



University of Wisconsin-Stevens Point

College of Fine Arts and Communication
Division of Communication

Stevens Point WI 54481-3897
715-346-3409; Fax 715-346-4769
www.uwsp.edu/comm/

**Communication 338-1 and 538-1: Topics in Public Relations
Arts Management 300-1: Arts Management Topics
FUNDRAISING & INSTITUTIONAL ADVANCEMENT**

Fall 2018

Mondays & Wednesdays, 2:00-3:15pm, CAC 236

Final Exam Monday, December 17, 2018, 2:45-4:45pm

Instructor: Jim O'Connell

e-mail: joconnel@uwsp.edu

Office: **CAC 205** / NFAC 184

Phone: 715-212-2759 cell

OFFICE HOURS – FALL SEMESTER 2018

1. Any time the door to CAC 205 or NFAC 184 is open (please come in and talk to me)
2. Any time by appointment (joconnel@uwsp.edu or leave a note in the door bin)
3. **Open Hours CAC 205: Tuesdays and Wednesdays 12:00noon-1:30pm**
4. I am serving as Interim Director of Carlsten Art Gallery in NFAC this semester;
I will generally be in the Gallery or NFAC 184 on Thursdays 10:00am-1:00pm.

I communicate via e-mail. Please check your UWSP account regularly.

Text: Successful Fundraising for Arts and Cultural Organizations (2nd Edition)

Karen Brooks Hopkins & Carolyn Stolper Friedman, Oryx Press, 1997 [H&F]

Required and available for rental at the University Store or for purchase on [Amazon.com](https://www.amazon.com).

Course Overview

In the 21st Century United States, not-for-profit corporations, whether arts and cultural institutions, public charities, or other mission-based organizations, succeed or fail based upon their ability to attract a special breed of investors to their work – those that do NOT expect a monetary return. These investors may be individuals, families, businesses, foundations, or government entities. Their investments may be known as gifts, grants, donations, memberships, sponsorships, or other names. Their motivations may range from perquisites and tchotchkes to personal recognition to community enhancement to selfless belief in "the cause." However these investors may differ, the effort to attract and maintain their interest in and commitment to an organization is built on a process of alignment, research, and relationship-building.

Together, we will explore this process in the context of annual fundraising, project funding, grantsmanship, special events, endowment building, and capital campaigns.

DOUBLE-LISTED AS A TOPIC IN BOTH ARTS MANAGEMENT AND COMMUNICATION, THIS COURSE WILL COUNT AS A 300-LEVEL ELECTIVE FOR MAJORS AND MINORS IN ORGANIZATIONAL COMMUNICATION, PUBLIC RELATIONS, AND ARTS MANAGEMENT.

There are two posters outside my office. The one on the door says *I BELIEVE IN ALL THE ARTS FOR ALL THE PEOPLE*. The framed one says *THE ARTS MUST SURVIVE AS A BUSINESS TO THRIVE AS ART*.

These statements apply to all not-for-profit endeavors, expressing the tension between maximizing accessibility to services and living within an organization's means.

Our work this semester will be part of a continuing conversation* about a world in which the aspiration of the first statement is tempered by the reality of the second. I look forward to hearing your thoughts.

** If you choose to continue in not-for-profit work, this conversation will continue for your entire career.*

Learning Outcomes for Communication 338/Arts Management 300: Fundraising & Institutional Advancement

Upon completion of this course, students will be able to

- ...understand the crucial role of mission and values in alignment with potential funders.
- ...articulate the distinctions among annual fundraising and membership campaigns, capital and endowment fundraising efforts, private and government grantseeking.
- ...conduct basic prospect research of individuals, businesses, and grantmakers (public and private).
- ...plan, budget and demonstrate the elements of a fundraising campaign and a fundraising event.
- ...identify appropriate grant sources and prepare basic foundation and government grant applications.*
- ...adapt fund development programs to a variety of organizational settings.

Learning Outcomes for the Arts Management Major

By the time they complete all major requirements, students will have gained the following competencies:

- Communicate effectively using appropriate technologies for diverse audiences;*
- *Articulate the role of the arts in community development and civic engagement;**
- *Differentiate for-profit and not-for-profit activities in the arts ecology;**
- Plan, evaluate and conduct basic research;*
- Use appropriate theories to understand and solve problems;
- Apply historical perspectives to contemporary issues and practices;*
- Apply principles of ethical decision making in communication contexts;*
- *Apply business and communication skills in support of creative endeavor;**
- *Network effectively with artists and arts management professionals.**

italics = Arts Management-specific outcomes (Others = Communication Division outcomes)

*outcomes supported by this course

Course Requirements

The final grade will be based upon graded assignments (including a semester project), class participation, final examination, and attendance.

ATTENDANCE IS MANDATORY.

You are entitled to three absences. Illness and excused absences will count against this allowance. All other absences will reduce the final grade.

Please note: ***CERTIFICATION OF HEALTH-RELATED ABSENCES MUST BE COORDINATED THROUGH THE DISABILITY AND ASSISTIVE TECHNOLOGY CENTER.*** See #6 below for contact information.

- If you miss class, you should arrange to get the day's information from a classmate.

1. Class Participation: Active participation in classroom activities is a course requirement and counts for 15% of the final course grade. I may include occasional quizzes as part of class.

- Quality participation requires professional behavior which will include obvious preparation for class, asking pertinent questions, offering relevant comments, taking notes, engaging with guest speakers, participating in classroom discussions, and other activities.

• ***THIS CLASSROOM IS AN ELECTRONICS-FREE ZONE.*** *Much of our work this semester will be done through discussion, so you need to participate fully and listen, not only to me but to your classmates, with respect and full attention.* ALL PERSONAL ELECTRONICS MUST BE TURNED OFF AND STOWED AWAY BY THE TIME CLASS STARTS.

2. Guidelines for Class Discussions: As individuals with diverse experiences and backgrounds, we will not always agree on issues, and our interpretation of the subject matter being discussed will sometimes differ. I expect you to respect the opinions of others while asserting your own.

3. Submission of Assignments: Assignments will be submitted by the beginning of each class period: (1) via the appropriate Dropbox folder on D2L, and (2) by hard copy.

4. Late Assignments: Assignments are due as noted above. The assignment is considered LATE any time after the deadline. NO EXCEPTIONS! Late assignments will automatically lose at least one point (from a maximum of 10).

5. Plagiarism and Academic Integrity: From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

For more info: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Note: Submissions via D2L will be automatically screened for plagiarism.

6. Students with Special Needs/Disabilities: Any student who anticipates needing an accommodation based on the impact of a disability (including mental health, chronic or temporary medical conditions) should contact me privately to discuss specific needs. **Students are strongly encouraged to contact the Disability and Assistive Technology Center (DATC) at 715-346-3365 or at datctr@uwsp.edu to seek further assistance.**

Students currently registered with DATC may provide their Notice of Accommodation Letters (yellow forms) to me in my office, after class, or via e-mail.

Course Assignments

1. Readings: Students will complete assigned readings prior to each class meeting and come prepared to participate in active discussions. Regular readings are posted on D2L and listed on the syllabus. Additional readings for upcoming class meetings may be added from time to time; students will be notified via e-mail and links will be posted in the appropriate D2L module.

2. Current Fundraising News: You will read daily and/or weekly articles, journals, and blogs related to fundraising, arts, and arts management. You should submit one article/post report each week; you may skip up to TWO reports without penalty. Report format: (a) headline, source, link to article/post; (b) 50-word summary of article; (c) three questions posed by the article and a 50-100-word response to each. Questions may relate to fact (the accuracy of the article, additional information which would be helpful, etc.), interpretation (the impact of the news reported, potential causes or effects, etc.), or larger issues (trends in fundraising, arts management, the larger economy, or society). (See examples.) Reports will be graded on content, quality of writing, spelling, punctuation, and grammar. One class per week will begin with a discussion of the week's news; each student should expect to present one news item orally in class and lead the resulting discussion. *See H&F, Appendix B, pages 147-8.*

3. Written Assignments:

There will be at least 10 written assignments. Assignments will relate to the assigned readings and topics discussed in previous classes. The two lowest grades may be dropped. Written assignments will be graded on content, quality of writing, spelling, punctuation, and grammar.

4. Grant Proposal and Peer Review: *(Details under review; assignment to be clarified.)*

5. Group Project:

Our textbook is an excellent one, but it was last revised before the turn of the 21st Century. It is therefore deficient in one significant area: **E-Fundraising**. Each group will research an aspect of e-fundraising and report on it on **OCTOBER 31**.

6. Final Exam **Wednesday, December 17, 2:45-4:45pm**.

***N.B. Graduate Students! There will be an additional assignment required of you:
Please identify at least two Communication theories and
explain how they relate to successful fundraising practices.
You will present the results of your work to the class on a date TBD.***

Grading

Grade Distribution

20% Class Participation (including quizzes)

15% FR News Reports

15% Written Assignments

20% E-Fundraising Project

15% Grant Proposal and Peer Review Panel

15% Final Exam

Extra Credit: From time to time, optional and supplementary work and voluntary opportunities for earning extra credit will be announced in class only.

Grading Scale

A

93-100

A -

90-92

B+

87-89

B

84-86

B -

80-83

C+

77-79

C

74-76

C -

70-73

D+

67-69

D

60-66

F

Below 60

Class Timeline

Please note that classes and assignments may be reordered to take advantage of guest speaker availability and other opportunities for course enhancement.

GUEST SPEAKERS WILL BE ADDED AS THE SEMESTER CONTINUES.

For models of written assignments, see H&F Appendix K, pages 183-244.

WEEK 1: WELCOME, COURSE ORIENTATION, FUNDRAISING BASICS
WED, SEPTEMBER 5

Reading Assignment: H&F Introduction, Chapters 1 and 2

Written Assignment (due SEP 10): Complete H&F page 245, Chapter 1, Item II.a.

Assignment (due SEP 12): FR News Report #1. *See H&F App B (147) & D (156)*

WEEK 2: INSTITUTION BUILDING, LEADERSHIP
MON & WED, SEPTEMBER 10 & 12

Reading Assignment: H&F Chapter 3

Written Assignment (due SEP 17): Complete H&F page 246, Chapter 3, Item II.a.

Assignment (due SEP 19): FR News Report #2.

WEEK 3: ANNUAL CAMPAIGNS 1
MON & WED, SEPTEMBER 17 & 19

Reading Assignment: TBA

Written Assignment (due SEP 24): Complete H&F page 246, Chapter 3, Item II.b.

Assignment (due SEP 26): FR News Report #3.

WEEK 4: ANNUAL CAMPAIGNS 2
MON & WED, SEPTEMBER 24 & 26

Group Assignment: Research & Report on E-Fundraising Techniques (due OCT 31)

Reading Assignment: H&F Chapter 4 and H&F Appendix J

Written Assignment (due OCT 1): Complete H&F page 246, Chapter 4, Item II. a or b.

Assignment (due OCT 3): FR News Report #4.

WEEK 5: BUSINESSES
MON & WED, OCTOBER 1 & 3

Reading Assignment: H&F Chapter 5

Written Assignment (due OCT 8): Complete H&F page 247, Chapter 5, Item II.a.

Assignment (due OCT 10): FR News Report #5.

WEEK 6: FOUNDATIONS
MON & WED, OCTOBER 8 & 10

Reading Assignment: H&F Chapter 6

Written Assignment (due OCT 15): Complete H&F page 247, Chapter 6, Item II.a.

Assignment (due OCT 17): FR News Report #6.

WEEK 7: INDIVIDUALS 1, COMM WEEK GUESTS
MON & WED, OCTOBER 15 & 17

Reading Assignment: TBA

Written Assignment (due OCT 22): Complete H&F page 247, Chapter 6, Item II.b.

Assignment (due OCT 24): FR News Report #7.

WEEK 8: INDIVIDUALS 2

MON & WED, OCTOBER 22 & 24

Reading & Written Assignment: Complete E-Fundraising Group Reports
Assignment (due OCT 31): FR News Report #8.

WEEK 9: INDIVIDUALS 3: E-FUNDRAISING (group reports)

MON & WED, OCTOBER 29 & 31

Reading Assignment: H&F Chapter 7, Read Wisconsin Arts Board Creation & Presentation Guidelines;

Written Assignment (due NOV 5): Complete H&F page 247, Chapter 7, Item II.a.
Assignment (due NOV 7): FR News Report #9.

WEEK 10: GOVERNMENT

MON & WED, NOVEMBER 5 & 7

Reading Assignment: H&F Chapter 8

Written Assignment (due NOV 12): Complete H&F page 248, Chapter 8, Items II. a and b.
Assignment (due NOV 14): FR News Report #10.

WEEK 11: SPECIAL EVENTS

MON & WED, NOVEMBER 12 & 14

Reading Assignment: Review Grant Proposal as Distributed in Class

Written Assignment: Prepare a Peer Panelist Summary of the Grant Proposal
Assignment (due NOV 21): FR News Report #11.

WEEK 12: PEER REVIEW PROCESS

MON & WED, NOVEMBER 19 & 21

Reading Assignment: H&F Chapter 9

Written Assignment (due NOV 26): Complete H&F page 248, Chapter 9, Item II.b.
Assignment (due NOV 28): Arts News Report #12.

HAPPY THANKSGIVING!

WEEK 13: CAPITAL AND ENDOWMENT CAMPAIGNS

MON & WED, NOVEMBER 26 & 28

Reading Assignment: H&F Conclusion (page 141)

Written Assignment (due DEC 3): Complete H&F page 248, Chapter 9, Item II.a.
Assignment (due DEC 5): FR News Report #13.

WEEK 14: PROJECT PRESENTATIONS 1-13

MON & WED, DECEMBER 3 & 5

Assignment: Prepare Final Project

Assignment (due DEC 12): FR News Report #14.

WEEK 15: PROJECT PRESENTATIONS 14-25

MON & WED, DECEMBER 10 & 12

Final Exam: **Monday, December 17, 2:45-4:45pm.**

This syllabus is subject to change.