McMaster University

SOCSCI 2RD3 - Resource Development for the Not-For-Profit Sector
Course information:

- <u>Classes will be Online</u> – Material will be posted by Thursday of each week starting September 9, 2021 – December 2, 2021
- Instructor: Valerie Sadler, M.Ed.
- Office hours: Virtual (individual by appointment) – Periodic 30 minute Zoom time slots will be made available should students want to drop in to ask/confirm/share anything within a group setting
- Email: sadler@mcmaster.ca

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Course Overview

Course Description:

This course will help students understand the role of Resource Development within the not for profit sector by reviewing the various sources of funding for a not for profit organization and the roles and responsibilities of a Development Dept. The course will also discuss the donor cycle and how it is used to engage and enhance donor relationships. Students will learn the components of an effective Case for Support and discuss how social enterprise is a viable option for many organizations. Students will understand the process of relationship building with donors and the effective use of storytelling. Learning is enabled using a combination of class preparation, in-class lectures, case analysis, independent study and group study.

Course Objectives:

Students will develop academic skills that are transferable to other university courses as well as the workforce, particularly the not for profit sector.

1) To provide students with an understanding of the not for profit sector and its place in society
2) To provide students with an understanding of how Resource Development is framed within various sized organizations
3) To help students critically analyze effective communication as it ties in to Resource Development including storytelling narratives, program statistics
4) To evaluate, through peer review, Case for Support agency presentations

5) Students will better understand their community supports through the lens and work of not for profit agencies.

Course Format:

Information will be posted weekly via recorded lectures, case study analyses, selected theoretical frameworks and online discussion boards. Lectures will include reviewing course related articles and could include guest lecture presentation(s).
This course does not require a textbook, however, there will be periodic readings that will be shared with students via Avenue to Learn. Some of these readings will be mandatory while others will be suggested reading.

Course Requirements/Assignments

Requirements Overview and Deadlines

1. Social Media and Resource Development Assignment – Students will critique the social media choices of two small-medium sized agencies within the community. Assignment is worth 25% and is due on October 7, 2021
2. Mid-Term Exam – October 28th – worth 25%
3. Revenue Generation Case Study is due on November 18th and is worth 15%. Students will analyze an agency and develop a five-year revenue generation plan.
4. Group Presentations – A Case for Support. Groups will present their Case for Support via zoom to instructor and a small team of peers. Presentations will be held on zoom between November 30th – December 3, 2021. This assignment is worth 35%.

Assignment Submission and Grading

Form and Style

- Written assignments must be typed using 12 point font and double-spaced. Please include a cover page containing the title, student's name, student number, and the date. Number all pages (except title page). If requested by instructor, please add a Reference Page.
- Students can choose the academic formatting (APA, MLA etc.)

Avenue to Learn
In this course we will be using Avenue to Learn. Students should be aware that, when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss with the course instructor.

Submitting Assignments & Grading
Avenue2Learn Drop-box will be used for assignment submission except for the Case for Support Report that will be handed in during the group presentation.

All assignments are due by midnight (if using drop-box) on the date stated unless other arrangements have been made in advance with the instructor.

Privacy Protection

In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University will not allow return of graded materials by placing them in boxes in departmental offices or classrooms so that students may retrieve their papers themselves; tests and assignments must be returned directly to the student. Similarly, grades for assignments for courses may only be posted using the last 5 digits of the student number as the identifying data. The following possibilities exist for return of graded materials:

1) Direct return of materials to students in class;
2) Return of materials to students during office hours;
3) Students attach a stamped, self-addressed envelope with assignments for return by mail;
4) Submit/grade/return papers electronically.

Arrangements for the return of assignments from the options above will be finalized during the first class.

Extreme Circumstances

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

Student Responsibilities

- Students are expected to contribute to the creation of a respectful and constructive learning environment. Students should read material in preparation for class and view lectures weekly.
- In the past, student and faculty have found that non-course related use of laptop computers and hand-held electronic devices during class to be distracting and at times disruptive. Consequently, during class students are expected to only use such devices for taking notes and other activities directly related to the lecture or class activity taking place.
- Please check with the instructor before using any audio or video recording devices in the classroom.

Academic Integrity

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university. It is your responsibility to understand what constitutes

academic dishonesty. For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](#).

The following illustrates only three forms of academic dishonesty:

- Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
- Improper collaboration in group work.
- Copying or using unauthorized aids in tests and examinations.

Academic Accommodation of Students with Disabilities

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca for further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

Religious, Indigenous and Spiritual Observances (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request to their Faculty Office normally within 10 working days of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

Please review the [RISO information for students in the Faculty of Social Sciences](#) about how to request accommodation.

E-mail Communication Policy

Effective September 1, 2010, it is the policy of the Faculty of Social Sciences that all e-mail communication sent from students to instructors (including TAs), and from students to staff, must originate from the student's own McMaster University e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from a McMaster account. If an instructor becomes aware that a communication has come from an alternate address, they may not reply.

McMaster Student Absence Form (MSAF)

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar "Requests for Relief for Missed Academic Term Work".

Course Weekly Topics and Readings

Date	Topic	Due Dates
September 9	**Introduction to SOC SCI 2RD3** • Course Overview • Expectations	

	Resource Development – Defined The non-profit sector/Resource Development Environment	
September 16	• Roles & Responsibilities/Development Staff • The Case for Support • Preparing an Effective Business Case • Developing an Effective Resource Development Plan • Social Media and Not for Profits	
September 23	Social Enterprise How it is impacting non-profits • Finding new ways to raise awareness and fundraise • Influence – The Psychology of Persuasion	
September 30	**Fundraising Methods** • Sources of Revenue • Stewardship for each Generation • Giving – Gendered Differences • What Motivates Donors?	
October 7	• The Seven Faces of Philanthropy • Pyramid of Giving • The Donor Cycle • Media Relations	Social Media 25%
October 14	**MID-TERM RECESS – NO CLASS**	
October 21	• List Building • Prospect Networking • Logic Models • Performance Measures • Not for Profit vs. Charities • Income Tax Receipts • Writing Grant Proposals	
October 28	**MID-TERM EXAM**	25%
November 4	The Power of Storytelling • Donor Bill of Rights • Ethical Code for Fundraising • Association of Fundraising Professionals **Major Donor Fundraising** • Launching a New Major Gifts Program	
November 11	**Capital Campaigns** • Steps to Prepare; Process to Complete	
November 18	**Planned Giving/Legacy Gifts**	Revenue Generation Case Study 25%

SOCSCI 2RD3, Fall 2021

| November 25 | Out in the Community (Virtually)– Connecting with Your Agency | No Class |
| December 2 | Group Presentations – A Case for Support
Will run on Zoom between April 6 - 8 | 35% |

*The Instructor reserves the right to modify elements of the course during the term.

Authenticity/Plagiarism Detection
In this course we may be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students may be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to the academic integrity website.