

George Mason University

Fundraising & Development II – AMGT 607

Meeting Time: Mondays, 4:30 – 7:10 pm
Place: Arlington Campus, Founders Hall #324
Instructor: Jeffrey Herrmann
202-312-5260 (work)
jeff@woollymammoth.org

Office Hours: By appointment before or after class

Course Objectives

This course further delves into the art, science and practice of development and fundraising. We will focus on Washington-based arts organizations and organizations that students are familiar with. The students will create proposals, strategies, materials and development plan geared to their situations. The course focuses on practical application of development principles, writing and communications skills and strategic thinking and planning.

Instructor's Expectations of Students

Attendance and participation in this class are treated like the workplace. To be successful in development and fundraising, students must be able to meet deadlines. The due dates for written assignments are set and homework is due at the beginning of class. Students are expected to read the assigned material prior to class and actively participate in class discussion. Any student who is unable to attend class is expected to notify the instructor by email or phone **prior** to his or her absence. If a student is absent when an assignment is due, the student is responsible for submitting the homework via email **prior** to the start of class. Please do not hesitate to speak up in class or see the instructor privately if any material covered in the readings or in class is not clear.

Required Texts

- Chronicle of Philanthropy – Daily Email
- Essential Principles for Fundraising Success, by G. Douglass Alexander & Kristina Carlson
- Achieving Excellence in Fundraising, by Henry Rosso & Associates
- Various handouts and readings

Optional Texts

- *Fundraising Success* – Visit www.fundraisingsuccessmag.com. Free snail mail edition and weekly electronic newsletter.
- Foundation Center – Visit <http://foundationcenter.org/newsletters/> for e-newsletters
- Philantopic - <http://pndblog.typepad.com/pndblog/>
- Give & Take - <http://philanthropy.com/giveandtake/>

Course Requirements and Grading

Written Assignments (homework)	50%
Final Project	30%
Class participation	20%

Grading Scale

A = 95+	B- = 80-82
A- = 90-94	C = 70-79
B+ = 87-89	F = 69 or lower
B = 83-86	

This syllabus is subject to change as needed to respond to speaker schedules and class discussion.

DATE	TOPIC	ASSIGNMENT
8/29/11	Introduction: Course overview Class member introductions Expectations	HW: Write an essay on most successful/"best" fundraising experience you've had. (300-word or 1 pg max) HW: Select an arts organization to study for the semester
9/12/11	Elements of Development Program Mission/Vision/Strategic Plan Program/Project Descriptions Operational Funding Staff The Case: Materials	Turn in: Essay Read: Alexander Chapter 1, 4; Review Rosso Chapters 5, 13, 20 HW: Select 2 programs/projects from your arts org to write a case (2 pages max)
9/19/11	Assignment Research	Class will not meet
9/26/11	Individuals: First-time & Entry Level Donors Research Direct Mail Special Events	Turn in: 2 program cases Read: Alexander Chapters 2, 6, 7; Review Rosso Chapters 5, 8, 21, 26 HW: Identify a project and fundraising goal for your arts org, write 3 direct mail letters (1-2 pages), identify 3 prospect segments for direct mail letter, create prospect to donor ratio chart to meet your goal.
10/3/11	Individuals: Online Giving Communications vehicles PR & Marketing External Affairs framework	Turn in: Direct mail assignment Read: Alexander 5, 13, 14; Review Rosso Chapter 6 HW: Write a memo to the Communications Director with the development department's recommendations for an online presence, a giving strategy and goals, provide sample web copy for an online solicitation
10/11/11 (TUESDAY)	Individuals: Mid & Major Level Donors Solicitation Team & Strategy The Ask Special Events Planned Gifts	Turn in: Online assignment Read: Alexander Chapter 8, 9, 10; Review Rosso Chapter 12 HW: Write a memo to the executive director with 4 mid to major level donors for your arts org. Memo should include research, contact information, suggested project, solicitation strategy, rationale, and timeline (4 pages max)
10/17/11	Assignment Research	Class will not meet
10/24/11	Board of Directors, Advisory Boards and Volunteer Groups Development Plan Discussion	Turn in: Major Donor Memo Read: Alexander Chapter 3; Review Rosso Chapter 25 HW: Write a memo to the Chair of the Nominating Committee with the names, research, rationale for 2 potential board members (4 pages max)
10/31/11	Foundation and Government Development Plan Discussion	Turn in: Board Prospect Memo Read: Alexander Chapter 11; Review Rosso Chapter 7, 15

		HW: Write a letter of interest to the MARPAT Foundation for a project at your arts organization. (3 pages max)
11/7/11	Corporate: Membership and Sponsorship Development Plan Discussion	Turn in: Foundation LOI Read: Alexander Chapter 12; Review Rosso Chapter 14 HW: Write a memo to the Development Committee Chair with 4 corporate prospects for your arts org. Memo should include research, contact information, suggested project, solicitation strategy, rationale, and timeline.
11/14/11	Assignment Research	Class will not meet
11/21/11	Development Plan	Turn in: Development Chair Memo and draft Development Plan Read: Handouts
11/28/11	Final Prep: Discussion and one-on-one conversations about Development Plan	Draft returned with Instructor Comments; summary discussions of key learning points
12/5/11	Final: Presentation of Development Plans	Individual presentations and hand in final development plan

Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

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.

Honor Code

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously.

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is *plagiarism*, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer's Reference*.) The exception to this rule is

information termed *general knowledge*—information that is widely known and stated in a number of sources. Determining what general knowledge is can be complicated, so the wise course is, “When in doubt, cite.”

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

Mason Alert System

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