

George Mason University
AMGT 601 – 002 Course Syllabus
Fundraising / Development I
Fall 2011

Meeting Time/Location	Thursday, 7:20-10:00 PM Arlington Campus, Founders Hall, Room 206	
Professor	Jeff Johnson Senior Director, Development Wolf Trap Foundation for the Performing Arts	jjohns46@gmu.edu 571-332-7584
Office Hours	By appointment at Arlington Campus office or 30 minutes before class in class meeting room	

Course Objectives

This course introduces students to the theory and practice of development and fundraising with a focus on the arts. Development is a key function of any arts organization, and an understanding of the basic principles and approaches to fundraising is valuable for anyone pursuing a career in arts management. Our review will include the background and philosophy of philanthropy in the United States; constituencies and their motivations; and tools, techniques, and trends in the field. The course is intended to provide general knowledge as well as grounding for those considering further study or a career in development and fundraising.

Instructor's Expectations of Students

1. Active participation in class discussions is an important expectation of all students. *Any student who is unable to attend class should notify the professor by email prior to class.*
2. Students are expected to *read the assigned material prior to class* to prepare them for participation in discussions and deeper understanding of concepts.
3. *Homework is due at the beginning of the class in print.* Electronic or emailed homework copy will not be accepted unless specifically requested by the professor. If you know you are going to miss class, ask a classmate to turn in your homework. If your absence is sudden or unexpected, you may email your homework assignment with your notification of absence. Homework extensions will be granted only in extenuating circumstances.
4. The concepts covered in the readings and in class will be unfamiliar to some, depending on prior experience. *Do not hesitate to ask questions* in class or to arrange to see the professor privately if material covered in the readings or in class is not clear.

Required Text

Achieving Excellence in Fund Raising, Third Edition. Eugene R. Tempel, Timothy L. Seiler, and Eva E. Aldrich, editors. San Francisco, CA: Jossey Bass. Also available on Kindle.

Additional materials provided in class by the instructor.

Required Electronic Texts

The Chronicle of Philanthropy (electronic edition) – Each student in the class should sign up for the Philanthropy Today daily electronic email summary from *The Chronicle of Philanthropy*. Go to www.philanthropy.com/myaccount and follow the instructions to create a new account.

Arts Journal Daily Newsletter – Visit www.artsjournal.com/subscribe/subscribe.shtml and follow the prompts to register to receive the Arts Journal daily.

Optional Texts

Penelope Burk, *Donor Centered Fundraising*. <http://www.cygresearch.com/index.php>

Cecilia Hogan, *Prospect Research: A Primer for growing Nonprofits*.
<http://www.jblearning.com/catalog/9780763751036/>

Course Requirements and Grading

1. Class participation, including discussion of articles from *The Chronicle* or the *Arts Journal*:
25% of course grade
 2. Written assignments based on syllabus: **25% of course grade**. *Written assignments turned in late without the instructor's permission will be reduced in grade.*
 3. Quizzes on material discussed in class: **10% of course grade**.
 4. Final project presentation: **10% of course grade**. Groups will be assembled by the professor. Each group will present to a board committee a portion of the Institutional Development Plan, and serve in turn as part of the board committee evaluating the presentation.
 5. Written final project – Institutional Development Plan: **30% of grade**
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Weekly Topics and Assignments

Week 1 (9/1/11)

Reading: Chapters 1, 10

- Course overview (texts, assignments, grading, etc.)
- Class member introductions (backgrounds, expectations, experience)
- Philanthropic history in the U.S.
- Contemporary trends

Written Assignment (due 9/8): Personal Philanthropic Assessment

Week 2 (9/8/11)

Reading: Chapters 2, 29, 3, 31

- “In the news”
- Development’s role in non-profits
- Fundraising readiness, program cost and evaluation
- Developing constituencies

Written Assignment (due 9/15): Role/Responsibility Wheel

Week 3 (9/15/11)

Reading: Chapter 4, 5, 30, 35, 36

- “In the news”
- Case for support
- Development plan
- Ethics and law in fundraising

Week 4 (9/22/11) – Guest speaker

Reading: Chapters 6, 19

- “In the news”
- The annual fund and membership circles
- Direct mail marketing

Written Assignment (due 9/29): Annual Fund solicitation letter

Week 5 (9/29/11)

Reading: Chapters 7, 18, 11

- “In the news”
- Major gifts
- “Moves management” process
- Prospect research

Written Assignment (due 10/16): Major gifts briefing

Week 6 (10/6/09)

Reading: Chapter 14, 15, 16, 17

- “In the news”
- Major gifts, continued
- Gender, ethnicity and age differences in giving
- Planning Giving

Week 7 (10/13/09) – Guest speaker

Reading: Chapters 20, 32, 23

- “In the news”
- Online giving
- Development communications
- Stewardship

Written Assignment (due 10/20): Website assessment

Week 8 (10/20/09)

Reading: Chapter 13

- "In the news"
- Foundation and government fundraising

Written Assignment (due 10/27): Letter of Inquiry

Week 9 (10/27/09)

Reading: Chapter 12

- "In the news"
- Corporate fundraising

Written Assignment (due 11/3): Sponsorship proposal outline

Week 10 (11/3/11) - Guest speaker

Reading: Chapter 21

- "In the news"
- Special events
- Discussion of final project/presentation
- TEAMS FORMED FOR FINAL PRESENTATION**

Week 11 (11/10/11)

Reading: Chapters 9, 8

- "In the news"
- Endowment
- Capital Campaigns
- Discussion of final project/presentation

Week 12 (11/17/11)

Reading: Chapters 24, 25, 26, 37

- "In the news"
- Working with trustees and volunteers
- Working with consultants
- Fundraising as a career
- Discussion of final project/presentation

Week 13 (11/24/09)

THANKSGIVING RECESS - NO CLASS

Week 14 (12/1/09)

FINAL PROJECT PRESENTATIONS

- Teams of students present a portion of the Development Plan (membership, donor circles, major gifts, corporate, special events) to the Development Committee of the board (other students)
- Both presenters and board members are graded

Week 15 (12/8/09)

FINAL PROJECT PRESENTATIONS

FINAL PROJECT DUE: DEVELOPMENT PLAN

- Written Development Plan for a performing arts group as outlined by the professor

Mason Policies

Honor Code

“Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.” <http://academicintegrity.gmu.edu/honorcode/>

Using someone else’s words or ideas without giving them credit is *plagiarism*, a very serious Honor Code offense. It is important to understand how to prevent committing plagiarism when using material from a source. If you have question about proper citation, consult <http://writingcenter.gmu.edu/resources-template.php?id=1> or contact the Writing Center. And when in doubt, cite.

Writing Center

Students will be graded on writing in this course. Those who are in need of help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, which has multiple locations. The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis. <http://writingcenter.gmu.edu/index.php>

Students with Disabilities and Learning Differences

If you are a student with a disability and you need academic accommodations, please see the instructor and contact the Office of Disability Services (<http://ods.gmu.edu/>) at 993-2474. All academic accommodations must be arranged through the ODS. You must provide the instructor with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference.

Official Communications via GMU E-Mail

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Mason Alert System

Students are encouraged to sign up for the university’s alert system by visiting the website, <https://alert.gmu.edu>.

University Policy Website

Students interested in information regarding the university’s policies can find them at: <http://universitypolicy.gmu.edu/>.