

# **Incorporating E-Philanthropy into the Fundraising Plan**

## **Online Course Syllabus – Summer 2009**

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**Instructor:** Dr. Richard D. Waters  
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**Office Hours:** Virtual Office Hours via e-mail and Vista Chat Monday 7:45pm – 8:45pm

**Vista:** Students are also encouraged to contact the instructor via Vista if that is more convenient. Students may send private messages, post discussion board messages, or use the Vista chat feature to discuss the course and course assignments with the instructor.

**Purpose & Course Description.** This course will give you an opportunity to develop an understanding of the strategic management of e-philanthropy in a fundraising plan by analyzing the current trends and practices of nonprofit organizations. You will become acquainted with the strategy and tactics used by practitioners in areas of fundraising, event management, and donor relations.

### **Course Objectives.**

- § To provide an overview of the purpose of fundraising and the process through which funds are raised over the Internet.
- § To develop your problem-solving skills by critically analyzing current trends in e-philanthropy, including donor research, event management, and social networking.
- § To analyze situations for their fundraising challenges and opportunities. To practice developing and applying strategy and tactics based on a sound understanding of e-philanthropy concepts and theory.
- § To enhance your skills at communicating persuasively, clearly and successfully.

**Required Text.** Hart, T., Greenfield, J. M., & Haji, S. D. (2007). *People to People Fundraising: Social Networking and Web 2.0 for Charities*. Wiley Publishers (ISBN: 978-0470120774 ). Additional readings will be provided throughout the course with links or articles made available via the Vista system.

**Lectures and Weekly Discussions.** Each week, two or three lectures made available to you via the Vista system. You may stream the lectures via the URL at any point during the week to watch. Each Vista lecture will have a corresponding discussion on the Vista discussion board. Each week, you are required to have watched the lectures and made your discussion board postings by 5:00 pm on Friday of that week. Discussion posts made after that time will not be graded.

**Diversity Statement.** Effective fundraising relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Throughout the class, you will have opportunities to see how different cultural perspectives influence fundraising. You are encouraged take advantage of these opportunities in your own work, and also to learn from the information and ideas shared by other students.

**Students with Special Needs.** Reasonable accommodations will be made for students with verifiable disabilities. Student must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 515-7653. [http://www.ncsu.edu/provost/offices/affirm\\_action/dss/](http://www.ncsu.edu/provost/offices/affirm_action/dss/).

**Academic Honesty.** Students are expected to adhere to the highest standards of academic honesty. Plagiarism occurs when a student uses or purchases ghost-written papers. It also occurs when a student utilizes the ideas of or information obtained from another person without giving credit to that person. If

plagiarism or another act of academic dishonesty occurs, it will be dealt with in accordance with the academic misconduct policy as stated in NCSU's Code of Student Conduct.

Furthermore, the Honor Pledge, "I have neither given nor received unauthorized aid on this test or assignment," will be assumed by a student's typed or written signature on any test or assignment.

**Makeups, Late Assignments, and Extra Credit.** Course policy dictates that there will be no make-up exams or extensions of deadlines. Dates have been announced in advance in the "Weekly Course Plan" so that students can schedule other activities around these deadlines. Exceptions will be rare and made only in cases of extraordinary, documented circumstances, as determined by the instructor. Late assignments accepted will be graded lower than work turned in on time. Extra credit will not be given for additional work.

**Course Requirements and Grading.** Your knowledge and ability to apply the course material will be assessed in the following ways. The grading scales will be as follows:

A+ = 97-100	A = 93-96	A- = 90-92	B+ = 87-89	B = 83-86	B- = 80-82
C+ = 77-79	C = 73-76	C- = 70-72	D+ = 67-69	D = 63-66	D- = 60-62
					F = < 60.

*All grades will be posted to the Vista gradebook within one week of being turned into the professor.*

**(1) Weekly Discussion Posts (25%).** Each week, students will download and view two lectures based on the week's readings. After viewing the lectures, students will be required to post a discussion board post to the Vista system's discussion board. Though there is no required length for each individual post, posts will be graded using the rubric presented on the Vista system. Students are expected to provide a thoughtful, well-written post that not only addresses the initial topic addressed but also continues the flow of the conversation. Discussion posts should address comments made by other students as well as reference current events when appropriate. Students are encouraged to use reputable Web sites on the Internet to supplement their posts. These sites may be oriented to nonprofit organizations, news outlets, blogs, or even YouTube and related social networking sites. If outside sources are used with posted responses, please provide a citation or URL to the content so others may find the material if desired.

**(2) Weekly Assignments (25%).** Each week, students will complete a short assignment based on the week's topic. These assignments are designed to help students gain a better understanding of e-philanthropy tactics that nonprofit organizations use while managing their efforts. These assignments will challenge students to think about different e-philanthropy tactics and analyze how they can be implemented with an organization's existing resources. Instructions for the assignments can be found in the "Assignments" folder in the Vista system. The assignments should be emailed to the professor on the due date listed on the Vista calendar.

**(3) E-Philanthropy Plan (50%).** Students will choose a local nonprofit organization to work with during the course of the semester. The students will then interview individuals at the nonprofit who are involved in e-philanthropy to determine what the organization's best practices are as well as identify areas of improvement that we have discussed in class or have been identified in readings. After this data collection has been conducted, students are to develop a paper that critically analyzes the organization's current e-philanthropy efforts. The paper should also create a plan that demonstrates how the organization can implement an e-philanthropy program for their organization, including Web site fundraising, social networking sites, and blog management. E-philanthropy plans must be completed individually. As with all written assignments for this course, either project should be typed in 12-point font, using APA-style, double spaced on one side of white paper, and have one-inch margins. The length of this plan should be 20-25 pages.

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**Online Course Schedule – Summer 2009**

<b>Wk</b>	<b>Topics</b>	<b>Readings for the Week</b>
Wk 1	1) Syllabus	1) None
	2) Fundraising and the ROPES Process	2) Kelly (2001) & Waters (2007)
	3) Building Relationships Online	3) Waters & Lord (2009) & Chapter 1 of text **Assignment #1 Due by Friday at 5pm
Wk 2	1) Marketing your Organization Online & Web Design	1) Chapters 2, 5, and 11 of text
	2) Seven Deadly Online Fundraising Mistakes webinar (mp3 file)	2) None
	3) Prospect Research Online	3) McGee & Hart (2008), Love (2008), Hoffman & Hart (2008)
	4) Recruiting and Renewing Donors Online, E-mail	4) Allen (2008), Murrow (2008), Watson (2008)
	5) Building Your Email List webinar (mp3 file)	5) None **Assignment #2 Due by Friday at 5pm
Wk 3	1) Writing Email Solicitations webinar (mp3 file)	1) None
	2) Blog Management	2) None
	3) Twitter Fundraising webinar (mp3 file)	3) None
	4) Social Networking Sites	4) Chapters 3, 9 and 10 of text
	5) Using social media webinar (mp3 file)	5) None **Assignment #3 Due by Friday at 5pm
Wk 4	1) Event Management	1) Chapter 6 of text
	2) Bowlathon and Event webinar (mp3 file)	2) None
	3) Peer-to-Peer Fundraising	3) Chapters 4 and 8 of text
	4) Grassroots Fundraising Online webinar	4) None **Assignment #4 Due by Friday at 5pm
Wk 5	1) Integrating Online and Offline Fundraising	1) Chapters 12, 13, and 14 of text
	2) Evaluating Online Fundraising Success	2) Aramony (2008) & Johnston (2008) **Assignment #5 Due by Friday at 5pm
Wk 6	1) Final Project Due	Monday of Final Exam Week by 12pm