Proposal for a New Graduate Course

Department: Master of Public Administration
Graduate Program: Master of Public Administration

Course Number & Title: PUBA 656 Fundraising and Marketing for Nonprofits (3)
Total hours/week: 2:45
Number of Credits: Lectures: 3  Lab: 

Will this course be cross-listed with an undergraduate or other graduate course?  □ YES  X NO
If yes, please complete an attach to this proposal a Permission to Cross-List a Graduate Course form.

Course will first be offered: Fall 2010

Catalog description (Please limit to 50 words):
This course examines the development cycle and how nonprofits structure their giving and marketing programs. In addition to annual, major, and planned giving, the class will look at capital campaigns, the roles of boards and volunteers, grant writing, corporate and foundation giving, using technology and applying ethics and accountability.

Prerequisites (or other restrictions)
None

Rationale/Justification for course (consider the following issues):

What are the goals and objectives of the course?

To prepare students for fundraising and marketing campaigns in the nonprofit sector

How does the course support the mission statement of the department and the organizing principles of the graduate program? It provides students with the most up-to-date information on a topic very relevant to the nonprofit sector. This helps us to fulfill our mission of preparing public service leaders and provides an important course for the nonprofit track.

Are other departments affected by this course? □ YES  X NO
(Please attach letters of support from the chairs of each department indicating the Department has discussed and supports the proposal.)

Is this course part of a joint program?  X YES  NO  If yes, at what institution? USC

Method of teaching: Seminar – discussion, some lecture, active learning applied projects

If more space is needed for any section, please attach additional sheets to this form.

November 2007
Expected changes

a. Address potential enrollment pattern shifts in the Department or University-wide as it relates to the offering of this course. None expected – course has been offered as a special topics course and this is an attempt to make it permanent.

b. Address potential shifts in staffing of the departments as it relates to the offering of this course. None – we have already been offering it and the same faculty will continue to teach it.

Requirements for additional resources made necessary by this course. (Note: course requiring additional resources will need special justification.)

a. Staff: none

b. Budget: none

c. Library: none

Attach course syllabus, reading list, or any additional documentation that can help the committee evaluate this proposal. A syllabus is mandatory.

Signature of Program Director: [Signature]
Date: 8/14/09

Signature of Department Chair: [Signature]
Date: 8/14/09

Additional Chair’s Signature*: [Signature]
Date: 8/14/09

Signature of Schools’ Dean: [Signature]
Date: 8/14/09

Additional Schools’ Dean Signature*: [Signature]
Date: 8/17/2009

Signature of the Provost: [Signature]
Date: 8/17/2009

Signature of Budget Director**: [Signature]
Date: 

*For interdisciplinary courses.

**Business Affairs Office

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate and Continuing Education
[Signature] Date: 9/23/09

Signature of Chair of Grad Council: [Signature] Date: 11/16/09

Signature of the Faculty Secretary: [Signature] Date: 

If more space is needed for any section, please attach additional sheets to this form.

November 2007
Fundraising and Marketing for Nonprofits  
PUBA 656  
Fall 2010

Joy A. Simpson, CFRE  
Office Hours: by appointment  
Phone: Cell – 324-8943  
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About This Course  
In this course we will examine the development cycle and how non-profits structure their giving and marketing programs. In addition to annual, major, and planned giving, we will also look at capital campaigns, the roles of boards and other volunteers, grant writing, corporate and foundation giving, the use of consultants, ethics and accountability, using technology (online giving, development software, use of web sites, online newsletters, prospect research via internet sources, etc.), as well as staffing and budgets. We will also examine how non-profits in different sub-sectors structure their development programs and why.

Required Text  
The NonProfit Handbook, ed. James M. Greenfield (John Wiley &Sons, Inc.)

Course Requirements  
1. Three major papers  
2. Final/Class presentation  
3. Completion of in-class and out-of-class assignments  
4. Reading assigned chapters before the date they are discussed

Grade Breakdown  
Paper I – 15%  
Paper II – 20%  
Paper III – 25%  
Final/Class Presentation – 20%  
Class Participation – 20%  
(Class participation includes class discussions and completion of all assignments, excluding your papers.)

Grading Scale  
A=90-100%  
B+=88-89%  
B=80-87%  
C+=78-79%  
C=70-77%  
F=69% and below
Attendance Policy
Classes are structured so that class discussions are an integral part of the learning experience. Therefore, students should be prepared to discuss the assigned reading and attend every class meeting. If you are unable to attend class, please send me an e-mail or call me to let me know. Even if you have not completed the week’s reading and/or assignment, please do not miss class. If you do miss class, make arrangements to borrow notes from someone else.

Paper Content and Format
The three major papers and final/class presentation will revolve around building a comprehensive development and marketing program for a non-profit organization, which you will select at the beginning of the semester. Each paper will focus on a specific aspect of fund raising and/or marketing, with the final presentation being a compilation of the whole. Specific instructions on each paper will be detailed in a separate handout.

Papers are due by 5:30 pm on the date assigned (which will always be a class meeting date). Your papers must be:
- Double-spaced text
- Word-processed
- 1 inch margins on all sides
- 12 point fonts
- Name, date, and course number at the top left of the first page
- Use APA or MLA for any citations, references
- Number each page

Late Paper Policy
Extensions for papers may be given due to hardship or other, reasonable circumstances. Please let me know before the due date if you think you will need an extension. Due dates for papers will be announced at the 2nd class meeting (January 26).

Reading Assignments
(Note: This syllabus is tentative. It may contract or expand depending upon the pace we set.)

Week I
January 12 – Overview

Week II
January 19 – Martin Luther King, Jr. holiday observed, no class

Week III
January 26 – Chapters 1-5

Week IV
February 2 -- Chapters 6-8, review form 990 from Chapter 50, Chapters 9 & 10
Week V  
February 9 – Chapters 11-14, Chapters 15-17

Week VI  
February 16 -- Chapters 18-20

Week VII  
February 23 – Chapters 21-24

Week VIII  
March 2 – Spring Break – no class

Week IX  
March 9 – Chapters 25-28

Week X  
March 16 – Chapters 29-34

Week XI  
March 23 – Chapters 35 & 36

Week XII  
March 30 – Chapters 37-40

Week XIII  
April 6 -- Chapters 41-45

Week XIV  
April 13 – Chapters 46-50

Week XV  
April 20 -- Chapters 50-54, Student Presentations

Week XVI  
April 27 – Student Presentations, last day of regular class