

SEP 08 2003

School of Business

**Course Outline for:
INTRODUCTION TO
FUNDRAISING 1215**

Program: **MARKETING**
 Option: **FUNDRAISING MANAGEMENT**
 Taught to: **Part Time Studies**

Date: September 1998

Hours/Week:	3	Total Hours:	36	Term/Level:	ALL
Lecture:		Total Weeks:	12	Credits:	3
Lab:					
Other:					

Instructor

Office No: 431-6964

Phone:

E-mail: Wright@portal.ca

Fax: 430-2520

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
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Prerequisites**Course Description and Goals**

Designed to provide an overview of fundraising topics. The emphasis is on the grounding of fundraising in philanthropy; the principles and strategic issues of fundraising in nonprofit organizations; and the role of the development officer and fundraising. Students develop an understanding of annual fund and capital campaign methodologies, working with volunteer boards, and developing career planning strategies.

Prior Learning Assessment Method**Evaluation***Policy:*

Marks for projects, attendance and participation are at the discretion of the individual instructor. The nature of the assignments and breakdown of marks will be provided by the instructor at the beginning of the first session.

Final Examination		%
Midterm Tests		%
Quizzes, final	25	%
Assignments (A 20%, B 25%, C 20%)	65	%
Projects/Reports		%
Other, Attendance & Participation	10	%

Course Learning Outcomes

At the end of this course, the student will be able to:

- Identify fundraising models
- Identify potential ethical issues in fundraising
- Understand issues based on the history of philanthropy
- Understand how to work with volunteer boards
- Understand a variety of annual fund and capital campaign models
- Identify and evaluate appropriate electronic technologies
- Begin to develop career-planning strategies



Course:

Course Record

Developed by: Marilyn Wright, Kimberley Fenlon Date: August 1998
Judi Angel, Shannon von Kaldenberg
Instructor _____
Revised by: _____ Date: _____
Instructor _____
Approved by: _____ Date: _____
Associate Dean _____

Instructor

Office No: _____ Phone: _____
E-mail: _____ Fax: _____

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
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Text(s) and Equipment

Required:

Achieving Excellence in Fund Raising, by Henry A. Rosso and Associates, Jossey-Bass/Publisher
Designs for Fund-Raising, by Harold J. Seymour, Fund Raising Institute/Publisher

Reference or Recommended:

Course Notes (Policies and Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- *Attendance:* The attendance policy as outlined in the current BCIT Calendar will be enforced.
- *Course Outline Changes:* The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- *Ethics:* BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- *Illness:* A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- *Makeup Tests, Exams or Quizzes:* There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.
- *Labs:* Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

A. PROFESSIONAL JOURNAL

Objectives:

1. To give each student an opportunity to understand the third sector and fund raising within a broader community context.
2. To give each student an opportunity to read about issues that face the non profit world with an emphasis on how these issues relate to each student's viewpoint and opinion.
3. To introduce students to a wide range of periodicals and printed materials related to fund raising.

Assignment:

Each student will be required to make a minimum of five journal entries. Entries should be responses to articles read or news items heard or seen that relate to the nonprofit world and/or fundraising. It is expected that different topics will be addressed throughout the course. Use three-hole punch paper or paper that can be taken out of a notebook during the course. All work must be typed and should be no longer than two typed pages.

Journal entries must include: Journal or periodical Name; Title of Article, Author or reporter, Date, Volume; Summary of Article; Student Response and Analysis of article.

Evaluation:

Students must be prepared to turn-in and/or discuss their article/journal entry on a weekly basis. Notebooks/journal entries will be evaluated on the basis of the required number of entries, thoughtful ideas presented, clear writing style, integration of subjectivity, as well as objective understanding of the material.

B. INTERVIEWS WITH DEVELOPMENT PROFESSIONALS

Objective:

To give each student the opportunity to meet a nonprofit management executive and/or fund raising professional from organizations which differ in size, mission and character.

Assignment:

Each student will meet with two development and/or nonprofit management professionals whose organizations vary in size and mission. Each student will prepare an interview questionnaire to help guide the meetings. Students will select people to be interviewed from a list provided by the instructor. Students are responsible to make their two appointments during the course and to send a written acknowledgment of thanks after each interview.

Evaluation:

Students will turn-in interview questions and their written summary of each interview meeting. The interview should include topics covered in class. Also include on a separate page: Organization's mission, founding date, overview of fund raising program, operating budget, percentage of operating budget raised through fund raising, fund raising methods and money raised from each, number of total staff, number of fund raising staff, number of board members. The interview summary should include a summary of the interviewee's career path, viewpoints about nonprofit management, opinions about fund raising and/or the sector. Include your response and/or analysis of what you learned. Each interview summary should include a one-page summary about the organization, no more than two and a half page typed double spaced summary.

C. PROSPECT RESEARCH

Objectives:

1. To give each student an opportunity to use prospect research techniques and tools
2. To have each student do preparatory work for proposal writing.

Assignment:

Each student will complete the research on a prospect according to the criteria established on the project assignment sheet that will be given out in class. Research will be done at the Vancouver Public Library, Business Division.

Evaluation:

According to established criteria.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
 School of Business
 Program: Operations Management Technology
 Option:

Schedule for:

* This schedule is subject to change at the discretion of the instructor.

Week/ Lecture Number	Material Covered	Reference	Assignment	Due Date

Week	Topics	Reference /Reading

Lecture Number	Material Covered	Reference /Reading

Date	Material Covered	Reference /Reading

Assignment/ Project	Title - Description	Date Given	Date Due	Comments