

COURSE SYLLABUS
PUR4932: Event Fundraising for Nonprofits

Date/Time: Wednesdays, periods 4-5 10:40 p.m. – 12:35 p.m.

Location: Weimer 3215 AHA! Lab

Instructor: Vanessa Wakeman

Email: vdalton1@ufl.edu

Office hours: 3103 Weimer – Tuesdays from 5:00 p.m. – 6:00 p.m. and Wednesdays from
12:45 p.m. – 2:45 p.m.

Course Description

Most nonprofit organizations use the revenue from fundraising events as part of their annual operating budget or to fund key initiatives, making the need to produce profitable and meaningful events even more important. Beyond the glitz and glamour of creating an aesthetically pleasing event, it is critical that organizations produce events that cultivate and strengthen relationships with key audiences. Looking at events through the lens of public relations will prepare students to think about how to best communicate the mission and needs of an organization and propel guests to respond to your calls-to-action in a high sensory environment -- a fundraising gala.

Students will work together in groups to create a mock fundraising event for the charity of their choice, based on a specific set of criteria. Simulating the typical fast-paced, demanding environment of a nonprofit, students will be given strict deadlines for a number of tasks related to event fundraising, while also incorporating a series of communications tactics.

Course Objectives:

In this course, you will gain event fundraising experience. By the end of the course, students should:

- Understand the role of the development staff in a nonprofit organization.
- Be familiar with the various aspects of a fundraising event.
- Be fluent in the typical jargon used for basic event production.
- Have a solid understanding of event script writing and how to engage audiences in fundraising activities.
- Acquire the basic skills needed to be a member of a nonprofit development or special events team.

Course Schedule and Topics*	
1/7	Course overview and introductions
1/14	Anatomy of an event
1/21	Event fundraising through a public relations lens
1/28	Audience development: Communicating with event attendees
2/4	Guest speaker
2/11	Impact of influencers on special events
2/18w	Dollars and sense
2/25	Guest speaker
3/3	Spring Break
3/10	Guest speaker
3/17	Crafting a compelling fundraising request
3/24	Guest speaker
3/31	Preparing an Event Script and Run of Show
4/7	Review
4/14	Presentations
4/21	Presentations

*This schedule may change at the discretion of the Professor. Any updates will be added to Canvas.

Course Evaluation

The evaluation of coursework will be based on the student’s performance in four areas, each of which constitutes a proportion of the final grade. These include: attendance; development; individual and group assignments; and analytics. The allocations for each are as follows:

Attendance – 20%

Your presence and participation will allow you to receive the full benefit of the course curriculum and best prepare you for job opportunities. Some segments of the class will be group sessions that I will audit.

Individual and Group Assignments - 40%

Fundraising events are a huge undertaking, requiring a variety of skills. Groups will be created at the beginning of the semester. Each group will create the concept for their event, a fundraising plan and a project timeline. Each group will be responsible for providing regular status updates. Each group will also receive three surprise challenges during the course and will have to demonstrate their ability to address the issues while still adhering to deadlines and fundraising goals. Details will be shared in class and on Canvas.

Group Presentations – 40%

Planning a great event is useless if you are unable to execute successfully. Since this is an event fundraising class, each group will be responsible for presenting one element of their event to the class to highlight their ability to incorporate communication practices into the event to support fundraising goals. Specific assignments will be shared in class and on Canvas.

The grading scale for the course is:

A 92-100%	C 72-77%
A- 90-91%	C- 70-71%
B+ 88-89%	D+ 68-69%
B 82-87%	D 62-67%
B- 80-81%	D- 60-61%
C+ 78-79%	E: Below 60%

More information on grades and grading policies is here:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Availability

I am excited to get to know you and support you in your learning journey. I welcome you to come speak with me at any time during the semester about questions or concerns you have. I have weekly office hours and am also available by appointment.

Class Attendance and Make-Up Policy

Class attendance is expected. Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>) and require appropriate documentation. Late essay response papers will not be accepted. A makeup midterm and makeup final exam will be provided for students who miss either exam due to extreme, documented circumstances. A cumulative make-up quiz will be provided at the end of the semester for any and all quizzes missed. This score will replace all missing quiz grades. Students should arrange with the instructor for makeup material, and the student will receive one week to prepare for any makeup assignment, if circumstances allow it.

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://gatorevals.aa.ufl.edu/>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://gatorevals.aa.ufl.edu/>.

Course Professionalism

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You must conduct yourself in an honest, ethical and courteous manner with other students and me, abiding by the UF Student Conduct & Honor Codes.

You are expected to:

- Arrive on time and remain in class for its duration unless I dismiss the class early.

- Not speak when another student is speaking or the instructor is speaking
- Not use cell phones, laptops, tablets or other electronic devices, except as part of in-class assignments. All cell phones and electronic devices must be set on silent during class time.

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Counseling and Wellness Center

Contact information for the Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Campus Resources Health and Wellness Resources U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <https://counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

University Police Department: 392-1111 (or 9-1-1 for emergencies).

<http://www.police.ufl.edu/> Academic Resources E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

<https://lss.at.ufl.edu/help.shtml>.

Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling.

<https://career.ufl.edu/> Library Support, <http://cms.uflib.ufl.edu/ask>.

Various ways to receive assistance with respect to using the libraries or finding resources.