

Resource Development: Fundraising & Grant Writing

RES.DEV 301

Course Overview

Resource Development: Fundraising & Grant Writing is a 10-week online course in which you will act as a VISTA serving in a fictional nonprofit agency, Community Kitchen. In your role at Community Kitchen, you will learn about donor relations, event planning and grant writing to assist the organization in raising \$200,000 to implement a summer program and community garden project. As you participate in the course, completing assignments and quizzes along the way, you will build knowledge and skills in resource development.

Prerequisite

Students must be officially sworn-in as VISTA members.

Course Objectives

By the end of the course you will be able to:

- Identify and describe best practices of resource development and its relationship to capacity building
- Apply resource development processes
- Align resource development practices with organizational needs
- Create products to support resource development

Course Features

Course modules: The course has 4 modules, a course introduction and conclusion sections. In the course, you will find various types of graded activities, including:

- **Quizzes:** These open-book quizzes will assess your comprehension of the course readings and materials.
- **Worksheet Assignments:** These assignments allow you to apply the course materials and readings to a specific resource development task.
- **Communications Assignments:** These assignments allow you to create and develop original communications materials and products for resource development.
- **Introduction and Concluding Assignments:** These assignments allow you to explore resource development and capacity building as you enter and exit the course.

Course-at-a-Glance

COURSE INTRODUCTION

Week 1: What's a Resource Development VISTA?

Readings:

- Course Syllabus
- Course Activity Checklist
- Resource Development Challenge
- Introduction to Resource Development (U.S. Department of Justice)

Activities:

- Create and Customize your Profile Page
- Introduction Assignment: Introduce yourself to the staff of Community Kitchen

MODULE 1: RESOURCE DEVELOPMENT OVERVIEW

Week 2: Code of Ethics

Readings:

- Ethical Considerations in Fundraising (Bowman, C.)
- Code of Ethical Principles and Standards (Association of Fundraising Professionals)
- Donor Bill of Rights (Association of Fundraising Professionals)

Activity:

- Quiz: Ethical Considerations

Week 3: Development Planning & Communications

Development Readings:

- Resource Development Planning (U.S. Department of Justice)
- Giving Pie (Giving USA)

Development Activity:

- Quiz: Resource Development Planning

Communications Readings:

- Communication Toolkit, pp. iv, v, vi, vii, viii, 16-18, 36-37 (Hershey, R.C.)
- Make Your Case for Donations: Create a Standard Case for Support (Mission Minded)

Communications Activity:

- Quiz: Case for Support
- Module 1 Feedback Questionnaire

MODULE 2: DONOR RELATIONSHIPS

Week 4: Asking Donors

Readings:

- Direct Support from Corporations and Businesses (Weinberger, S.)
- Individual Giving (Bowman, C.)
- The Ways People Give: Fundraising Methods (Mellon Financial Corporation)
- \$ Marks the Spot (Bowman, C., & Education Northwest)

Optional Readings

- Gifts of Significance (Hodge, J.M.)
- The Nonprofit Elevator Pitch – A.K.A How to Ask for Money (Vick, S)
- Using Active Voice to Strengthen Your Writing (Hale, A)

Activities:

- Quiz: Donor Relationships
- Worksheet Assignment: The Prospect Map

Week 5: Donor Communications

Readings:

- A Blueprint for Effective Email Campaigns (Hershey, R.C.)
- Communications Toolkit pp. 42-43, 48-49 (Hershey, R.C.)
- The 7 Guidelines for Telling Your Organization’s Story (Mission Minded)
- Five Maple’s Best Practices Checklist for Fundraising Letters (Henricksen, G.)

Activity:

- Communications Assignment 1: Written Solicitation (***Required to pass***)
- Module 2 Feedback Questionnaire

MODULE 3: SPECIAL EVENTS

Week 6: Event Development & Planning

Readings:

- Events and Other Support (Hodge, M.)
- Fundraising Events: The 10-Step Guide to Planning Your Own (Moore, K)
- Special Events Risk Management Overview (Hyman, Mo & Education Northwest)

Optional Readings:

- 113+ Amazing Fundraising Ideas (Double the Donations)
- Special Events Risks Management Safety Checklist (Great American Insurance Group)

Activities:

- Quiz: Event Development
- Worksheet Assignment: Developing Sponsorship Levels

Week 7: Event Communications

Readings:

- Communication Toolkit, pp. 50-53 (Hershey, R.C.)
- How to Write a Press Release (Education Northwest/Bank Street College)

Optional Readings:

- 1st, 2nd, and 3rd person tutorial (Pope, G.)
- Do you Really Need that Exclamation Point? (Dunn, B.)

Activity:

- Communications Assignment 2: Writing a Press Release (***Required to pass***)
- Module 3 Feedback Questionnaire

MODULE 4: GRANTS

Week 8: The Grant Process

Reading

- Foundation Funding (McGrath, P.)
- Government Funding Sources (Senger, B.)
- The Foundation Center Guided Tours (Foundation Center)

Optional Resource:

- Researching Grants: Finding the Right Opportunity for Your Project Webinar (AmeriCorps VISTA)

Activities:

- Quiz: The Grant Process
- Worksheet Assignment: Researching Grants

Week 9: Grant Writing

Reading:

- What Should be Included in a Letter of Inquiry (GrantSpace)

Activity:

- Communications Assignment 3: Writing a Letter of Inquiry (***Required to pass***)
- Module 4 Feedback Questionnaire

CONCLUSION

Week 10: Course Conclusion

Activity:

- Concluding Assignment: Final Reflection (***Required to pass***)

NOTE: Weekly activities are due on Sunday at 11:00 p.m. (PST).

Course Completion & Grading Criteria

This course is offered on a pass/fail basis. Successful participation and completion of this course will be assessed in the following ways:

Introduction and concluding assignments – 10% of total grade

Quizzes (6 total) – 30% of total grade

Worksheet assignments (3 total) – 22% of total grade

Communications assignments (3 total) – 38% of total grade

A total of 200 points are available in this course. To pass this course, you must earn a minimum of 140 points, or 70%. The *Course Activity Checklist* details the individual point values and due dates for all activities. In addition, you will receive detailed criteria outlining how the written assignments will be assessed.

To pass the course you must complete:

- **All 3 Communication Assignments**
- **Concluding Assignment**

AND earn a minimum of 140 points or 70%.

Course Expectations

As a participant, you are expected to:

- Read all assigned articles and other materials
- Complete and submit all activities by the due dates
- Contact the facilitator if you have questions about the materials or assignments that keep you from completing them
- Participate in course and facilitator evaluations

You can expect the course facilitator to:

- Read all your assignments and questions carefully and thoughtfully and respond as promptly as possible
- Answer any specific questions within 48 hours

Communication

There are two ways to interact with your facilitator:

1. Via the forums
2. Via a message in the course messaging system

Please use the message system to contact your facilitator, instead of personal email, Facebook, or other forms of messaging.

Course Rules & Guidelines

Academic honesty and integrity: All work submitted in this course must be your own. All sources used in your work must be properly acknowledged and documented. Violations of academic honesty will be taken seriously and may result in a failing grade in the course.

Course conduct: In the interest of promoting a positive learning environment, students are expected to observe the following guidelines for personal conduct:

- Share only items and comments that are pertinent to the discussion topic
- Be respectful of diverse opinions and experiences; disagree respectfully
- Use discretion when sharing experiences and names of individuals directly from your VISTA assignment

Participation: Students who enroll in VISTA online courses are expected to participate actively, and may be dropped for failure to log into the course within the first 7 days of the first day of class. If a student is added after the 7th day of the course, he/she must login within 48 hours or be dropped from the course.

Please notify your facilitator if you expect to be out of town for an extended period of time (7 days or more).

Assignment due dates: Weekly activities are due on Sunday at 11:00 p.m. (PST). See the Course Activity Checklist under Courses Resources on the home page for a list of assignments and corresponding due dates.

Policy for late work: Students are responsible for locating and completing all the activities in the course. Active participation is also expected on a weekly basis. See the *Course Activity Checklist* for activity due dates. Activities will be due every Sunday night in order to stay on track to meet your fundraising goal. You must give prior notice and receive permission from the facilitator in order to turn in work past the due date, up to 10 days. Every day an activity is late, without prior notice and permission, will result in the loss of 1 point (for example, if your activity is 3 days late, you will lose 3 points). After 10 days, you will automatically receive a score of 0.

Promotional materials: In some instances, we suggest review of optional resources online to enhance your learning. We neither endorse any one of the resources over another, nor make recommendations for any promotions on the sites.

Minimum Technical Requirements

The VISTA Campus is viewed best at 1024 x 768 pixels or higher resolution on your monitor, a DSL Internet connection or faster, and using one of the following web browsers:

- Mozilla Firefox ([Get the latest Firefox](#))
- Microsoft Internet Explorer 7 or above ([Get the latest Internet Explorer](#))

- Safari ([Get the latest Safari](#))

The Campus also uses the following media players:

- PDF reader: [Get the latest Adobe Acrobat Reader](#)
- Flash player: [Get the latest Flash Player](#)

Accessibility

The VISTA Campus is accessible to Section 508 and WCAG Level II guidelines. This includes accessible PDF, MS Word, and MS Excel documents. Alternative text tags have also been added to website images as needed, as well as alternate content provided for multimedia files.

Course References List

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