The George Washington University
Trachtenberg School of Public Policy and Public Administration

PPPA 6032 - MANAGING FUNDRAISING AND PHILANTHROPY
(Fall, 2018)

(Rev. 8/6/18)

GENERAL COURSE INFORMATION

PPPA 6032.10 (CRN 23349)
Managing Fundraising and Philanthropy
Fall, 2018, Tuesdays, 6:10 – 8 pm

PROFESSOR INFORMATION

Michael J. Worth
Professor of Nonprofit Management
Office: 805 21st Street, NW, 601-S, Washington, DC 20052
E-mail: mjworth@gwu.edu

Office hours: Fall, 2018: Mondays 3-5 pm, Tuesdays 3-5 pm, and by appointment. Students are encouraged to make an appointment, even during regular office hours. Email is the best way to contact the professor for a prompt reply.

COURSE DESCRIPTION

This course provides a comprehensive overview of fundraising for nonprofit organizations and institutions. Topics covered include the historical, cultural, and legal foundations of philanthropy; positioning the organization for fundraising; characteristics and motivations of donors; corporate-nonprofit partnerships; grant-making foundations; roles of staff and volunteers; strategies and techniques for identifying, cultivating, and soliciting donors; ethical principles; managing complex fundraising programs; emerging trends in fundraising and philanthropy, and relevant policy issues. Corporate and foundation fundraising are covered in the course, but there is an emphasis on developing financial support from individual donors through annual funds, campaigns, and major and planned gifts. The focus of the course is on fundraising in the United States, but many principles will also be applicable in the international environment. There is no course prerequisite.

AUDIENCE

The course is appropriate for students interested in careers in fundraising or in leadership positions in the management of all types of nonprofit organizations and institutions. It also will be of value for those pursuing careers in philanthropic organizations such as foundations or other philanthropic intermediary organizations.
LEARNING OUTCOMES

Students completing this course will be able to: 1) Describe the cultural and legal context of American philanthropy; 2) Explain the motivations for philanthropic giving by individuals and other donors; 3) Identify appropriate fundraising objectives, strategies, and techniques for different types of organizations and situations; 4) Evaluate emerging new models and approaches; and 5) Assess potential legal, policy, and ethical issues related to fundraising and philanthropy.

METHODS OF EVALUATION

20% of course grade: class participation

Students are expected to attend class and participate in discussion. Attendance will be taken in each class session. Excessive absences may negatively affect the course grade. Attendance policies follow those of the Trachtenberg School of Public Policy and Public Administration.

40% of course grade: brief papers

Twice during the semester, the professor will assign questions related to a case. The questions will require students to apply concepts from reading and class discussion to analysis of the case. The questions to be answered will be assigned in this class session. Answers are to be written at home and are to be submitted via email no later than the beginning of the class session indicated as the due date in this syllabus. The paper may not exceed 5 pages, double-spaced. Each brief paper counts for 20% of the course grade.

Articles related to the first case (Catherine Reynolds and the Smithsonian Institution) are available on Blackboard and can be read at any time.

The second case (Choose to Be Great: The Boston University Campaign) is available from the Harvard Graduate School of Education (http://hepg.org/epg-home/case/choose-to-be-great-%E2%80%93-the-boston-university-campaign). The case can be downloaded and read at any time. Students will be required to pay $7.95 to download the case.

40% of course grade: course paper or project

Students will complete a course paper or a project, on a topic of their choosing that is related to the course. The paper or project may take several forms, as explained on the last page of this syllabus. Students are strongly encouraged to identify the topic of their paper as early in the semester as possible, not later than week 8. Formal approval of the topic is not required, but students are encouraged to discuss their topic ideas with the professor via email or in person to make sure that they are appropriate.

Students should be prepared to give a brief summary of their work in class beginning in Session 13, with the understanding that the paper itself may not be completed by that time. The completed paper/project work product must be submitted electronically no later than the last class period of the semester. The professor will provide instructions on how to submit the paper.

POLICIES

This course follows established policies of the University and Columbian College, including the policy on class attendance (http://registrar.gwu.edu/university-policies#attendance), the policy on religious holidays (http://registrar.gwu.edu/university-policies#attendance), and the policy on disabilities (http://registrar.gwu.edu/university-policies#attendance). Students with disabilities are encouraged to seek