Subject Matter Expert: Paul Dyer

Office Hours: Instructor's contact information is located under "Course Announcements" and under "Course Roster" in D2L. The course instructor will be available through OU email to students. Please arrange phone appointments through OU email.

Learning Management System: http://learn.ou.edu/

Course Meeting Time and Location:
Online

Course Prerequisite:
Graduate standing

Course Delivery:
Online

Catalog Description:
Provides students with an overview of the history, philosophy, and ethics of fundraising and development. Students will learn about building relationships, goal setting, communication, and how to build strategic fundraising plans to support a non-profit organization's vision.

Course Goals:
Fundraising and development activities serve as the lifeblood of non-profit organizations. These activities should align strategically with the organization's vision and mission. A wide range of possible development actions face the non-profit leader, and constant oversight and management of these actions support the non-profit organization’s success. This course helps student understand the menu of possible fundraising actions and how to link these actions to the organization’s budgetary needs.

Learning Outcomes:
1. Critique self-awareness needs to build a comprehensive and strategic fundraising plan.
2. Compare and contrast the effectiveness of capital campaigns, individual gifts, estate gifts, and annual giving.
3. Explain and develop a research plan regarding giving opportunities related to individuals, corporations, and foundations.
4. Plan and design the necessary conditions for successful giving campaigns through technology related giving, e.g., social media and targeted fundraising.
5. Compose a plan to ensure that fundraising activities, such as gift processing, reporting, and donor relations are managed professionally.

Texts and Materials:
No Textbooks required

Teaching Philosophy:
We in the College of Liberal Studies (CLS) believe that higher education is a crucial ingredient in becoming a successful, personally fulfilled human being and an actively engaged citizen of the state, nation, and world. Further, we operate with the foundational assumption that a University of Oklahoma education should be available to all qualified students regardless of their age, geographic location, or life circumstance.

Acting on these assumptions, CLS strives to create significant and meaningful learning experiences through online and
accelerated course delivery methods. All CLS courses incorporate interdisciplinary perspectives and provide students with a well-rounded, life-enriching liberal education combined with specialized study in selected program areas, thus preparing them for ever higher levels of learning. CLS faculty members provide instruction, encouragement, timely response, and constructive feedback to broaden and deepen the student's understanding of course materials.

We understand that adult learners prefer, and have the best achievement, within a collaborative and interactive learning environment, while functioning on their own personal schedules. We also believe that all students are capable of learning and we aspire to enable students' self-agency in attaining their personal learning goals.

Expectations:

College of Liberal Studies Expectations

You can expect instructors to:

- Challenge you to think about and understand the material in this course.
- Encourage you to learn the material in the course and become a lifelong learner.
- Be available to return e-mails in a timely fashion, within 24-48 hours.
- Return written assignments in a week or less, quizzes and exams in 72 hours or less.
- Engage you in discussion.
- Provide feedback.

As the student, you are expected to:

- Accept responsibility for your learning.
- Be engaged in the course by logging in to the course every week, reading course announcements, knowing when assignments are due, and turning in all assignments on time.
- Set aside enough time to read and understand assigned course materials, successfully complete quizzes and tests, actively participate in class discussions, and write thoughtful essays and research papers. Many CLS courses are offered in compressed formats, so the time devoted to each class per week should be adjusted accordingly.
- Read and apply feedback
- Use only the OU email address for all OU correspondence and assignments.
- Have all textbooks and course materials before the class starts.
- Use the “Ask the Professor” discussion board in the discussion section of http://learn.ou.edu if you have a question about something related to the course curriculum. If your question is of a personal nature (“My mother is having surgery next week and will be 4 days late on my assignment...”), email the faculty member directly.
- Ask your advisor if you have questions about your degree program or other questions not related to a specific course.
- Have a reliable computer and a reliable Internet connection. Do some pre-planning and have a backup plan ready in the event you should have computer or Internet problems.
- Load all assignments in the D2L dropboxes; do not email assignments to the professor.
- Practice your writing skills. Familiarize yourself with the Grammarly self-edit tool provided to CLS to check your papers prior to submission for grading.

Learning Activities and Assessments

Activities:

1. Readings - The unit reading assignments for this course include the textbooks listed above, as well as supplemental articles available in the course’s D2L content modules.
2. Videos - The assigned unit videos provide an introduction to key concepts of change leadership by contemporary experts.
3. Online Discussions - Students will engage with their peers in a meaningful dialog about the assigned unit readings and videos.
4. Strategic Fund Raising Plan - Students will compose a strategic fundraising plan that incorporates the key elements of this course.

Assessments:

1. Quizzes (12 @ 20 points) - Students will take weekly objective quizzes comprised of multiple-choice, matching, and true/false questions covering the assigned readings and videos for that week.
2. Discussions (8 @ 50 points ea.) - Also considered a vital learning activity, student discussion posts for this course will be evaluated for: a) the quality of critical thinking demonstrated, in both initial posts and replies to peers, b) direct reference, including citations, to assigned readings and videos, and c) the number of posts per unit (six postings minimum per unit: two original posts of 100 words each and four response posts of 50 words each).

3. Exams (2 @ 200 points ea.) - Students will take comprehensive mid-term (Week 8) and final exams (Week 16) comprised of multiple-choice, matching, and true/false questions covering the assigned readings and videos of the course.

4. Strategic Plan (500 points ea.) - As a final project, students will write a 10-15 page (2,500 – 4,000 word) summary of a fundraising strategic plan using APA format.
<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Learning Activities</th>
<th>Assessments</th>
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<tbody>
<tr>
<td>Critique self-awareness needs to build a comprehensive and strategic fundraising plan.</td>
<td>Readings, Videos, Online Discussions</td>
<td>Quizzes (12 @ 20 points)</td>
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<tr>
<td>Compare and contrast the effectiveness of capital campaigns, individual gifts, estate gifts, and annual giving.</td>
<td>Readings, Videos, Online Discussions</td>
<td>Checkmark</td>
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<tr>
<td>Explain and develop a research plan regarding giving opportunities related to individuals, corporations, and foundations.</td>
<td>Readings, Videos, Online Discussions</td>
<td>Checkmark</td>
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<tr>
<td>Plan and design the necessary conditions for successful giving campaigns through technology related giving, e.g., social media and targeted fundraising.</td>
<td>Readings, Videos, Online Discussions, Strategic Fund Raising Plan</td>
<td>Checkmark</td>
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<tr>
<td>Compose a plan to ensure that fundraising activities, such as gift processing, reporting, and donor relations are managed professionally.</td>
<td>Strategic Fund Raising Plan</td>
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<td>Maximum Points</td>
<td>100</td>
<td>100</td>
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## Tentative Schedule:

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<th>Learning Outcomes Addressed</th>
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<td>Readings from Textbook, Assigned Articles, Videos, and Discussions</td>
<td>1, 2</td>
<td>Weekly Quizzes</td>
<td>Aug. 28 &amp; Sep. 4</td>
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<td>Discussion</td>
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<td>2</td>
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<td>3</td>
<td>Sep. 19-Oct. 2</td>
<td>Readings from Textbook, Assigned Articles, Videos, and Discussions</td>
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<td>Discussion</td>
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<td>Oct. 3-Oct. 16</td>
<td>Readings from Textbook, Assigned Articles, Videos, and Discussions</td>
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<td>Oct. 17 – Oct. 30</td>
<td>Readings from Textbook, Assigned Articles, Videos, and Discussions</td>
<td>1, 4, 5</td>
<td>Weekly Quizzes</td>
<td>Oct. 23 &amp; Oct. 30</td>
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<td>Discussion</td>
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<td>6</td>
<td>Oct. 31 – Nov. 13</td>
<td>Readings from Textbook, Assigned Articles, Videos, and Discussions</td>
<td>1, 4</td>
<td>Weekly Quizzes</td>
<td>Nov. 6 &amp; Nov. 13</td>
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<td>Discussion</td>
<td>Nov. 13</td>
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<td>7</td>
<td>Nov. 14 – Nov. 27</td>
<td>Readings from Textbook, Assigned Articles, Videos, and Discussions</td>
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<td>Weekly Quizzes</td>
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<td>Discussion</td>
<td>Nov. 27</td>
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<td>8</td>
<td>Nov. 28 – Dec. 9</td>
<td>Readings from Textbook, Assigned Articles, Videos, and Discussions</td>
<td>1, 2, 3, 4, 5</td>
<td>Discussion</td>
<td>Dec. 9</td>
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<td>Fundraising Strategic Plan</td>
<td>Dec. 9</td>
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<td>Final Exam</td>
<td>Dec. 9</td>
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### Final Grade:

- **A** = 1386 or above
- **B** = 1232 - 1385
Grading Procedures

Students will submit assignments to the appropriate D2L drop box at http://learn.ou.edu/. Assignments will be graded, with comments, and returned to the student. Privacy will be maintained and student grades will not be publicly posted. This course is letter-graded.

Withdrawal ('W') Policy

Because the College of Liberal Studies offers courses in multiple class session lengths throughout the academic year, please refer to the CLS academic advising website for rules and schedules regarding the College and University’s withdrawal policies, procedures, and deadlines: http://www.ou.edu/content/cls/advising-support.html

Dropping or withdrawing from a course may have an effect on your Financial Aid. Contact Financial Aid before you drop or withdraw from a course after the term has started. lsaid.ou.edu, 405-325-2929.

Assignment Completion Policy

The College of Liberal Studies expects students to complete all assignments to earn a final grade in a given course.

Incomplete ('I') Policy

For sufficiently extenuating circumstances a student may receive a grade of ‘I’ and receive an extension to complete. To receive a grade of ‘I’ a CLS student must satisfactorily complete a minimum of one-half of the course work, have a legitimate reason for not being able to complete the work during the normal time frame of the course, receive permission of the instructor, and sign an Incomplete Contract Agreement Form. The Incomplete Contract will be completed by the instructor and include a reason for the ‘I’ grade, a description of the remaining assignments due, and the final due date for submitting these assignments for grading.

In most cases, the time allotted to complete the remaining assignments for a CLS course will not exceed 120 days. The maximum time limit allowed by the University of Oklahoma for completion of an ‘I’ is one calendar year. No CLS student may enroll in a subsequent semester with two or more active ‘I’ grades.

Please refer to the CLS academic advising website for more information regarding the College and University’s Incomplete Policies and Procedures: http://www.ou.edu/content/cls/advising-support.html

Additional Support for Learning

The College of Liberal Studies provides links to writing resources in the Content section of each D2L course section. If you have questions about assignment requirements or would like to request feedback on a rough draft, you are encouraged to communicate with your course instructors while giving them enough lead time to respond before assignments are due.

The OU Writing Center is a wonderful resource available to all students and is funded in part by your student course fees. The Writing Center is equipped to help students both online and in-person: http://www.ou.edu/content/writingcenter/ html

OU Libraries resources are available to all CLS students, including the ability to live chat, e-mail, and/or call a reference librarian with questions you may have about finding and evaluating sources for research papers: http://libraries.ou.edu; http://guides.ou.edu/CLS

Additional CLS Policies

Absences & Late Work: While CLS faculty members are expected to communicate with the class throughout the academic session, it is your responsibility to maintain personal communication with your instructors. If you need to miss a class (on-site), or if you are going to be delayed in submitting assignments (online), you should make all efforts to contact your faculty members in advance to let them know about your situation. Keep in mind that in most cases it is at the discretion of the instructor whether to grant an extension or apply late penalties to an assignment received after the posted deadline. Instructors are also allowed to set penalties for missing on-site class sessions.

Faculty members are not obligated to initiate contact with you before giving assignment or final grades. If you have several absences (on-site classes) or outstanding/late assignments, your grade may be seriously impacted.
Netiquette: The College of Liberal Studies has established a set of Netiquette Guidelines to be followed when communicating with your classmates and instructors. This information is available in the Content section of each D2L course section and should be reviewed before participating in your first discussion topic. Failure to abide by these guidelines can lead to sanctions as outlined in the OU Student Rights and Responsibilities Code: http://www.ou.edu/content/dam/studentlife/documents/AllCampusStudentCode.pdf

Syllabus Created By: HB

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