



## COURSE OUTLINE SCHOOL OF BUSINESS

**COURSE NAME:** Fundraising  
**COURSE CODE:** SPMK 4011  
**CREDIT HOURS:** 42  
**PREREQUISITES:** MARK 1027  
**COREQUISITES:** none  
**PLAR ELIGIBLE:** YES ( X ) NO ( )  
**EFFECTIVE DATE:** September 2009  
**PROFESSOR:** \_\_\_\_\_ **OFFICE #:** \_\_\_\_\_  
**PHONE:** 416-415-5000 **EMAIL:** \_\_\_\_\_

**NOTE TO STUDENTS:** Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY		
<b>ORIGINATOR:</b> _____	_____	_____
	SIGNATURE	DATE
<b>CHAIR:</b> _____	_____	August 2009 _____
	SIGNATURE	DATE
<b>DATE OF REVISION:</b> _____		

**EQUITY STATEMENT:** George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

**STUDENT RESPONSIBILITIES:** Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

## COURSE DESCRIPTION:

This course will introduce the student to the not-for-profit sector and the marketing of an organization focusing on fund development. The course provides students with a comprehensive understanding of the tactics and strategies needed for a successful fundraising program. Topics include targeting specific donor markets, annual campaign planning, direct marketing tools and techniques, data management, industry trends and program evaluation.

## ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience		x	x	7. locate, select, organize and document information using appropriate technology and information sources		x	x
2. respond to written, spoken or visual messages in a manner that ensures effective communication		x	x	8. show respect for the diverse opinions, values, belief systems, and contributions of others		x	
3. execute mathematical operations accurately		x		9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		x	x
4. apply a systematic approach to solve problems				10. manage the use of time and other resources to complete projects		x	
5. use a variety of thinking skills to anticipate and solve problems		x	x	11. take responsibility for one's own actions, decisions and consequences		x	
6. analyze, evaluate, and apply relevant information from a variety of sources		x	x				

## COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

- 1. Explain the role of marketing strategy in the not-for-profit sector**
  - a. Explain the sources of revenue for not for profit organizations and the size and importance of the sector
  - b. Explain the importance of the mission statement in building the case for fundraising
  - c. Discuss how marketing basics such as brand, positioning and customer (donor) segmentation are essential to not for profit marketing
  - d. List the factors that distinguish a charity from a not for profit organization

- e. Explain what social marketing is and strategies for social marketing
- 2. Describe philanthropy and current issues in corporate, foundation, individual and government funding**
  - a. Explain the expectations of donors and their motivations for supporting a cause
  - b. Discuss the challenges facing fundraisers in the competitive marketplace
  - c. Distinguish ethical versus unethical behavior in the charitable sector
- 3. Devise strategies for fundraising campaigns, considering: annual giving, major gifts, planned giving/bequests and grant raising**
  - a. Explain the donor pyramid and strategies for each level
  - b. Explain how to research and evaluate prospects
  - c. Discuss the importance of the annual campaign and its key components
  - d. Describe the special considerations of major gifts including planned giving and capital campaigns
  - e. Discuss strategies for finding grants and writing grant proposals
- 4. Discuss the pros and cons of cause marketing from the corporate and not for profit point of view**
- 5. Create direct marketing fundraising and communication strategies using donor segmentation**
  - a. Explain practical methods for segmenting prospects and donors
  - b. Discuss the techniques for direct marketing and e-philanthropy used in fundraising
- 6. Discuss techniques to recruit and retain volunteers**
  - a. Discuss the 5 step volunteer management cycle
  - b. Explain the role of a volunteer board of directors and board/staff relationships
- 7. Conduct a marketing audit of a medium to large sized charity and based on the analysis create a plan for a new fundraising effort to raise incremental funds including a budget**
  - a. Explain what a marketing audit is and what to look for to evaluate success
  - b. List the components of a fundraising budget

#### **DELIVERY METHODS / LEARNING ACTIVITIES:**

The course is comprised of lectures, guest speakers, case studies, discussions, readings, and presentations.

#### **LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:**

**Required:** Handouts and article links on WebCT

#### **Recommended / Optional:**

The Canadian Fundraiser [www.canadianfundraiser.com](http://www.canadianfundraiser.com)  
<http://afptoronto.org/>; [www.charityvillage.ca](http://www.charityvillage.ca); [www.ccp.ca](http://www.ccp.ca)  
[www.networkforgood.org](http://www.networkforgood.org) [www.ccfbest.org/fundraising](http://www.ccfbest.org/fundraising)  
[www.contributionsmagazine.com](http://www.contributionsmagazine.com) [www.causemarketing.ca](http://www.causemarketing.ca)

#### **Recommended Resources for further reference:**

Philip Kotler and Alan Andreason, Strategic Marketing for Non Profit Organizations, Prentice Hall

Stanley Weinstein, The Complete Guide to Fund-raising Management, 2<sup>nd</sup> ed 2003, Wiley

Henry A Rosso & Associates, Eugene R. Tempel editor Achieving Excellence in Fundraising, 2<sup>nd</sup> edition, Jossey- Bass (Wiley)

### TESTING POLICY:

Test or exam dates are announced in class and published on the course outline. Students are responsible for keeping track of these dates and are expected to be at the test on time. If a student misses a test they must call or e-mail the professor in advance and set up an alternative plan, then they must provide appropriate support documentation immediately upon return to school. Acceptable documentation would be in the form of a doctor's note, a court summons or funeral documentation.

### ASSIGNMENT POLICY:

Assignment due dates are announced in class and published on the course outline. Students are responsible for keeping track of these dates. If a student misses a key due date and time they must call or e-mail the professor in advance and set up an alternative plan, then they must provide appropriate support documentation immediately upon return to school. Late assignments will be not be accepted unless the above documentation is provided.

Success in this course is based heavily on **in class participation** and assignments (that may be given in class); therefore attendance and active in-class participation is essential to a student's success. All in class assignments must be completed in-class, they cannot be made up with a take-home. Failure to attend these classes will therefore result in zero on that particular assignment.

This course has a large group work component. In some cases your groups will be assigned and in others you can select your own groups. It is the individual student's responsibility to ensure they are an active, contributing member of the group.

### EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Mid test	Short answer	1,2,3,4		6	25%
Final test	Short answer/case	5,6,8, 3,4		13	30%
Group project	Written report/plan /presentation	7	1,2,5,6 7 & 9	14	30%
In class assignments	Cases and exercises to apply concepts	3, 4, 8	3,5,6	Most weeks	15%
				<b>TOTAL:</b>	<b>100%</b>

### GRADING SYSTEM

The passing grade for this course is: D . Students must pass the final test to pass the course.

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

### Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material. To view George Brown College policies please go to [www.georgebrown.ca/policies](http://www.georgebrown.ca/policies)

### TOPICAL OUTLINE:

<b>Week</b>	<b>Topic / Task</b>	<b>Outcome(s)</b>	<b>Content / Activities</b>	<b>Resources</b>
1	Introduction	2	Introduction to the not-for-profit sector – size and importance, career opportunities, type of organizations and how they are funded Need for a market-based approach to fundraising	Handouts 1
2	Strategy in Fundraising	1,4	Mission and strategy – brand development/ Sources of funds The Fundraising Plan – Individual Annual Campaign – its role in developing future large gifts/ Marketing audit basics. The case statement	Handouts 2
3	Understanding Donors – segmentation and strategy	2	Understanding donors and motivations Donor pyramid and strategies Segmentation methods	Handouts 3
4	Fundraising Campaigns Direct marketing techniques in fundraising	5	Direct marketing, appeal writing and telemarketing, creating the offer letter or script, sourcing lists, building and managing your donor database.	Handouts 5
5	Philanthropy		New tools and techniques Testing and metrics	Handouts 7
6	Mid Term	3	<b>Mid term test</b>	
7	Major gifts/ Donor prospecting and relationship building		Library visit and assignment	
8	<i>INTERSESSION WEEK</i>			
9	Cause & Social Marketing	4,1	Cause-Related Marketing – what it is, types of relationships, role of branding, social marketing	Handouts 8
10	Trends in Fundraising/ Grant writing		Newer tools- Events, Lotteries etc. Grant writing techniques and targets for grants – foundations, corporations and government agencies	Handouts 9
11	Volunteer Management/	6	Volunteer management and Board of director roles and responsibilities	Handouts 10
12	Ethics	2	Ethics in fundraising	Handouts 13
13	Final test		Comprehensive	
14	Presentations		Presentation of Marketing Audits	<b>Projects due</b>
15	Course Wrap		Presentations continued	
<p><b>Please note: this schedule may change as resources and circumstances require.</b> For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <a href="http://www.georgebrown.ca/Admin/Registr/PSCal.aspx">http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</a></p>				