This course studies the theory and practice of: (1) organizational preparation and accountability for fund raising and (2) fund raising techniques utilized by nonprofit organizations. The successful student will be able to assess and prepare a nonprofit organization for fund raising, identify prospective sources of funding, prepare a case, organize an annual fund raising effort and have a working knowledge of ethical issues and future fund raising trends.

INSTRUCTOR: John F. O’Kane  
(404) 413-0128 (Tuesday and Thursday 10:00 a.m. - 4:00 p.m.)  
(678) 428-8738 (Cell)  
jokane@gsu.edu  
Mailbox 3rd Floor AYSPS Building  
Class office hours by appointment during above hours at my GSU office

The course syllabus provides a general plan for the course. Deviations may be necessary.

Course Description

More specifically the course is designed:

- To provide an understanding of the role of philanthropy in the American social environment, with particular emphasis on the interrelationships between business, government and private support of nonprofit organizations. Fundraising internationally for NGOs will be discussed.

- To introduce the concepts of why people give money to nonprofit organizations and techniques utilized in fundraising in a wide variety of nonprofit organizations.

- To understand who is responsible and accountable for fundraising in a nonprofit organization and what activities should precede a fundraising event or campaign.

- To know and to assess the various ways to solicit contributions.

- To understand and implement basic research on donor prospects.

- To examine recent trends in marketing nonprofit organizations, including issues related to ethics and professional development.
Course Learning Objectives

Upon successfully completing the requirements for the class, the student will be able to:

- Make a personal contribution to a nonprofit organization in a better-informed manner and assess the impact of that contribution.
- Distinguish the role of philanthropic dollars in a nonprofit’s budget as contrasted to other sources of income.
- Distinguish the roles played by board members, volunteers and staff in fund raising.
- Take the necessary steps to prepare for an annual campaign including the writing of a case for support.
- Know the various fundraising vehicles and assess when to use each.
- Experience basic techniques of donor research.
- Have a context and understanding of ethical fundraising and positive regard for the donor.

Course Process and Rules

Class attendance is crucial for maximum learning to occur. Reading assignments from the main course textbook have been made for each class. At minimum, each student will be expected to have read the required readings. The instructor will also have supplemental articles and handouts to enhance each course topic. Some of these will be posted only on iCollege/Brightspace. The mid-term review and final exam will be based on the text and on the material covered in class. The ability to successfully complete course assignments will also be based on this material.

As a Professor of Practice, the instructor brings over 45 years of experience to the classroom. Practical examples will be used and discussion encouraged from the students based on their experience. Participation from all students will be encouraged.

Class will begin promptly at 4:30 p.m. Please notify the instructor if you are unable to attend a class. Class attendance and participation is a component of the final grade. There will be one 15-minute break. Class is scheduled to adjourn by no later than 7:00 p.m. Should the instructor be forced to cancel a class, he will notify the students via iCollege/Brightspace. **If you will be late for class or have to leave early, please notify the instructor, preferably by email at jokane@gsu.edu.**

Please turn off cell phones while in class and refrain from texting. If you are required to keep yours on for work-related or personal emergency reason, please let the instructor know at the beginning of class and take a seat near the door so you can quickly exit the room to talk. Never answer or talk on a cell phone or text in the classroom. **Confine your laptop to use for class!**
You may bring hot and cold drinks into the classroom but restrict eating food to the break time. Please throw all empty bottles and cups, and other trash into the trashcans and recycling bins provided as you leave for break or at the end of the class session. Do not leave the room a mess.

Students who wish to request accommodation for a disability may do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the Office of Disability Services of a signed Accommodation Plan and are responsible for providing a copy of that plan to instructors of all classes in which accommodations are sought.

On-line course evaluations are now done through GOSOLAR in the Andrew Young School of Policy Studies. You are strongly encouraged to provide an online course evaluation at the appropriate time at the end of the semester.

**Required Textbook**


**Other Texts of Interest**

*(Not Required)*

1. Association of Fundraising Professional’s (AFP) Ready Reference Series (less expensive for AFP members)
   Selected Titles (*also in Spanish, **also in French)
   - Building an Effective Board of Directors*
   - Making the Most of Your Special Event*
   - Bringing a Development Director on Board*
   - Reviving Your Donor File*
   - Asking for Major Gifts*
   - Getting Ready for a Capital Campaign*
   - Developing Fundraising Policies and Procedures: Best Practices for Accountability and Transparency*
   - So You Want to be a Consultant*

2. Christine Graham, *Keep the Money Coming*, Revised Edition, (Sarasota, Florida: Pineapple Press), Paperback ISBN 1561642274 Out of print. Selected chapters will be copied and used in class. *Out of print copies are available on Amazon.com for less than $3*

3. In general the Association of Fundraising Professionals web site at [www.afpnet.org](http://www.afpnet.org) is an excellent source of supplemental materials including:

<table>
<thead>
<tr>
<th>Proportion of Grade</th>
<th>Course Requirement</th>
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<tbody>
<tr>
<td>25%</td>
<td>CLASS PARTICIPATION/ATTENDANCE/FUND RAISING JOURNALS: Regular attendance, preparation for each class and class participation will be worth 15% of the final grade and earned as follows: Perfect attendance – 15 (14 classes plus a bonus point) One unexcused absence – 14 Two unexcused absences – 12 Three unexcused absences – 10 Four or more (subject to class dismissal) - 0. Each student will be required to keep a journal (suggested format will be provided) of requests for charitable donations made during the first half of the semester (5%). A minimum of three entries per week, with accompanying solicitation material as appropriate, is expected. Additionally, each student will be asked to make a donation to a charity of their choice by the third class and to track responses received from this charity throughout the semester (5%). The journals will be collected toward the end of the semester. Both assignments will be discussed regularly in class.</td>
</tr>
<tr>
<td>20%</td>
<td>RESEARCH PROJECT: A “Foundation and Corporate Research Project” which will enable the student to apply research principles covered in class will be due before mid-term. Detail will be provided to complete the assignment.</td>
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<tr>
<td>10%</td>
<td>MID-TERM REVIEW: A mid-term covering all assigned readings, lectures, handouts and class discussion covered to date will be given. It will be a blend of true/false, multiple choice and fill-in the blank. The exam will be graded and discussed in class.</td>
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<tr>
<td>25%</td>
<td>TERM PROJECT: Develop and write a fund raising case of support of a nonprofit organization in one of these formats: 1) A power point to be used in a talk or presentation; 2) A brochure or 3) Social media content for a crowdfunding project or other social media campaign.</td>
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<tr>
<td>20%</td>
<td>FINAL EXAMINATION: The final exam will be all essay questions which cover comprehensively the entire semester. The students will be asked to prepare the questions for the exam. The instructor will choose the questions and prepare a study sheet for the students. One class bonus point will be given for submission of three suggested questions for the Final Exam and an extra bonus point if one of your questions is chosen for the Final Exam Study Sheet.</td>
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Grading System
Grades will be based on a 100-point system. Total points earned over the quarter will be assigned these letter grades:

<table>
<thead>
<tr>
<th>Total Points Earned</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>98 – 100</td>
<td>A+</td>
</tr>
<tr>
<td>95 – 97</td>
<td>A</td>
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<tr>
<td>91 – 94</td>
<td>A-</td>
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<tr>
<td>88 – 90</td>
<td>B+</td>
</tr>
<tr>
<td>84 – 87</td>
<td>B</td>
</tr>
<tr>
<td>80 – 83</td>
<td>B-</td>
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<tr>
<td>77 – 79</td>
<td>C+</td>
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<tr>
<td>74 – 76</td>
<td>C</td>
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<tr>
<td>70 – 73</td>
<td>C-</td>
</tr>
<tr>
<td>Less than 70</td>
<td>D</td>
</tr>
<tr>
<td>Less than 60</td>
<td>F</td>
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Late Completion of Assignments
Grades may be lowered on late papers and reports. Make-up exams normally will not be given. If unusual circumstances make it impossible for a student to take an exam, the instructor should be notified well in advance.

Academic Honesty
Established rules covering plagiarism and academic honesty must be followed at all times. If you have questions about these rules as they apply to written assignments, consult the Faculty Handbook, Section 409 at http://www2.gus.edu/fhb.html. University, School, And Department policies require that I inform you that plagiarism and other forms of academic dishonesty will result in a grade of “F” for the assignment involved and possibly for the course.

In this class, all written assignments, including examinations, must be completed individually. Web postings, reports and examinations are to be the sole products of the individual whose name is on them. Any confirmed deviations from this requirement will result in a grade of “F” for the assignment in question.

Office Hours and Availability of the Instructor
Generally the instructor will be available Tuesdays and Thursdays 10:00 a.m. – 4:00 p.m. at his GSU office. E-mail communication, using jokane@gsu.edu, is often the best way to assure a more prompt response. Please keep in mind that the instructor is a half-time Georgia State University employee. General communication will be posted on iCollege/Brightspace.
### PMAP 3213
#### CLASS SCHEDULE
#### SPRING SEMESTER 2017
Tuesdays 4:30 p.m. – 7:00 p.m.
Aderhold Learning Center 429
(subject to modification)

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READING</th>
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<tbody>
<tr>
<td>January 10</td>
<td>Introductions, Expectations, Course Outline, Donor Motivation, Personal Giving Journal and Donation</td>
<td>Tempel: Preface &amp; Chapter 1,2</td>
</tr>
</tbody>
</table>
| 17        | The Independent Sector
Pyramid of Giving, Types of Campaigns                                  | Tempel: 6,17,18,19,20                              |
| 24        | The Fund Raising Cycle, Institutional Readiness, the Constituency Model | Tempel: 3,5,22                                    |
| 31        | Foundation and Corporate Research
(Guest speaker from the Foundation Center)                                | Tempel: 8.9                                      |
| February 7 | Philanthropic Sources (Guest speaker)
Gender, Faith, Ethnicity and Generational Influence in Giving            | Tempel: 10,11,12,13,14                            |
| 14        | Responsibility, Accountability and Credibility
Roles of Volunteers and Staff
(Guest Speaker)                                                          | Tempel: 31,32,33                                  |
| 21        | The Fund-Raising Case
Research Project Due                                                      | Tempel: 4                                       |
| 28        | **Mid-Term Exam**
Planning, Marketing and Cultivating
(Guest speaker)                                                           | Tempel: 24,25                                    |
| March 7   | Planning and Organizing the Annual Campaign
(Guest Speaker)                                                          | Tempel: 17                                      |
| 14        | SPRING BREAK – NO CLASS                                                | Graham: 4,5 (handout)                            |

(subject to modification)
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<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READING</th>
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<tbody>
<tr>
<td>28</td>
<td>Fund Raising Vehicles, Crowdfunding, Individual Research – (Guest Speakers)</td>
<td>Tempel: 7,29</td>
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<td><strong>Donation Journal Due</strong></td>
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<tr>
<td>April 4</td>
<td>Integrative Asks and Donor Recognition Ethics, Issues, Trends and Professional Development (Guest Speaker)</td>
<td>Tempel: 27,28,30</td>
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<td></td>
<td><strong>Term Project Due</strong></td>
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<td>April 11</td>
<td>Term Presentations Final Exam Questions (3) Due</td>
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<tr>
<td>April 18</td>
<td>International Perspectives (Guest Speaker) Review for Final Exam/Final Exam Study Sheet Distributed</td>
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<td>25</td>
<td><strong>No Class</strong></td>
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<tr>
<td>May 2</td>
<td><strong>FINAL EXAM (4:15 PM – 6:45 PM)</strong> (Need to confirm time and location)</td>
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</table>

**DUE DATES:**

- Research Project: February 21
- Mid Term Exam: February 28
- Personal Solicitation Journal: March 7
- Donation Journal: March 28
- Term Project: April 4
- Final Exam Questions (3) Due: April 11
John O’Kane currently serves as the principal of John O’Kane Consulting and as a half-time Professor of Practice and Outreach Director with the Non-Profit Studies Program of the Andrew Young School of Policy Studies at Georgia State University. In over forty five years of work with the nonprofit sector, he has had experience with personnel management, organizational development, training, consulting and fundraising.

John served as vice president of human resources with the United Way of Metropolitan Atlanta. At United Way, he managed the personnel, training and volunteer functions for a staff of over 100. Additionally, he was responsible for planning, designing, coordinating and delivering training and consultation to volunteers and staff of metro Atlanta nonprofit organizations. Before working at the United Way, John served as executive director of the Mental Health Association of Metropolitan Atlanta and in other health association positions in Ohio, Indiana and Missouri.

John recently retired after 25+ years with Coxe Curry and Associates where he worked with a variety of fundraising clients: faith-based and health and human service organizations, schools and groups representing civic concerns. A representative list of clients includes Atlanta Youth Academy, Aurora Theatre, Boys & Girls Clubs of Metro Atlanta, Boy Scouts of America, Central Presbyterian Church, Ron Clark Academy, Cobb & Douglas Public Health, Georgia Lions Lighthouse Foundation, Georgia Perimeter College, Georgia United Methodist Foundation, Good Samaritan Cobb Health Center, Greater Atlanta Christian School, Hillside Hospital, Ignatius House Jesuit Retreat Center, Morningside, North Avenue and Trinity Presbyterian Churches, Sacred Heart Catholic Church, Temple Beth Tikvah, and YMCA of Metro Atlanta. He is a frequent lecturer, trainer, consultant and writer on topics related to nonprofit management and fundraising. John had served for twenty four years as a part-time instructor in the Department of Public Management and Policy with the Andrew Young School of Policy Studies at Georgia State University before joining the faculty as a Professor of Practice and Outreach Director for the Nonprofit Studies Program. He has also been a member of the Nonprofit Program Advisory Committee.

He has served as a volunteer on numerous Boards of Directors and Advisory Councils including: the National Society of Fundraising Executives, Atlanta Chapter; the Georgia Society of Association Executives; the National Academy of Volunteerism (faculty); the Mental Health Association of Ohio Staff Council (co-founder and president); and the Butler County, Ohio, Human Services Council (co-founder and president). John is a past president of the Kiwanis Club of Atlanta, current Lt. Governor for Division 1 and former two term board member of the Kiwanis Atlanta Foundation. He is past chair and current member of the Community Advisory Board for the Junior League of Atlanta and a member of the Board of Visitors of the Monastery of the Holy Spirit.

John is a Leadership Atlanta graduate, recognized as a Personality of the South, and was selected by the Jaycees as an Outstanding Young Man in America.

John earned a master’s degree in social work from Washington University and a B.A. from Marian University. He and his wife, Elyse Stavale O’Kane, live in Stone Mountain, attend Corpus Christi Catholic Church and have three grown sons, Matthew, Anthony and Stephen and three grandchildren.

* Master in Social Work , Certified Fundraising Executive