Bergen Community College
Division of Business, Arts, & Social Science

BUS-117 Fundraising for Nonprofits

Semester and year: Course and Section: Meeting Days/Times & Room: Instructor: Office Location: Office Hours: Phone: E-mail Address:	

Course Description:
Raising money is always a challenge -- especially in a constantly shifting economic climate. Effective Fundraising for Nonprofits provides advice and success stories experienced fundraisers, foundation staffers, journalists, and more. Get tips on how to:
- solicit grants from foundations and corporations
- work with individual donors
- plan special events that will make your nonprofit money

(3 lectures,3 credits)

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:
1. Recognize Fundraising Tools
2. Develop a Fundraising Plan
3. Develop Skills unique to Fund Raising
4. Meet and Utilize Supporters
5. Motivate Supporters to help promote the Organization
6. Utilize Inheritance Bequests
7. Recognize Tax Ramifications of Giving
8. Learn to promote to Corporations
9. Understand the importance of website support

Means of Assessment:
1. Prepare a work plan that includes goals, strategies, resource allocation, timelines, and evaluation criteria.
2. Establish appropriate monitoring and evaluation systems which ensure the nonprofit remains focused through benchmarks that reflect the accomplishment of organizational goals.
3. Draft an effective fund raising letter incorporating all the components of a good letter proposal.
4. Produce an elaborated proposal with introduction, problem statement, objectives, proposed activities, an evaluation plan, a dissemination plan and a justified budget.
5. Critique a colleague's proposal for logical consistency and match to target funder's interest and provide suggestions for improvement.
6. Point out the similarities and differences between grant writing and fundraising.

Course Content

Funding and Grant Management prepares the student to seek funding for nonprofits. Fundraising and grant writing is fundamental to a nonprofit's survival. Predominantly service industries, nonprofit administration requires securing external funds to promote projects and programs. Beyond the academic theory relative to this course, students, either in team or individually, choose an existing nonprofit for a semester project. The course spans the funding process; whereby, students learn to assess a nonprofit's goals and programs, the outcomes of which become input for developing a funding strategy. Using both

the Library and Internet, students search for funding resources that match their selected organization's needs. Once a portfolio of opportunities is identified, students prepare competitive applications and solicitation letters in an attempt to secure awards.

Special Features of the Course (if any):

Computer Use: Using a computer is considered a basic business skill; therefore, using the Internet and basic Office software will be an ongoing part of this course. Assignments will require accessing information from the Internet and submitting word processed reports and assignments. All written work should in Times New Roman, 12 pt. font, double spaced, and include name, date, assignment title/number, and course name. In class presentations are to be created using Microsoft PowerPoint. Students do not need their own computers although if they do not have their own computer and Internet access they need to be prepared to spend additional time on campus. Computer access is available in the free time labs, S346 and S-352, the BCC library, the TEC Commons, and many public libraries.

Faculty are encouraged to utilize the college's LMS system for asynchronous course discussion, to supplement in class activities, and to communicate with students. For assistance contact the Center for Instructional Technology http://www.bergen.edu/CIT/.

Course Texts and/or Other Study Materials

Required Textbooks:
Effective Fundraising for Nonprofits: 4th edition, Ilona Bray
ISBN 9781413319231

Selected Nonprofit Periodical Literature
Nonprofit Management and Leadership (Jossey-Bass)
Nonprofit and Voluntary Sector Quarterly (ARNOVA/Sage Publications)
Nonprofit Quarterly

Writing, and Critical Thinking Requirement(s)

During their course of study, students will prepare a nonprofit evaluation that will document a selected organization's goals and programs; an opportunity of funding sources portfolio; a letter of solicitation; and a grant application. As a culminating activity, students will present their findings to their peers in a professional way using PowerPoint.

Grading Policy

Late Assignments: No work will be accepted after the due date. It is the responsibility of the student to make sure that time is managed so that all tasks are accomplished in a timely manner.

Missed Exams: Students will take a comprehensive final for all missed exams. No make-up exams will be given.

Grade allocations:
Examinations –   60%
Term Project–   25%
Oral Presentation(s) – 10%
Class Participation –   5%
Total –   100%

Attendance Policy

BCC Attendance Policy:
All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance wi kept by the instructor for administrative and counseling purposes.

Attendance Policy in this Course:
Students are expected to attend all classes and stay for the duration of the class. Classes will begin promptly. Attendance will be taken. It is the student's responsibility to inform the instructor at the end of class if he/she was not present when attendance was taken. Students are penalized for over four (4) absences. Obviously a student will receive zero grades for assignments and participation if not present.

Other College, Divisional, and/or Departmental Policy Statements

Plagiarism is no laughing matter. Plagiarism is a form of cheating or stealing. When you use someone else's ideas, words, phrases, paragraphs, or works without giving that person credit, that's plagiarism. For example, let's say that you're writing a paper about the author Charles Dickens, and you find great information in an article about his novels. If you take the ideas in that article, or copy any part of that article (even a few words) without indicating where you got this from (in effect, passing them off as your own), that's plagiarism. The penalties for plagiarism can be severe, including course failure and suspension. The bottom line - if you didn't think it up, create it, or write it all by yourself, you must indicate where you got it from.

College Policies	Please review the following in your Student Handbook:
	Code of Student Conduct
	Statement on plagiarism and/or academic dishonesty.
	Sexual Harassment statement.
	Statement on acceptable use of BCC technology.
	Statement on the purpose and value of faculty office hours.

Student and Faculty Support Services

Students should be encouraged to make full use of the Sidney Silverman Library (in person and online at http://www.bergen.edu/library/), the Tutoring Center (available in person in room L-125 and online at http://www.bergen.edu/library/learning/tutor/), the Writing Center (available in person room L-125 and online at http://www.bergen.edu/library/learning/write/). the Online Writing Lab at www.bergen.edu/owl, the Smarthinking Tutorial Service at www.bergen.edu/library/learning/tutor/smart/index.asp the Distance Learning Office for online courses (by phone at 201-612-5581, available in person at room C-3 or email at psimms@bergen.edu)

Course Outline and Calendar

Include a Course Outline and Calendar*

Week	Date(s)	Topic/Activity	Assignments/Events
1		Introduction	
2		Fundraising	
3		Developing a Plan	
4		Attracting Supporters	
5		Thanking and Keeping Supporters	
6		Major Gift Campaigns	
7		Inheritances and Bequests	
8		Events and Budgets	
9		Financial Planning and Test Runs	
10		Corporations & Foundations	
11		Brochures & Communication Materials	
12		Internet and Website support	
13		Social Media & Story Telling	

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit them at: http://www.bergen.edu/oss .
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