

## COURSE OUTLINE

### SOC SCI 2RD3E (Winter 2017)

#### Resource Development

Day of the Week: Thursdays– 7:00 PM- 10:00 PM

Location: Kenneth Taylor Hall (KTH) – Room B132

**McMaster University**  
**Faculty of Social Sciences**

**Instructor: Valerie Sadler, M.Ed.**  
**Office: KTH 208 (by appt.)**  
Office Hours: Wednesday 5:30 pm – 6:30 pm  
**Email: [sadler@mcmaster.ca](mailto:sadler@mcmaster.ca)**

#### **Course Description:**

This course will help students understand and apply:

- the various sources of funding for non-profit organizations
- the role and responsibilities of a Development Dept.
- the donor cycle and use it to engage and enhance donor relationships
- the components of an effective Case for Support
- social enterprise and its place in a non-profit
- the process of relationship building with donors
- Volunteer Management

Learning is enabled using a combination of class preparation, in-class lectures, case analysis, independent study, and group study.

#### **Course Objectives:**

##### **Developing Transferable Skills**

You will work on developing academic skills that are transferable to your other university courses as well as to the workforce. These skills include:

- critical reading and thinking;
- communication (oral, written and visual);
- self and peer evaluation;
- research skills; and
- group work skills.

### **Required Textbooks:**

<b>ISBN</b>	<b>Textbook Title &amp; Edition</b>	<b>Author &amp; Publisher</b>
NA	NA	

### **Evaluation Components:**

<b>Assessment Activity</b>	<b>% of Grade</b>	<b>Date Due</b>
Social Media and Resource Development	<b>20%</b>	January 26, 2017
Mid-Term	<b>25%</b>	In Class – February 16, 2017
A Case for Support	<b>35%</b>	March 23-March 30, 2017
Final Exam	<b>20%</b>	TBA - April 11-April 27, 2017

**Readings:** This course does not require a textbook, however, there will be periodic readings that will be shared with you on Avenue to Learn. Some of these readings will be suggested and others will be mandatory reading.

**Written Assignments:** All written assignments are to be typed and double-spaced. Please include a title page with your name, student number and email address, the topic title of the assignment and the date submitted. Written submissions should be delivered through the Dropbox in Avenue 2Learn unless otherwise instructed by the course Instructor.

**Submitting Assignments Electronically:** Individual assignments submitted electronically must include your last name in the filename: e.g. Smith\_Assignment\_5\_Article\_Assessments.rtf.

**Late Submissions:** All work is due on the date stated, at the beginning of class, unless other arrangements have been made in advance with the instructor. A late penalty of 5 percentage points per day will apply after the due date (weekends included).

**Class Participation and Engagement:** Class participation and engagement is an important component of this course (and of active learning). Therefore, we expect all students to be 'active' participants in this course. This means attending all classes, being actively involved in class activities and thoughtful discussion, and completing all assignments.

Your participation grade will be significantly influenced by your active involvement in class, and the quality of that involvement. Lack of participation, or 'negative participation', will also significantly influence your participation grade (but in a negative way)! And so you are aware of the types of activities or behaviours that will be considered 'negative' class participation, they include the following: missing classes, talking to classmates about things that are not a contribution to the class discussion, general nonparticipation in or disruption of class/class activities, sleeping during class, coming to class late or leaving early, and using any of the following electronic devices: cell phones, mp3 players, ipods, ipads, and other electronic devices. Computers may be used in class but ONLY for note taking purposes. Evidence of

using the computer for anything other than note taking will be considered negative class participation.

The success of this course depends on you! And students who are most successful in this course fulfill these expectations, and engage in all aspects of the course!

**Group Assignments:** For all group assignments, ALL students in the group must be contributing members of that assignment. The expectation is that each student will be an active and respectful member of their group, and contribute to the assignment - in a fair and equitable way. Group work is sometimes challenging, but it can also be rewarding in a number of ways, including providing you with opportunities to develop valuable 'working-as-a-team' skills that will serve you well in this and other courses, as well as more broadly in your academic, professional, and personal life.

**Policy for Returning Assignments/Posting Grades:** In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University will not allow the return of graded materials by placing them in boxes in departmental offices or classrooms so that students may retrieve their papers themselves; all tests and assignments must be returned directly to the student.

And since it is important for student learning and skills development that students receive feedback on their assignments as they progress through the course, you can expect to receive feedback (comments and a grade) on each of your assignments in a timely fashion. This will allow you the opportunity to see how you performed on each assignment and time to discuss any questions you might have with your instructor.

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 when submitting the assignments for return by mail (for final capstone assignment only); and
4. submit/grade/return papers electronically.

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

Grades for assignments may only be posted using the last 5 digits of the student number as the identifying data. Final grades for the course will be posted on MUGSI.

### **UNIVERSITY POLICY ON ACADEMIC DISHONESTY:**

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, located at <http://www.mcmaster.ca/academicintegrity>

The following illustrates only three forms of academic dishonesty:

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

### **A NOTE ABOUT THE USE OF AVENUE TO LEARN IN THIS COURSE:**

In this course we will be using Avenue to Learn for the online components of the course. 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 this with the course instructor.

### **A NOTE ABOUT THE USE OF TURNITIN.COM IN THIS COURSE**

In this course we may be using a web-based service (Turnitin.com) to reveal plagiarism. If announced by the Instructor, students will be expected to submit their work electronically to Turnitin.com as well as in hard copy so that it can be checked for plagiarism. Students who do not wish to submit their work to Turnitin.com must still submit a hard copy of their work to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, etc.). To see the Turnitin.com policy, please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity)

### **FACULTY OF SOCIAL SCIENCES 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 to 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, the instructor may not reply at his or her discretion.

### **McMaster Student Absence Form (MSAF):**

This on-line self-reporting tool is for undergrad students to report one absence of up to 3 days per term. The MSAF gives you the ability to request relief for any missed academic work during that one absence (that is less than 25% of the course grade). Please note: this tool cannot be used during any final examination period.

You may submit only 1 MSAF per term. This form should be filled out as soon as possible before you return to class after your absence. It is YOUR responsibility to follow up with your instructor immediately (within 48 hours of submitting the MSAF) in person or by email regarding the nature of the relief that is possible for the missed work.

If you are absent more than 3 days or exceed 1 request per term, are absent for a reason other than medical, or have missed work worth 25% or more of your final grade, you **MUST** visit the office of the Associate Dean in your Faculty. You may be required to provide supporting documentation to the Faculty office. You must **NOT** submit any medical or other relevant documentation to your instructor. Your instructor may **NOT** ask you for such documentation. All documentation requests will only come from the Faculty office.

### **Research Using Human Participants**

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge and understanding. As a research intensive institution, McMaster University shares this commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:

<http://pre.ethics.gc.ca>

McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.

If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University's research ethics guidelines:

<https://reo.mcmaster.ca>

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You **MUST** respect this request and cannot present this information in class or communicate it in any form, nor can you discuss it outside your group. Furthermore, you must continue to respect this confidentiality even after the course is over.

The research activity involving human participants outlined in this course syllabus has been reviewed by the McMaster Research Ethics Board (MREB) or one of the departmental Student Research Ethics Committees (SRECs) and received ethics clearance. If you have any concerns or questions about the way this research activity is conducted, please contact:

McMaster Research Ethics Secretariat  
Telephone: 905-525-9140 ext. 23142  
c/o Research Office for Administrative Development and Support  
Email: [ethicsoffice@mcmaster.ca](mailto:ethicsoffice@mcmaster.ca)

**Access Copyright Regulations:**

McMaster University holds a licensing agreement with Access Copyright, the Canadian Copyright Licensing Agency. Information on current regulations for copying for education purposes can be found at the following website: <http://www.copyright.mcmaster.ca/>

**Student Accessibility Services (SAS) formerly Centre for Student Development (CSD):**

**If you have an accommodation letter from SAS, you are required to provide a copy of that letter to your instructor. Please be sure that you arrange academic accommodations through SAS as early as possible in order that the instructor can receive the accommodation letter as early as possible in the term.**

**What are my responsibilities as a student registered at SAS?** Students are responsible to identify themselves to Student Accessibility Services on an annual and regular basis in order to receive accommodations and services.

Students are responsible for:

- meeting their SAS Program Coordinator prior to, or at the start of each academic term (September, January and summer sessions);
- providing their SAS Program Coordinator with relevant and professional medical or psychological documentation;
- notifying their SAS Program Coordinator if courses are dropped or added, or if accommodations require a change;
- meeting with individual course instructors to discuss specific needs in relation to the course and their disability; and
- providing the course instructor with their accommodation letter from SAS.

For more information, see the SAS website: <http://csd.mcmaster.ca/sswd/faqs.html>

## COURSE SCHEDULE

Date	Topic	Due Dates
January 5	Introduction to SOC SCI 2RD3 <ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Expectations</li> </ul> Resource Development – Defined The non-profit sector/Resource Development Environment	
January 12	<ul style="list-style-type: none"> <li>• Roles &amp; Responsibilities/Development Staff</li> <li>• The Case for Support</li> <li>• Preparing an Effective Business Case</li> <li>• Developing an Effective Resource Development Plan</li> <li>• Social Media and Not for Profits</li> </ul>	
January 19	Social Enterprise How it is impacting non-profits <ul style="list-style-type: none"> <li>• Finding new ways to raise awareness and fundraise</li> <li>• Influence – The Psychology of Persuasion</li> </ul>	
January 26	<b>Fundraising Methods</b> <ul style="list-style-type: none"> <li>• Sources of revenue</li> <li>• Stewardship for Each Generation</li> <li>• Giving – Gendered Differences</li> </ul> <b>Volunteer Management</b> <b>The Donor Cycle</b> <b>Pyramid of Giving</b>	Social Media – What’s working; What isn’t – 20%
February 2	<b>Strategic Giving</b> <ul style="list-style-type: none"> <li>• Giving Styles</li> <li>• Engaging Donors</li> <li>• Philanthropic Relationships</li> </ul> <b>The Seven Faces of Philanthropy</b>	
February 9	<ul style="list-style-type: none"> <li>• List Building</li> <li>• Prospect Networking</li> <li>• Writing Proposals</li> <li>• Logic Models</li> <li>• Performance Measures</li> </ul> Not for Profit vs. Charities	

February 16	Mid-Term Exam (In-Class)	25%
February 23	<b>MID – TERM RECESS</b>	NO CLASSES
March 2	<b>Donors for Life</b> <ul style="list-style-type: none"> <li>• Planned Giving</li> <li>• Donor Bill of Rights</li> <li>• Ethical Code for Fundraising</li> <li>• Associations of Fundraising Professionals</li> <li>• Income Tax Receipts</li> </ul>	
March 9	<b>Major Donor Fundraising</b> <ul style="list-style-type: none"> <li>• Launching a new major gifts program</li> <li>• The Process</li> <li>• Case Study (In Class)</li> </ul>	
March 16	<b>Capital Campaigns</b> <ul style="list-style-type: none"> <li>• Steps to Prepare; Process to Complete</li> </ul> Class Time Available for Group Prep	
March 23	<b>Group Presentations – A Case for Support</b>	Group Assignment (35%)
March 30	<b>Group Presentations – A Case for Support</b>	
April 6	<b>Final Exam – Review</b> <b>Final Exam Period April 11<sup>th</sup> through April 27<sup>th</sup></b>	20%



**The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her McMaster email.**