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Course Contents

Nonprofit organizations are not all alike yet they share one commonality, the need for obtaining adequate funds to carry out their activities. This course provides an introduction to nonprofit fund development and provides students with information and opportunities to develop the skills necessary to carry out activities associated with this area of nonprofit management.

Required Texts:

Other readings as assigned.

UNIVERSITY POLICY ON DISABILITY ACCOMMODATION:

The Department of Public Administration, in cooperation with the Office of Disability Accommodation (ODA), complies with the Americans with Disabilities Act (ADA) in making reasonable accommodations for qualified students with disabilities. The ODA (Union Suite 321) is responsible for verifying that a student has a disability (as defined by the ADA). Students seeking a disability accommodation must consult with ODA before requesting an accommodation from a professor or instructor. Once the ODA establishes that a student is disabled, the ODA will provide the student with a letter which will recommend accommodations that the instructor should consider making.
Assignments and Course Expectations

Reading assignments, lectures, and class discussions will be used to facilitate mastery of the course content. Grades will be based on examinations, written assignments, and on the quality of class participation. Examinations will test demonstrated knowledge and integration of the course material. The exams will consist of essay questions.

Exams

Exams (first and second) will consist of essay questions. Questions will address the reading materials assigned, as well as classroom lectures and discussions. The second exam will cover material addressed in the second one-half of the course---it is not comprehensive.

The final grading for the course will be based on the following:

Written Assignments:

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<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation/E-Journal for Grant</td>
<td>10%</td>
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<tr>
<td>Grant Proposal</td>
<td>30%</td>
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<tr>
<td>Presentations</td>
<td>10%</td>
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<tr>
<td>First examination</td>
<td>20%</td>
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<tr>
<td>Second examination</td>
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Class Participation

Reading assignments will enable students to participate in classroom discussions in a meaningful way. You will be assessed on how you do this in a variety of ways. For example, you will be expected to take an active in-class role in identifying and clarifying principles, approaches, and dilemmas presented in the readings. In addition, you will be attuned to the problems and opportunities—the realities—of fund development in nonprofit organizations and be prepared to discuss them with your classmates.

Grant Writing Project

Many MPA students find themselves working in public agencies during their career. These agencies are created for the public good, but many times public managers have had no direct experience working with the public or an understanding of the needs of the disadvantaged or underprivileged of our society. Direct experience in a community based project can only enhance one's public management experience, and enrich one's judgment while performing in responsible positions of public trust.
Journal discussions:

Each student will keep a regular journal of their experiences and impressions as they interact with a community agency (every other week a journal entry should be posted to the discussion area of Blackboard beginning Tuesday, Sept. 9). The journal will be available to the instructor and to the other students in the course to encourage discussion. Journals should be submitted to the discussion area of the Blackboard by 9:00 a.m. every other Tuesday throughout the semester to allow people time to read and reflect on the postings prior to our Wednesday class period.

Grant Proposal:

Students (either individually or as part of a small group) will work with a nonprofit organization in Denton or the surrounding area to write a grant proposal suitable for fulfilling a need of the organization. This involves coordinating the following activities:

* Researching possible programs in need of funding and contacting an agency
* Learning about past successful and unsuccessful grant proposals
* Researching possible funding sources, individual websites for known foundations, government funding from www.grants.gov.

The Foundation Directory Online is a terrific source. UNT's full version of Foundation Directory Online is available only in the Funding Information Network Center at the Eagle Commons Library. The full version has the following features:

- Over 120,000 foundations, corporate donors, and grantmaking public charities
- Over 3.2 million recent grants
- Over half a million indexed trustee, officer, and donor names
- Over 1 million IRS 990s—fully keyword-searchable
- 54 search fields including keyword search
- Detailed grantmaker profiles including contact information, key financial data, application information, and more
- IRS Form 990s for all grantmakers
- Search nine Foundation Center databases
- Map of Cross-Border Giving — Learn More »
- Interactive maps & charts show foundation grants by location or subject
- Update Central: Build customized reports by state on new grantmakers, high-growth grantmakers, and grantmakers with recent changes
- Unique funder portfolios including grantmaker news, publications, and social media channels

THIS DATABASE IS ONLY ACCESSIBLE ON CAMPUS IN THE EAGLE COMMONS LIBRARY. NO OFF-CAMPUS ACCESS IS ALLOWED.

* Requesting grant application forms from three sources
* Writing one grant application following the guidelines provided with the application
In addition, students should learn as much about the organization they are assisting and obtain the following information and documentation and include them in an appendix with the grant application:
* Annotated bibliography of at least three literature sources that deal with the selected service area (historical, political, programmatic, theoretical, etc.).
* Copy of the Article of Incorporation and By-laws
* List of the members of the board and officers
* Copy of their most recent budget
* Copy of IRS forms 1023 or 990

The name of the nonprofit organization and contact information for the individual you intend to work with at the agency (name, position, phone number and email address), should be submitted to your instructor for approval by September 17. The final product should be about 15-20 pages long, typed, double space, and proofread. Identify the literature in proper reference form using the APA style guide. A typed outline on your plan of action is due on September 24 (via email) and a draft of your proposal on October 15. Presentations of the grant proposals will occur in class on December 3.

Two sets of your final grant proposal will be prepared (each set will consist of one copy in electronic form and the other as a hard copy). One set will be turned over to the agency you assist as a gift, and the other set submitted to your instructor for grading. Both students are expected to participate in all aspects of the proposal assignment and to contribute equally to its completion. Individual journal entries will be created but there will be just one plan of action, one draft of the proposal and one completed proposal for each pair of students. Students will have an opportunity to grade and comment on his or her partner’s contributions to the project.

**Your completed grant proposal is due on December 3, 2014!**

**Presentations:**

Students will present a persuasive talk on their grant proposal which will run between 5-7 minutes per individual or group. You will be timed so clarity is of the essence.

Presentations will be graded on the basis of content (does it cover the basic information about the proposal or plan?, is it interesting?) as well as preparation (students are appropriately dressed, not chewing gum, seem in control of the information presented, confident), and shared delivery (each student presents for roughly the same amount of time).

No more than 10 PowerPoint slides should be used in the presentation. Students will prepare a 1-page handout covering the key points for their classmates and the instructor.

**PLEASE SEE ME IF YOU HAVE ANY QUESTIONS ABOUT THE GRADING USED IN THIS COURSE!!**
Policies and Procedures: In addition to UNT policies, students should be aware of:

**General expectations:** I expect students to attend class, complete required readings prior to class time, participate in class discussions and complete the written assignments and examinations.

**Attendance:** An excessive amount of unexcused absences (3 or more) will result in a one-full level grade point deduction of the student’s overall score (i.e., from an A to a B).

**Examinations:** Students must take examinations when they are given to the class; makeup exams will be scheduled only for extraordinary circumstances. No one can be excused from an exam without notifying the instructor prior to the scheduled exam. **If you miss an exam, I will assume that you have chosen to receive a "0" for your grade on that exam.**

**Withdrawals:** Students have the right to withdraw from courses. I urge you to maintain your commitment to this course, however, if you decide to withdraw, please observe the withdrawal dates posted on the university website.

**Student Behavior in the Classroom:** Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr). Among inappropriate behaviors in the classroom are activities such as surfing the web, texting, etc. when class is in session.

**Academic Honesty:** I sincerely trust and expect that academic dishonesty will not be an issue in this course. Unfortunately, it has become a very serious problem on many campuses. An act of academic dishonesty will result in a zero on the assignment and a recommendation of additional disciplinary action. In the event of suspected academic dishonesty, I may substitute a quiz, examination or other assignment for the work in question.

These are my guidelines concerning what constitutes a violation of ethical standards for course work. Any of these violations will be considered academic dishonesty and treated as such. These guidelines are in addition to any University-wide guidelines concerning academic honesty or dishonesty that may be in effect.

1. **Cheating.** The giving or receiving of any unauthorized assistance on any academic work.
2. **Plagiarism.** Presenting the language, structure or ideas of another as one's own original work.
3. **Falsification.** Any untrue statement, either oral or written, concerning one's own academic work or the academic work of another student, or the unauthorized alteration of any academic record.
4. **Original work.** Unless specifically authorized by the instructor, all academic work undertaken in a course must be original, i.e., it must not have been submitted in a prior course, “borrowed” from the Internet, or be submitted in a course being taken concurrently.
**Course schedule:** Students are responsible for keeping informed of any changes made to the syllabus that is announced in class, via email or on the Blackboard. Please note that on September 17 the course will meet as a discussion group on Blackboard using the discussion feature.

**Wednesday August 27 - Introduction to Nonprofit Organizations**

Organization, Governance, Mission. What is a nonprofit organization and why do they need money?

**Videos:** *Speaking of Money: A Guide to Fund Raising for Nonprofit Board Members*

*Gay Bingo*

**Wednesday September 3 – The Roles of Nonprofits in Society**

Sargeant, A., and Shang, J: Ch. 1, 2


Think about whether you would like to work individually or as a group member for your grant proposal. Once the decision is made you will be expected to continue up that path!

**Wednesday September 10 – Managing the Resource Development Function, the Case for Support and Fundraising Materials, and Upholding Nonprofit Accountability**

Sargeant, A., and Shang, J: Ch. 3, 8

Weinstein: Ch. 1, 2, 3, 4 and 15

RB: Klein: Ch. 1 (pp. 13-25) and 2 (pp. 27-34).

**Wednesday September 17 – ONLINE BLACKBOARD DISCUSSION –**

CLASS will meet VIRTUALLY THIS WEEK! You do not need to go to our regular classroom but will need to sign into Blackboard to take part in the discussion! Discussion questions will be posted on the Blackboard related to the readings for this week on the topics of Organizational Capacity and Tools. I will monitor the course postings and discussion generated by these other questions students raise and answer. I will be looking for a lively discussion of the material.

Sargeant, A., and Shang, J: Ch. 6, 7, 9  
Weinstein: Ch. 5

**Wednesday September 24 -- Grantsmanship**

O’Neal-McElrath: Steps 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11

**Recommended:**
Sargeant, A., and Shang, J: Ch. 17  
Weinstein: Ch. 12

**Wednesday October 1 - Planning, Prospect Identification, Research and Segmentation, Nurturing Relationships**

Sargeant, A., and Shang, J: Ch. 4, 5, 12, 21, 22  
Weinstein: Ch. 6 and 7

**Wednesday October 8 – Major Gift Programs**

Sargeant, A., and Shang, J: Ch. 13  
Weinstein: Ch. 8  
R: Pratt: Analyzing…

**Wednesday October 15 – Direct Mail, Internet and Telephone Solicitations**

Sargeant, A., and Shang, J: Ch. 10, 11  
Weinstein: Ch. 9, 10

Grant proposal drafts are due!
Wednesday October 22 -- Midterm Exam Note Bldg: SAGE 334

Wednesday October 29 – Special Event Fundraisers
Sargeant, A., and Shang, J: Ch. 19
Weinstein: Ch. 11

Film: The Jubilee Singers: Sacrifice and Glory (very good historical look at a group that went through numerous obstacles to raise funds for Fisk University).

Wednesday November 5 – Planned Giving
Sargeant, A., and Shang, J: Ch. 14, 15
Weinstein: Ch. 13


Guest speaker: Planned Giving

Wednesday November 12 – Capital and Endowment Campaigns Cause Marketing, Corporate Fundraising and Working with Foundations
Sargeant, A., and Shang, J: Ch. 16,
Weinstein: Ch. 14
From Daw: Cause Marketing for Nonprofits, Ch. 1, Part III, Ch. 8

Wednesday November 19 – For Profit Subsidiaries -- ONLINE
BLACKBOARD DISCUSSION – or PhD students will serve as instructors!
CLASS will meet VIRTUALLY THIS WEEK! You do not need to go to our regular classroom but will need to sign into Blackboard to take part in the discussion!

Discussion questions will be posted on the Blackboard related to the readings for this week on the topic of For Profit Subsidiaries. I will monitor the course postings and discussion generated by these other questions students raise and answer. I will be looking for a lively discussion of the material.

If the PhD students are teaching this week we will meet in Wooten Hall 210. This decision will be made in advance so that you can make the arrangements!!!
**Wednesday November 26** – Happy Thanksgiving -- No Class

**Wednesday December 3** - Class Presentations—Grant presentations

These will be short 5-7 minute presentations. Please note that these will be timed!

Grant proposals due

PhD student annotated bibliographies due

*Please remember to complete the SETE: Student Evaluation of Teaching Effectiveness, Students complete the on-line course evaluation at www.my.unt.edu.*

**Wednesday December 10** – (Final Exam time period same as class time, Exam held in SAGE Room 334)