PADM 5360: Fundraising and Grant Writing
Summer Semester (12-week) - Hybrid Course

Department: Government
Course: Fundraising and Grant Writing (PADM 5360)
Livestream: Mondays 6:00PM – 7:30PM (Zoom Class Meeting)
Instructor: Dr. Trey Turner
Email: Through the course D2L email (preferred) or turnertrey@sfasu.edu
Campus Office: Austin Building, Suite 303
Campus Phone: 936-468-6315
Cell: (936) 554-0141

Office Hours:

In office: TBA
Virtual: I can be contacted by email, instant messaging through the D2L system, and by cell phone (call or text) during office hours. If you text be sure to include your name. I am available via Zoom by appointment.
Office hours can be made by appointment. Please contact me by email if you would like to set up a virtual or face-to-face meeting.

Course Description: This course examines the theory of fundraising and provides students with the means to understand and develop fundraising practices and strategies for nonprofit organizations. In addition, this course also introduces students to methods and integration techniques of various fundraising activities, as well as the process and writing of grant proposals, as essential tools for building effective fundraising programs for nonprofit organizations.

Required Texts:


*Additional readings will be embedded within lessons.
Course Requirements & Grading:

Weeks/Lessons 500 Points: 10 weeks/lessons total, worth 50 points each. Each week contains: (1) a livestream lecture and discussion of weekly assigned reading materials, as well as periodic embedded multimedia links you are expected to view within D2L, (2) three discussion questions that you will respond to, and (3) will then need to reply to a fellow student’s response (you will lose points for not responding to a colleague). Weekly modules are available beginning on Monday morning at 12:01am and will close on Sunday evening at 11:59pm unless otherwise noted. The length of your response to each discussion question should not exceed one-page in length.

Two Exams 200 Points (100 points each): Each exam will contain 6 questions (5 short answer about 2-3 paragraphs, 1 essay which would be about 2-3 pages double spaced if in a word document). The exams are timed. You will have 4 hours to complete them.

Fundraising Proposal 150 Points: Students will create a Fundraising Proposal for a real donor. Additional instructions can be found in the assignment rubrics within the contents section of D2L.

Foundation Grant Proposal 150 Points: Students will write a Foundation Grant Proposal for a real nonprofit organization. Additional instructions and examples of topics can be found in the assignment rubrics within the contents section of D2L.

*Proper grammar and spelling are important factors in all assignments and will be taken into consideration when graded.*

Grading Scale: A (1000-900 points); B (899-800 points); C (799-700 points); D (699-600 points); F (599 and below)

Requirements for Assignments:

For all assignments, you are expected to utilize the following criteria:
• Double-space
• 12-point, Times New Roman font
• 1 ½ inch margins on all sides
• All pages numbered
• Include a reference section (when necessary) (use APA or APSA style citations)
• Completely cite all of your sources (including author, date, and page numbers).

All discussion posts and papers must be well written and edited. The content must be thoughtful, informed, and include analysis. Use citations, when necessary, to support your arguments and points. Deadlines are critical. Be sure to submit your work by the due dates/times posted in each week. All of these expectations are considered by your instructor when grading your work.

Note: Wikipedia is not an acceptable research source and should not be cited.
**Course Schedule** *(Subject to change. Chapters should be read to prepare for the lesson for that week. There may be additional readings found within the weekly modules, especially if no reading is assigned for that week. Some assignments for the week will connect to the readings so be sure to get the required books and complete the readings):*

**Learning Objectives:**

- Students should gain an understanding of the process and methods of fundraising,
- Students should be able to develop fundraising strategies for nonprofit organizations,
- Appraise the methods by which nonprofit organizations raise funds to support their operations in the current and increasingly competitive fundraising environment,
- Identify the diversity of funding sources available to nonprofits,
- Students should come to appreciate the necessary skills required to research, write and maintain grants for nonprofit organizations,
- Critique the role of a Board of Directors in crafting and executing fundraising strategies,
- Evaluate ethics that relate to the fundraising process,
- Investigate strategies that nonprofits in the U.S. have formulated to generate the necessary funding for their core operations.

**Academic Integrity:** An individual’s integrity is a reflection not only on themselves, but on the reputation of their profession as well. The standards you hold in your academic career will weigh heavily on those you retain throughout life. Your professional reputation is of the utmost importance in maintaining a positive career path. Thus, your academic integrity will be held to the highest possible standard while in this classroom. Zero tolerance will be given for academic irregularities. If you are caught violating this policy, you will be reported. If another student accuses you, and there is no other evidence, you will be required to resubmit a new assignment or take a new exam. If you choose not to, you will be reported. According to the university: “Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. Definition of Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)”

**Students with Disabilities:** “To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the
accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/”. If modifications or accommodations are needed due to disability, please make an appointment with me as early as possible so arrangements can be made.

**Classroom Policies:**

- This is an online hybrid course, so you will be required to engage in self-study and self-reminders as to when assignments are due and what is required of you. We will maintain regular contact throughout the semester through our weekly livestream Zoom class meetings, and D2L email. All due date timelines are posted in this syllabus, in the D2L calendar, and in the news section of D2L. In addition, I will post announcements when necessary.
- **Late assignments are not accepted.** Make-up exams will only be allowed under exceptional circumstances. Having another exam or paper due that week is not an exceptional circumstance.
- **Turn it in software is used to view all assignments.** Grades are non-negotiable.
- The open exchange of ideas will be respected by all students. Respectful discussion is required. While you are allowed to express your opinions during the discussions remember that other students may have different opinions and have the right to have and express those opinions. Personal attacks are not allowed as they do not promote civilized debate (one of the main purposes of the required discussions).
- According to the university: “Withheld Grades Semester Grades Policy (A54) Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.”
- **Acceptable Student Behavior.** Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.”
- **Excused Absences:** In order to have your absences excused, you must provide either notification from your coach/faculty club advisor or have a notice sent from the judicial office. **Absence Notifications:** Students missing classes for legitimate reasons other than University-sponsored trips may contact the Judicial Office and request an absence
notification be sent to their instructors. These notifications are not excuses. They are provided as a courtesy to the student and the student's instructor(s) and are not an evaluation of the information received by this office. Students requesting an absence notification should be prepared to give the Judicial Office their name, ID number, date(s) of the absence, reason for the absence, and a contact phone number. Students should also be prepared to offer documentation of the absence to their instructors. As per University policy Class Attendance and Excused Absence A-10, an instructor may determine the nature of satisfactory documentation.” Contact information for the judicial office is: 315 Rusk Building, 936-468-2703

**Guest Speakers:**

- Should we have any guest speakers, my expectation is that we treat each of them with the utmost respect. To achieve the level of respect they should be afforded, each student is expected to come to class on time, prepared to discuss all previous and current weekly assigned readings, ready to engage in thoughtful discussion, and dressed appropriately for the occasion. The dress code when guest speakers attend class is “business attire.”

**Technical Support:**

- For D2L technical support, contact student at d2l@sfasu.edu or 936-468-1919. If you call after regular business hours or on a weekend, please leave a voicemail.
- For general computer support (not related to D2L), contact the Technical Support Center (TSC) at 936-468-HELP (4357) or at helpdesk@sfasu.edu.
- To learn more about using D2L, visit SFA ONLINE at http://sfaonline.sfasu.edu, where you’ll find written instructions and video tutorials.
**Course Schedule:** Subject to change. Chapters should be read to prepare for the lesson for that week. There may be additional readings found within the weekly modules, especially if no reading is assigned for that week. Some assignments for the week will connect to the readings so be sure to get the required books and complete the readings:

**WEEKLY LIVESTREAM ZOOM CLASS MEETING:**
Each Monday from 6:00PM – 7:30PM

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<thead>
<tr>
<th>DATE</th>
<th>LESSON</th>
<th>READING</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Fundraising and Philanthropy</td>
<td>Achieving Excellence in Fundraising CHAPTERS 1-2, 4</td>
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<td>5/17/2021</td>
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<td>Week 2</td>
<td>Corporate and Foundation Fundraising</td>
<td>Achieving Excellence in Fundraising CHAPTERS 7-9</td>
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<td>Week 3</td>
<td>Donors and Values</td>
<td>Achieving Excellence in Fundraising CHAPTERS 10, 12-14</td>
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<td>Week 4</td>
<td>Developing Fundraising Strategy</td>
<td>Achieving Excellence in Fundraising CHAPTERS 17-20</td>
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<td>Week 5</td>
<td>Fundraising in Practice</td>
<td>Achieving Excellence in Fundraising CHAPTERS 21, 23-25</td>
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<td>Week 6</td>
<td>Process of Solicitation</td>
<td>Achieving Excellence in Fundraising CHAPTERS 26-30</td>
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<td>Week 7</td>
<td>Mid-Term Exam</td>
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<td>Week 8</td>
<td>Grant Writing – An Overview</td>
<td>Winning Grants Step by Step CHAPTERS 1-3</td>
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<td>7/5/2021</td>
<td>Researching Grant Sources</td>
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<td>Week 9</td>
<td>Grant Methods, Goals, and Objectives</td>
<td>Winning Grants Step by Step CHAPTERS 4-5</td>
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<td>Week 10</td>
<td>Reviewing Budgets and Evaluations</td>
<td>Winning Grants Step by Step CHAPTERS 6-8</td>
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<td>Week 11</td>
<td>Forming Overall Grant Package</td>
<td>Winning Grants Step by Step CHAPTERS 9-12</td>
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<td>Sustaining Grants</td>
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<td>Week 12</td>
<td>Final Exam</td>
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