FUNDRAISING FOR TCD PROFESSIONALS
LAS 6291 (Section 22217): Spring Semester, 2020
Prerequisites: Graduate Student Standing

Instructors:	**Dr. Emilio M. Bruna**	**Dr. Bette Loiselle**
Website:	brunalab.org	www.loisellelab.org
Twitter:	@BrunaLab	@BetteLoiselle
Email	embruna@ufl.edu	loiselleb@ufl.edu
Phone:	(352) 846-0634	(352) 846-0592

COURSE TIME/LOCATION: Monday period 3-5 (9:35-12:35) in Norman Hall (NRN) 1243

COURSE WEBSITE AND COMMUNICATIONS:
1. **Class Website:** http://brunalab.org/las6291/
2. **Slack**: tcdfundraising2020.slack.com
3. **Assignment Submission**: Class site on Canvas

CLASS COFFEE SHOP (OFFICE HOURS):
1. **Time & Location:** Friday 3:00-4:30 or by appointment in The Tropical Ecology & Conservation Lab (*aka the Bruna/Blake/Loiselle Lab aka The White House aka Bldg 866*). **Directions**: http://brunalab.org/contact-find-us/
2. **If you want to schedule in advance:** You can guarantee a specific time slot by scheduling online at http://brunalab.org/teaching/office-hours/
3. **Can't make it on Fridays? No problem.** Just let us know and we can make an appointment to meet at a time that works for you.
4. **Can't make it to campus? No problem.** We can meet by skype or phone of that's more convenient for you. Use the scheduling form in #1 above and check the box indicating the meeting will be via video chat.

COURSE OBJECTIVES: Many of the graduates from the Tropical Conservation and Development program work outside of traditional academia in non-profit organizations, research institutes, or consulting. Even those in academia are confronted with raising funds for programs that fall outside of the standard research grant proposal model. Traditional graduate student courses in conservation and development do not address the practical and critical skill of developing and funding programs. **The objectives of this course are: (1)** To introduce students to the diverse set of private and public sources for funding their activities, **(2)** To develop the skills needed to fundraise from these sources, including the development of donor profiles, constructing

fundraising plans, applying fundraising strategies and tactics, and **(3)** To understanding ethical and legal issues surrounding fundraising.

Students will learn by doing! All students will develop and implement a fund-raising project focused on their work and work in groups to develop a fundraising plan for an organization. After completing the course, students will be able to:

(1) Design and implement a crowd-funding project
(2) Develop targeted fundraising plans for corporate donors, foundations, etc.
(3) Develop targeted fundraising plan
(4) Create donor/funding organization lists and profiles
(5) Understand and plan direct mail, annual, and capital campaigns
(6) Prepare a letter of inquiry or concept paper
(7) Plan fundraising event

COURSE MATERIALS: Readings on course web page*. **There are no required textbooks.***

CRITICAL DATES, EVALUATION & ASSIGNMENTS: The course grade is based on the following:

	Assignment	Due Date	Value
Indep. Project	Online profiles, Web page	1/13	100
	Project Overview	1/27	150
	Donor Rewards	2/3	150
	Project Description	2/3	300
	Fundraising Video v1.0	2/10	200
	Final Campaign Plan	2/17	300
	Implementation of Campaign Plan	2/24-3/23	100
	Report/Evaluation	3/30	200
Group Project	Group Project	11/5	1300
Other Assignments	Class Participation		200
	Summarizing readings for discussion		200
	Preparing 2 questions for guest speakers		200
	End-of-Semester Reflection	5/1 by 9:30 am	100
		Total	**3500**

Grades: For information on current UF policies for assigning grade points, see https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx. **Final Grades will be assigned on the following scale (based on percentage of points out of the total):**

A = ≥93%, **A-** = 92-90%
B+ = 89-87%**, B** = 86-83%**, B-** = 82-80%
C+ = 79-77%, **C** = 76-73%, C- = 72-70%
D+ = 69-67%, **D** = 66-63%**, D-** = 62-60%
E = 59% and below.

Attendance, Absences and Make-Up Work: Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

> ***If you need to miss class the day an assignment is due for whatever reason -- conference, illness, family emergency, etc. -- please let me know as soon as possible.***

Regrades: Requests for re-evaluation of exams, quizzes, and other assignments will only be considered if they are accompanied by a letter explaining why you think you deserve additional credit and how many additional points. The deadline for submitting these requests is **one week** after the work has been returned.

Academic Honesty: As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment".* It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php.

Services for Students with Disabilities: The Disability Resource Center (0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/) coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations

within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. **I want you to do well in this class and will gladly make any accommodations to help make that possible!**

Campus Helping Resources: Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

       University Counseling & Wellness Center
       3190 Radio Road, 352-392-1575 www.counseling.ufl.edu/cwc/
- Counseling Services
- Groups and Workshops
- Outreach and Consultation
- Self-Help Library
- Training Programs
- Community Provider Database

       Career Resource Center,
       First Floor JWRU, 392-1601, www.crc.ufl.edu/

UF provides an educational and working environment for its students, faculty, and staff that is *free from sex discrimination and sexual harassment.* Sexual harassment of any kind will not be tolerated in this course. For more about UF policies regarding harassment: http://www.dso.ufl.edu/studentguide/studentconductcode.php#s4041

Food insecurity. The Pantry is a resource on the University of Florida campus committed to eradicate food insecurity (https://pantry.fieldandfork.ufl.edu/). Food insecurity is not having a reliable access to nutritious foods for yourself on a regular basis. ***If you, or anyone you know is experiencing food insecurity, please visit the Pantry.***

Software Use: All faculty, staff, and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

COURSE OUTLINE
(Tentative; subject to revision based on progress and student requests)

Week	Date	Topic	Assignment Due: Individual Project	Assignment Due: Group Project
1	1/6	Introduction to Fundraising and Development		
2	1/13	Crowdfunding 1 – Introduction	Online profiles Web page	
3	1/20	No Classes: MLK Holiday		
4	1/27	Crowdfunding 2 – Trends in Philanthropy and Giving	Project Overview	
5	2/3	Crowdfunding 3 Storytelling, Videos, and Video Design **Guest Speakers (10:45-11:45):** *Nick Dowhaniuk & Vratika Chaudhary, TCD Fundraising Alums*	Reward Plan Project Description	
6	2/10	Development Planning, Identifying Donors & Cultivating Relationships **Guest Speaker:** Joel Rivera, Assistant Director of Development, UF Foundation		
7	2/17	Marketing and Social Media *Video Feedback Workshop* **Guest Speaker:** Todd Sanders, UF Social	Final Campaign Plan & Rewards Project Video 1.0	
8	2/24	The marketing of conservation **Guest Speaker:** *Robin Moore, Global Wildlife Conservation*	Final Campaign Video **Launch Campaign!**	
9	3/2	**No class – Spring Break**		

10	3/9	Annual Campaigns, Capital Campaigns, & Planned Giving **Guest Speaker:** Kara Schwartz, Annual Giving and Development Coordinator. FLMNH		
11	3/16	Direct Mail & Internet Solicitation		
12	3/23	Corporate Philanthropy & Foundations **Guest Speaker:** Marina Campos	***Campaign Ends!***	
13	3/30	Concept Notes & Grant Proposals *Concept Note Review Panel* **Guest Speaker**: Amy Rosenthal, Field Museum	Individual Project Evaluation	
14	4/6	Fundraising Events **Guest Speaker:** Traci Deen, Executive Director, Conservation Florida		
15	4/13	Day-to-day of fundraising for a nonprofit: a global perspective **Guest Speaker:** Krithi Karanth, Center for Wildlife Studies		
16	4/20	Fundraising, Ethics, and the Law **Guest Speaker:** Susan Goffman, Executive Director (Legal), UF Foundation.		
Finals Week		*NB: There is **no** final exam in this class*		