SEEK 451-81
MARKETING AND FUNDRAISING FOR NONPROFIT ORGANIZATIONS
SYLLABUS (as of October 27, 2005)
Winter 2006
Professors Liz Livingston Howard and Richard Honack

What comes first, the money or the donors? Where will the money come from? How can we let more people know about our programs?

These two issues, marketing and fundraising, are critical to the success of all nonprofit organizations. The objective of this course is to allow students the opportunity to understand the interplay between marketing and fundraising for nonprofits.

Designed for students interested in being socially responsible global leaders, including students pursuing careers in the nonprofit sector as well as those interested in leadership roles in the nonprofit world such as board member, donor and volunteers, this course will:
- Address the role of leadership in marketing and fundraising;
- Apply key marketing concepts to the nonprofit sector;
- Discuss the tactics and techniques for developing additional resources from a variety of donors;
- Explore current management issues facing nonprofit leaders including transparency and accountability.

The course will rely on lectures by professors Richard Honack and Liz Livingston Howard as well as panels of experts from the nonprofit field. Several case studies will be analyzed.

This course counts toward a major in SEEK and the specialization in Nonprofit Management.

**Group Project**

Students will be organized into teams of three to six members and during the course of the quarter will work with a Chicago area nonprofit organization on a specific fundraising or marketing issue. The teams will be expected to work with the management and volunteers of the agency to explore the facets of the issue and to make recommendations to the class and the nonprofit leaders at the conclusion of the course. These will be real issues facing real nonprofits. The faculty will identify several projects in advance of the course and students will select a project in the first class session. (There will be an opportunity for students to work on an agency of their own choosing with permission of the faculty. This permission must be granted prior to the end of fall quarter as students select projects in the first class.) A one-two paragraph final description of the project must be turned in week 3. Periodic updates on project progress will be expected during class sessions.

The final paper should be 15-30 pages, not including exhibits. It will be evaluated as follows:
- 30% for research quality
- 30% for the quality of the evaluation and recommendations
- 30% for writing and presentation quality
- 10% for creativity

The paper will receive one grade and count for 50% of the student’s final grade. The paper will be due in either the 9th or 10th week of class when the team makes an oral presentation of their recommendations to the class and representatives of the participating agency. Late papers will be penalized and no papers will be accepted more than five days after their original due date.
Peer Group Evaluations

Along with the final paper, students will be required to fill out confidential peer evaluations grading each team member in three areas: initiative and originality, commitment to team and project and share of workload. This evaluation will be 20% of the student's grade.

Mid-Term Case Analysis

There will be an individual take-home midterm case analysis of a nonprofit case. It will be distributed during the fourth week of class and due during the sixth week. The mid term will be worth 20% of the student’s grade. Late papers will be penalized one letter grade and will not be accepted after February 16.

Class Participation

The first class of this course is mandatory and attendance at the nine other sessions is also expected. Unexcused absences will affect the student participation grade, which is worth 10% of the final grade. Absences also may affect the overall grade of a student if excessive.

Course Grading

The individual grade will be determined as follows:

- Group Project  45%
- Group Evaluation  20%
- Midterm Paper  20%
- Class Participation  15%

Course Topics

**Week One**

**Mandatory Class Attendance**

**January 5, 2006**

- Introduction of the course
- Selection of Teams and Group Projects
- Introduction to NONPROFIT Marketing & Fundraising
- Leadership in Marketing and Fundraising
  - Who is leading the fundraising and marketing effort?
  - What role do professionals play in the organization?
  - How important are volunteers?

READING:  TBD

**Week Two**

**January 12, 2006**

- Finding Customers and Donors
  - Who are your customers and donors?
  - Where do you find them?
  - What is the role of research in nonprofit organizations?
  - What research tools are available to nonprofits?

- Guest Speaker: Christina Pulawski, Director of Development, Loyola University of Chicago

READING:  TBD
Week Three
January 19, 2006
• Turn in description of group project
• Changing Donor Populations

CASE: Scott Aquarium
• How to identify Strengths, Weaknesses, Opportunities and Threats in a Nonprofit Setting
• How does an organization prioritize fundraising and marketing?

READING: TBD

Week Four
January 26, 2006
• Lessons Learned from Disasters
• Donors as Customers and How to Reach Them
  • How do you get your message out to your customers and donors?
  • How to market the intangibles of nonprofit services?
  • What is the role of technology in marketing and fundraising?
  • How do you solicit for gifts?
  • What strategies do nonprofits employ to solicit gifts?

GUEST PANEL: Leaders of local and national disaster relief organizations

READING: TBD

Week Five
February 2, 2006
• The Importance of the Brand to a Nonprofit
  • What role does the brand of an organization play in its success?
  • How do you develop the brand for your organization?
  • How do you educate your customers and donors about your brand?

CASE: World Wildlife Federation

READING: TBD

Week Six
February 9, 2006
• Accountability in Nonprofit Management
  • Turn in Midterm Analysis
  • Midterm Discussion and Case Analysis

GUEST PANEL: Local and national leaders focused on governance and accountability issues

Association of Fundraising Professionals, “Donor Bill of Rights”
Donors Forum, “Preserving the Public Trust”
Week Seven
February 16, 2006

- Why do People Give?
  - What motivates different types of donors?
  - How can nonprofits attract donors?

GUEST PANEL: Corporate, individual and foundation funders

READING: TBD

Week Eight
February 23, 2006

- How Does It All Come Together?
  - How can marketing and fundraising make a significant difference for a nonprofit?
  - How do you utilize marketing and fundraising strategies to advance a mission?

CASE: The Cradle of Evanston

GUEST PANEL: Julie Tye, Executive Director

READING: The Cradle Case

Week Nine
March 2, 2006

- Presentations and Critiques of Group Projects
- Final Papers for presenting groups due

Week Ten
March 9, 2006

- Presentations and Critiques of Group Projects
- Final papers for presenting groups due