hours: Available by request

I. **Catalog Course Description**

Introduction to current strategies and procedures for identifying, obtaining, and maintaining a diverse portfolio of nonprofit funding sources; review of methodologies for packaging, marketing and selling program proposals to donors and other funders.

II. **Course Overview**

The purpose of this course is to help students understand the marketing and fundraising challenges facing nonprofits in today’s economy. The focus will be on developing and implementing comprehensive marketing and fundraising strategies using ethically-based approaches, making a case for the marketing and funding of nonprofits, and developing initiatives for sustainable enterprise and fundraising in an era of increasing demographic, “value,” and attitude diversity. Social work values and ethics will be applied to the context of fundraising, as will ethics endorsed by professional fundraisers.

III. **Place of Course in Program**

Course 19:910:541 is an advanced practice elective, open to Direct Practice and Nonprofit and Public Management students. Satisfactory completion of the Professional Foundation is a prerequisite.
IV. Course Objectives

- To develop knowledge of available resources as well as the means of searching available resources for nonprofit programs and agencies, particularly funding resources.
- To develop knowledge of and skills in the processes of developing marketing strategies and plans for nonprofit organizations and programs.
- To develop knowledge and skills in creating a comprehensive, multi-faceted fundraising plan for a nonprofit organization.
- To develop knowledge and skills in the presentation of nonprofit funding proposals and in the development of relationships with key audiences, particularly with funders and decision makers.
- To develop knowledge of and skills in writing marketable nonprofit grant (and other) funding proposals.
- To consider the special circumstances involved in accomplishing the above for grassroots organizations and programs serving vulnerable populations.
- To accomplish the above, while upholding social work values and ethics.

V. Required Texts


Additional assigned readings on Electronic Library Reserve:


- Chapter 1: Defining a statement of purpose. pp. 5-15.
- Chapter 2: Making an organization legal. pp. 17-34.

- Chapter 7: The Oral Presentation. pp. 131-145
VI. Teaching Methods

Instruction will include lecture, case study analyses, and discussion of exercises related to fundraising strategies. A supportive learning environment will be emphasized, i.e., one that is fostered by listening to the ideas and views of others, being able to appreciate a point of view that is different from your own, articulating clearly your point of view, and linking experience to readings and assignments. The instructor will appreciate your contributions to making this a safe and respectful class for learning and growth.

VII. Course Requirements

In order to have informed class discussions, it is expected that assigned readings be completed on a weekly basis and that oral presentations be well prepared. Class participation and attendance are expected and the course grade will be reduced for unexcused absences.

VIII. Grading

Five factors will be considered to calculate your grade:

a. First written assignment: Two to three pages in length, plus attachments

Identify a problem, issue, or project for which a nonprofit organization might seek funding from a foundation. Briefly describe the issue and provide an estimate of the amount of money that is needed. Then, via the internet, identify three foundations from which you might seek funding. List these foundations in your written narrative, briefly identifying their funding priorities, average size of their
grants for the previous year, and any other pertinent information. Attach a print out of the home page for each foundation’s website.

b. Mid-term paper: Four to six pages in length

Select an organization, preferably your field education or employment site, and describe the organization’s mission and how it is organized for marketing and fundraising. Make recommendations about how the organization might be designed or structured to handle marketing and fundraising more effectively, given its mission and its financial situation. Focus on personnel issues and reporting relationships, as well as how outside consultants (including advertising/PR agencies) and board members are utilized.

c. Final Paper: a written grant proposal to a foundation, based in part on work begun in the mid-term paper. Use the foundation’s actual forms, which generally can be obtained from their website.

d. Oral presentation to the class of the grant proposal

e. Participation in class

VIII. Course Evaluation

Rutgers University issues a survey that evaluates both the course and instructor. This survey is completed by students toward the end of the semester, and all answers are confidential and anonymous. The instructor might also choose to conduct a midpoint evaluation.

IX. Course Outline

WEEKLY TOPICS AND READINGS

WEEK 1: 9/14/09

COURSE OVERVIEW
INTRODUCTION TO NONPROFIT FUNDRAISING AND MARKETING
WEEK 2: 9/21/09

THE ENVIRONMENT, FUNDING SOURCES, FUNDRAISING ETHICS

READINGS:


Epstein, Keith, Summer 2005, How today’s corporate donors want their gifts to help the bottom line.. *Stanford Social Innovation Review*, pp.21-27


WEEK 3: 9/28/09

THE ENVIRONMENT, FUNDING SOURCES, TYPES OF ORGANIZATIONAL SUPPORT
(e.g. governments, foundations, corporations)

READINGS


WEEK 4: 10/5/09

MARKETING AND FUNDRAISING BASICS

READINGS


- Part I: Demystifying marketing
- Part II: Your Marketing Effort
- Step 1: Set marketing goals
- Step 2: Position your organization

WEEK 5: 10/12/09

PLANNED GIVING AND PROSPECT RESEARCH

READINGS:


WEEK 6: 10/19/09

ASSESSING THE ORGANIZATION:
STRUCTURE AND READINESS

READINGS:


- Chapter 1: Defining a statement of purpose. pp. 5-15.
- Chapter 2: Making an organization legal. pp. 17-34.

SESSION 7: 10/26/09

THE MARKETING AUDIT AND THE MARKETING PLAN
READINGS:


Part II: Your Marketing Effort
Step 3: Conduct a marketing audit pp. 53-84
Step 4: Develop the marketing plan pp. 85-100
Step 5: Develop a promotion campaign pp. 101-120, Evaluate your marketing effort pp. 121-124; Afterward p. 125.

WEEK 8: 11/2/09

MARKETING PLANS MADE SPECIFIC/SEGMENTING YOUR MARKET

READINGS:


WEEK 9: 11/9/09

EXCHANGES AND RELATIONSHIPS

READINGS:


WEEK 10: 11/16/09

MAKING CHOICES

READINGS:

Plaut, E. (May, 1997). Assertive Community Treatment: Organizational Adaptation. *Administration and Policy in Mental Health*


WEEK 11: 11/23/09

ORGANIZE AND WRITE A PROPOSAL - Part 1

READINGS:

Chapter 5: Writing the proposal pp. 59-71
Chapter 6: Title Pages, abstracts and accompanying documents pp. 72-80
Chapter 7: Writing the purpose statement pp. 81-87
Chapter 8: Writing the statement of need pp. 88-93

WEEK 12: 11/30/09

ORGANIZE AND WRITE A PROPOSAL—Part II

READINGS:

Chapter 9: Procedures pp. 94-108
Chapter 10: Evaluation pp. 109-123
Chapter 11: Qualifications and Personnel pp. 124-130

WEEK 13: 12/7/09

ORGANIZE AND WRITE A PROPOSAL - PART III

THE BUDGET

READINGS:

Chapter 12: The budget pp. 131-146
WEEK 14: 12/14/09

PRESENTATIONS

WEEK 15: 12/21/09

PRESENTATIONS, KEEPING UP, AND COURSE WRAP-UP


X. Academic Integrity Policy

All work submitted in a graduate course must be your own.

It is unethical and a violation of the University’s Academic Integrity Policy to present the ideas or words of another without clearly and fully identifying the source. Inadequate citations will be construed as an attempt to misrepresent the cited material as your own. Use the citation style preferred by the discipline.

Plagiarism is the representation of the words or ideas of another as one’s own in any academic exercise. To avoid plagiarism, every direct quotation must be identified by quotation marks or by appropriate indentation and must be properly cited in the text or in a footnote. Acknowledgement is required when material from another source is stored in print, electronic, or other medium and is paraphrased or summarized in whole or in part in one’s own words. To acknowledge a paraphrase properly, one might state: “to paraphrase Plato’s comment…” and conclude with a footnote identifying the exact reference. A footnote acknowledging only a directly quoted statement does not suffice to notify the reader of any preceding or succeeding paraphrased material. Information which is common knowledge, such as names of leaders of prominent nations, basic scientific laws, etc., need not be footnoted; however, all facts or information obtained in reading or research that are not common knowledge among students in the course must be acknowledged. In addition to materials specifically cited in the text, only materials that contribute to one’s general understanding of the subject may be acknowledged in the bibliography. Plagiarism can, in some cases, be a subtle issue. Any question about what constitutes plagiarism should be discussed with the faculty member.

XI. Disability Accommodation

Please Note: Any student who believes that s/he may need an accommodation in this class due to a disability should contact the Office of Disability Services, Kreeger Learning Center, 151 College Avenue; dfoffice@rci.rutgers.edu; 732-932-2847.
XII. Bibliography


