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Nonprofits - A Communicator's Perspective (PUR 4243)

Contact Information

Instructor

Gisele McAuliffe is located in the Washington, DC metro area and will teach remotely.

Phone Number

Gisele McAuliffe: Cell: (202) 285-3340.

Email

mcauliffegisele@ufl.edu

Office Hours

Gisele McAuliffe: Available M-F, 9AM - 4PM. Please request an appointment by email at mcauliffegisele@ufl.edu.

Teaching Assistant

None

For questions about course content, your grade, or other personal issues, **use the Canvas mail tool**. Please allow 24 hours for a response M-F and 48 hours on weekends and holidays.

Course Information

PUR 4243

Thursdays, 6:05 PM to 7:15 PM

Credit Hours: 1

Course Description

Alternative formats

Nonprofit communicators don't work in a vacuum. They work with grassroots organizers, campaign directors, researchers, lawyers, lobbyists and many others throughout the organization. For nonprofit communicators to be successful, they must understand the work of their colleagues, and their colleagues must understand what communicators do. In this course, we'll explore what a nonprofit is, why people go into nonprofit work and how a nonprofit operates from the perspective of the organization's communicators, delving into the roles and responsibilities of key players in the organization and how they work together to effect positive social change.

Course Objectives

By the end of this course, you will be able to:

1. Explain what a nonprofit organization is, how nonprofits operate and how they differ from foundations and government agencies.
2. Explain how public interest communicators work with others in an organization to help the organization achieve its goals.
3. Explain the roles and responsibilities of other key players in a nonprofit organization.
4. Create a plan for a new nonprofit organization, crafting mission and vision statements, naming the roles of staffers and outlining what they will do to help the organization meet its goals.

College of Journalism and Communications objectives

The **Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)** requires that by graduation all students should be able to:

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation

- and ability, domestically and globally, across communication and media contexts;
- Present images and information effectively and creatively, using appropriate tools and technologies;
 - **Write grammatically correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;**
 - Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
 - Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
 - Effectively and correctly apply basic numerical and statistical concepts;
 - Critically evaluate ones own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
 - Apply tools and technologies appropriate for the communications professions in which they work.

Tips for success

To be successful in this course, you just need an open mind and a desire to learn, question and explore. You'll do well as long as you:

- Come to class on time.
- Actively participate in class discussions and questions.
- Keep up with the assignments and meet submission deadlines.
- Ask questions when you have them.

Course Requirements

The instructor encourages you to review UFL Academic Policies and Resources at: <https://go.ufl.edu/syllabuspolicies>  [_ \(https://go.ufl.edu/syllabuspolicies\)](https://go.ufl.edu/syllabuspolicies)

Required Textbook

None. Reading assignments will be provided via Canvas in the form of links to publicly available articles and downloadable documents.

Prerequisites

There are no prerequisites for this course.

Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)
- Video content viewing technology
- Adobe PDF reader

Alternative formats

Minimum Technical Skills

To complete your tasks in this course, you will need a basic understanding of operating a computer, how to research publicly available information online, and Word processing software.


Course Technology

Since this is an online course, students must have a computer and reliable Internet access. Computers also should have a Microsoft Word (or other word processing software that can generate a .doc or .docx file), Adobe flash or other software solution for viewing video content, presentation software that can generate slide decks, and Adobe PDF reader.

Materials/Supply Fees

There is no supply fee for this course.

Zoom

This class is conducted via Zoom, an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at the [University of Florida's Zoom](https://ufl.zoom.us/)  [\(https://ufl.zoom.us/\)](https://ufl.zoom.us/) website.

Course Policies

Assignment Deadlines

Communications work is deadline-oriented, so it's important to meet assignment deadlines. If you do miss a deadline and submit your assignment late, I'll still assess it, but I will reduce the total number of points you can receive and the number will drop over three days to 0.

I will make exceptions for students with documented medical emergencies (e.g., a doctor's note) or other genuine, documented emergencies. Please notify me as soon as possible if you have an emergency that will prevent you from attending class or completing an assignment. This policy doesn't pertain to the final campaign plan and presentation slides; those are due Nov. 11 for class presentation during Weeks 13 and 14. If they aren't complete, the team will get a 0.

Students shall be permitted a reasonable amount of time to make up the material or activities covered during absence from class or inability to engage in class activities because of the reasons outlined above.

If the submission of any of your assignments is delayed because of technical issues with Canvas, please report the problem immediately, receive a ticket number from the UF Computing Help Desk and email it to me immediately. The ticket will document the time and date of your issue.

For technical issues related to Canvas, contact the UF Help Desk at <http://helpdesk.ufl.edu> or (352) 392-HELP (4357).


Format Required For Written Assignments:

- 1. Double Line Spacing throughout.**
- 2. At the top of the first page of every written assignment, insert your full name, the date, and the title of the assignment. For example: "John Doe | Sept. 1, 2025 | Week 2: Nonprofit Structures and Types"**

You must use the Associated Press (AP) style for all writing assignments. If you don't have the AP Stylebook, you can obtain [free access to the AP Stylebook for all faculty, staff and students \(https://www.apstylebook.com/smathers-libraries-at-the-university-of-florida/ap_stylebook\)](https://www.apstylebook.com/smathers-libraries-at-the-university-of-florida/ap_stylebook) or you can purchase a hard copy. It sets out rules for grammar, punctuation, spelling, capitalization, abbreviations, and other writing conventions. Your written submissions must accurately reflect all those rules.

The writing assignments rubric includes:

- Grammar, punctuation and Associated Press (AP) style: The copy has no grammatical errors or punctuation errors. It has at most one AP style error. Any assignment with grammatical mistakes
- Writing quality: Concepts should be conveyed clearly. The piece should have a logical flow, transitions are used appropriately, words are used correctly, no words are missing and any potentially complex terms are explained.

Grammar and Writing Help. Since enhancing your writing skills could improve your grades and future employment opportunities, I recommend you take advantage of [UF's Writing Studio](https://writing.ufl.edu/writing-studio/for-students/)  (<https://writing.ufl.edu/writing-studio/for-students/>)—a free service. There, UF students have the opportunity to work one-on-one with a tutor. Also, free grammar platforms can help clarify mistakes you may be making and how to improve. Here are two such platforms you may wish to try:

- Grammarly (my favorite): <https://www.grammarly.com/grammar-check> (<https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.grammarly.com%2Fgrammar-check&data=05%7C02%7Cmcauliffegisele%40ufl.edu%7Cec1d5119caef46f44f3908dc283056f7%7C0d4>)
- (<https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fprowritingaid.com%2F&data=05%7C02%7Cmcauliffegisele%40ufl.edu%7Cec1d5119caef46f44f3908dc283056f7%7C0d4>)
LanguageTool: <https://languagetool.org/> (<https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Flanguagetool.org%2F&data=05%7C02%7Cmcauliffegisele%40ufl.edu%7Cec1d5119caef46f44f3908dc283056f7%7C0d4>)

Attribution in writing assignments

1. I'm sure you have read news stories about careers being derailed because someone copied material from a book, article or other source and represented it as their own (aka plagiarism). That's why, in every assignment for this course, you must attribute the source of your information clearly including information obtained from organizations' websites or internal documents. **Do not copy anything word for word, regardless of the source, without putting quotes around it and crediting the source. Doing so constitutes plagiarism, which will result in a 0 on the assignment and could lead to disciplinary action.**

Artificial intelligence (AI)

Using AI when not explicitly allowed is considered a violation of the honor code, as you are presenting content as your own that was not fully created by you.

Various AI detection tools are available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

Class Attendance and Participation Policy

Attendance is important, as class participation is a key part of your learning and will factor into your

grade. To get the most out of the class, you must be present and on time for class and participate in discussions and class activities. Being present means you're attentive and not texting, checking email, doing other work or using social media during class. **For this course, being present also means your camera is on, you are facing the camera and you participate in class discussions, chats, polls and other activities.**

You must notify me and your teammates if you are going to be late or absent. If you do miss class, it is your responsibility to make up the lost work, get notes from another student, or otherwise ensure that you have caught up on what you missed.

I recognize that things crop up and that students may have to miss part or all of a class during the semester. For that reason, at the end of the semester, I will drop your lowest participation grade. To be fair to those who do attend class, I will assess participation whether you attend class or not. The only exception is for a documented medical issue that leads you to miss class.

Course professionalism

Did you know that multitasking during class hinders your ability to absorb information and virtually ensures that you will miss a critical point being made by another student or the instructor? For that reason, please do not text, check email or social media unrelated to the class, browse unrelated websites or do other work during class.

Please be on time to class. Being late means missing updates and announcements, as well as the introduction to the material we are covering, which is key to putting it in context

Class-related notifications

Please log in to Canvas daily to check for class-related announcements. You may set up alerts to forward messages directly to your UF email address. To adjust your notification settings in Canvas, **[follow these guidelines](https://community.canvaslms.com/t5/Student-Guide/How-do-I-set-my-Canvas-notification-preferences-as-a-student/ta-p/434)** [↗](https://community.canvaslms.com/t5/Student-Guide/How-do-I-set-my-Canvas-notification-preferences-as-a-student/ta-p/434) **[.\(https://community.canvaslms.com/t5/Student-Guide/How-do-I-set-my-Canvas-notification-preferences-as-a-student/ta-p/434\)](https://community.canvaslms.com/t5/Student-Guide/How-do-I-set-my-Canvas-notification-preferences-as-a-student/ta-p/434)**.

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on **[UF's Attendance Policies](http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)** [↗](http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/) **[\(http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/\)](http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)** website.

Recording of Class

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal

educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation and delivered by any instructor hired or appointed by the University or by a guest instructor as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

About Classroom Discussions

Please engage in class discussions with care, respect and empathy for others, recognizing that people come from an array of backgrounds and have different perspectives. My aim is for students from all backgrounds to find this course valuable and to view others’ ideas as a resource and benefit. I aim to present materials that are respectful of ethnicity, race, culture, gender, sexuality, disability, age and socioeconomic status. However, I recognize the materials may have limitations and encourage suggestions for additional materials that offer different perspectives.

Please let me know if you have any ideas about how to make this course more effective for you and/or other students. If something was said in class (by anyone) that makes you uncomfortable, please talk to me about it. Anonymous feedback is also an option. If any class meetings conflict with your religious events, please let me know so that we can make arrangements.

Students are encouraged to employ critical thinking and to rely on data and verifiable sources to interrogate all assigned readings and subject matter in this course as a way of determining whether they agree with their classmates and/or their instructor. No lesson is intended to espouse, promote, advance, inculcate or compel a particular feeling, perception, viewpoint or belief.

Grading

Because communications at any public interest organization involves brainstorming and collaborating with colleagues, and because it's more fun to learn by seeking answers to questions through discussion rather than listening to a straight lecture, participating in class will be key to your learning and will be part of your grade. Likewise, the written analyses that you do outside of class will be critical because you will be applying concepts covered in class and in the reading assignments.

Here's how the grading will be weighted:

Course Grading Policy

Assignments are weighted by group:

Course Grading Policy

| Assignment Category | Weight |
|--|--------|
| Reading | 10% |
| Class participation (includes in-class activities) | 28% |
| Writing assignments (outside of class) | 28% |
| Final project | 34% |

Grading Scale

Grading Scale

| Percent | Grade | Grade Points |
|-------------|-------|--------------|
| 94 – 100% | A | 4.00 |
| 90 – 93.99% | A- | 3.67 |
| 87 - 89.99% | B+ | 3.33 |
| 84 - 86.99% | B | 3.00 |
| 80 - 83.99% | B- | 2.67 |

| Percent | Grade | Grade Points |
|-------------|-------|--------------|
| 77 - 79.99% | C+ | 2.33 |
| 74 - 76.99% | C | 2.00 |
| 70 - 73.99% | C- | 1.67 |
| 67 - 69.99% | D+ | 1.33 |
| 64 - 66.99% | D | 1.00 |
| 61 - 63.99% | D- | 0.67 |
| 0 - 61 | E | 0.00 |

Alternative formats

See the [current UF grading policies](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)  (<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>) for more information.

Course schedule

Note: This schedule may change as the semester progresses to reflect the progress and needs of the class.

Week 1 (Aug. 21): Welcome! Course Overview.

The instructor will define course expectations and introduce public interest communications and its growing relevance.

Week 2 (Aug. 28): Nonprofit Structures and Types.

We will explore how nonprofit organizations differ structurally, legally, and philosophically from for-profit businesses and private foundations. Discussion topics will include 501(c)(3) status, mission alignment, revenue streams, and public accountability.

Week 3 (Sept. 4): Why Do People Work in Nonprofits and What Motivates Founders of Mission-Driven Organizations?

We will explore motivations for entering nonprofit work and what drives some people to found new mission-driven organizations. A **guest speaker** will share why they chose nonprofit work and take questions from students.

Alternative formats

Week 4 (Sept. 11): Who's who? How Nonprofits Are Structured.

We'll examine a typical nonprofit organizational chart and the responsibilities of key staff. A **guest speaker** will join the class discussion about the relationships and reporting lines between departments and individuals.

During this class, the instructor will announce the two-person student teams that will work together to complete the course final project. For the final project, students will work in two-person teams to identify a cause they are passionate about and propose a new nonprofit organization to serve an area of need related to that cause. Students will craft mission and vision statements and outline a management structure for their new organization. In addition, students will explain the need for their organization and the impact they expect to have on their community. At the end of the semester, the teams will create a slide deck presentation and pitch their proposal to classmates and the instructor.

Week 5 (Sept. 18): Final Project First Steps

Looking forward, we will examine the details of the final project and view a recording of a high-quality final project from a past class.

For the final project, students will work in two-person teams to identify a cause they are passionate about and propose a new nonprofit organization to serve an area of need related to that cause. Students will craft mission and vision statements and outline a management structure for their new organization. In addition, students will explain the need for their organization and the impact they expect to have on their community. At the end of the semester, the teams will create a short slide deck and pitch their proposal to classmates and the instructor.

Week 6 (Sept. 25): An in-depth Look at Nonprofit Communications.

We will examine the roles and responsibilities of nonprofit communicators. We will welcome a nonprofit communicator as our guest and learn about how they work with organization leaders and program staff. What are the top lessons they've learned about effectively engaging targeted groups or individuals and driving them to take action that achieves their nonprofit organization's goals? What do

they love most about their work, and what are their biggest challenges? Given the rapidly evolving tools and practices of communicators, what changes do they foresee for the future?

Week 7 (Oct. 2): Program Directors and Researchers.

We'll explore the roles of nonprofit program directors and researchers. We will welcome a nonprofit program director as a guest speaker and consider learn how he/she collaborates with communicators to effectively transform complex research into accessible and compelling reports.

Week 8 (Oct. 9): Working with grassroots organizers.

This week, we'll look at what grassroots organizers do, how they collaborate with communications professionals, and how the partnership helps organizers succeed.

Week 9 (Oct. 16): Working with the fundraisers.

We'll explore the functions of nonprofit development staff and welcome an experienced fundraiser as our guest speaker. We will consider how development staff interact closely with communicators to tell the story of the organization in a way that attracts and retains financial donors.

Week 10 (Oct. 23): Strengths, Weaknesses, Opportunities, Threats (S.W.O.T.) Analysis

We will discover why a S.W.O.T. analysis of a nonprofit is a highly valuable exercise that helps leaders, communicators, board members and staff make more strategic, mission-aligned decisions.

We will revisit the final project assignment and how to create a project outline. We'll examine some examples of past outlines and presentations to illustrate the quality of work teams need to achieve.

Week 11 (Oct. 30): Final Project Outline

Creating an outline of your final project should improve the final result by providing a clear blueprint before designing any visuals. That upfront structure forces team members to decide what they want to say and in what order. It facilitates collaboration and helps prevent information overload by revealing where you may be including too much or too little detail. We will review and discuss examples of outlines.

Week 12 (Nov. 6): Nonprofit Branding and How To Make a Great Presentation

Nonprofit branding is the process of defining and consistently expressing an organization's mission, values, and personality through its messaging, visuals, and tone to build recognition, trust, and support. Branding is important for nonprofits—and the final project presentation of this course—because it influences how the organization is perceived by its target audiences.

We will discuss how branding might be applied to the final projects and review tips for making a great presentation.

Week 13 (Nov. 13): Final Project Presentations.

Selected teams present their nonprofit plans.

Week 14 (Nov. 20): Final Project Presentations.

Selected teams present their nonprofit plans.


Reading materials

To be provided in Canvas assignments.




UF Policies

University Policy on Accommodating Students with Disabilities

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/>  [\(https://disability.ufl.edu/students/get-started/\)](https://disability.ufl.edu/students/get-started/) or phone 352-392-8565. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Academic Honesty

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 honesty 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 specifies a number of behaviors that are in violation of this code and the possible sanctions. Read the Honor Code [here](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)  (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>). You are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please ask me.

Alternative formats

Plagiarism

The [Student Honor Code and Student Conduct Code](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)  (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."



Netiquette and Communication Courtesy

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security

General Guidelines

Email

Discussion Boards

Zoom

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

When communicating online, you should always:

- Treat the instructor with respect, even via email or in any other online communication.

- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) .
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."
- Be sure that the message author intended for the information to be passed along before you click the "Forward" button.

When posting on the discussion board in your online class, you should:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
 - Make posts that are on-topic and within the scope of the course material.

- Be sure to read all messages in a thread before replying.
- Be as brief as possible while still making a thorough comment.
- Don't repeat someone else's post without adding something of your own to it.
- Take your posts seriously. Review and edit your posts before sending.
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
- If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
- Always give proper credit when referencing or quoting another source.
- If you reply to a classmate's question make sure your answer is correct, don't guess.
- Always be respectful of others' opinions even when they differ from your own.
- When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
- Do not make personal or insulting remarks.
- Do not write anything sarcastic or angry, it always backfires.
- Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

Alternative formats

When attending a Zoom class or meeting:

- Do not share your Zoom classroom link or password with others.
- Dress appropriately. Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
 - When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
 - Your background can express your personality, but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.

Getting Help

Technical Difficulties






For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

Alternative formats



- <http://helpdesk.ufl.edu>  [\(http://helpdesk.ufl.edu\)](http://helpdesk.ufl.edu)
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness

- **U Matter, We Care:** If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We Care](http://umatter.ufl.edu/)  [\(http://umatter.ufl.edu/\)](http://umatter.ufl.edu/) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center](http://counseling.ufl.edu/)  [\(http://counseling.ufl.edu/\)](http://counseling.ufl.edu/) website or call 352-392-1575 for information on crisis services and non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care Center](http://shcc.ufl.edu/)  [\(http://shcc.ufl.edu\)](http://shcc.ufl.edu/) website.
- **University Police Department:** Visit the [UF Police Department](http://police.ufl.edu/)  [\(http://police.ufl.edu/\)](http://police.ufl.edu/) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](http://ufhealth.org/emergency-room-trauma-center)  [\(http://ufhealth.org/emergency-room-trauma-center\)](http://ufhealth.org/emergency-room-trauma-center) website.

Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](http://career.ufl.edu/)  [\(http://career.ufl.edu/\)](http://career.ufl.edu/) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](https://uflib.ufl.edu/)  [\(https://uflib.ufl.edu/\)](https://uflib.ufl.edu/)

[find/ask/](#) website.




- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](http://teachingcenter.ufl.edu/) [\(http://teachingcenter.ufl.edu/\)](http://teachingcenter.ufl.edu/) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](http://writing.ufl.edu/writing-studio/) [\(http://writing.ufl.edu/writing-studio/\)](http://writing.ufl.edu/writing-studio/) website or call 352-846-1138.











Alternative formats










Course Evaluation











Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available on the GatorEvals [Providing Constructive Feedback](https://gatorevals.aa.ufl.edu/students/) [\(https://gatorevals.aa.ufl.edu/students/\)](https://gatorevals.aa.ufl.edu/students/) FAQ page. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](https://gatorevals.aa.ufl.edu/public-results/) [\(https://gatorevals.aa.ufl.edu/public-results\)](https://gatorevals.aa.ufl.edu/public-results/) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](https://gatorevals.aa.ufl.edu/) [\(https://gatorevals.aa.ufl.edu/\)](https://gatorevals.aa.ufl.edu/) website.









Course Summary:





| Date | Details | Due |
|------------------|--|----------------|
| Thu Aug 21, 2025 |  Participation Week 1 (https://ufl.instructure.com/courses/534479/assignments/6699197) | due by 7:05pm |
| Mon Aug 25, 2025 |  Reading Week 1 (https://ufl.instructure.com/courses/534479/assignments/6698892) | due by 11:59pm |
| |  Week 1 Written Assignment-What are you passionate about? (https://ufl.instructure.com/courses/534479/assignments/6677643) | due by 11:59pm |

| Date | Details | Due |
|------------------|---|----------------|
| Thu Aug 28, 2025 |  Participation Week 2 (https://ufl.instructure.com/courses/534479/assignments/6677623) | due by 7:05pm |
| Fri Aug 29, 2025 |  Getting to Know You Survey (https://ufl.instructure.com/courses/534479/assignments/6677613) | due by 11:59pm |
| Tue Sep 2, 2025 |  Reading Week 2 (https://ufl.instructure.com/courses/534479/assignments/6677636) | due by 11:59pm |
| |  Week 2 Written Assignment - Mailing list sign-ups (https://ufl.instructure.com/courses/534479/assignments/6677647) | due by 11:59pm |
| |  Participation Week 3 (https://ufl.instructure.com/courses/534479/assignments/6677624) | due by 7:05pm |
| Thu Sep 4, 2025 |  Week 2 In-class quiz (https://ufl.instructure.com/courses/534479/assignments/6709336) | due by 7:05pm |
| |  Week 3 In-class quiz (https://ufl.instructure.com/courses/534479/assignments/6677615) | due by 7:05pm |
| |  Reading week 3 (https://ufl.instructure.com/courses/534479/assignments/6677637) | due by 11:59pm |
| Mon Sep 8, 2025 |  Week 3 Written Assignment - Why Nonprofits? (https://ufl.instructure.com/courses/534479/assignments/6677648) | due by 11:59pm |
| Thu Sep 11, 2025 |  Week 4 in-class quiz (https://ufl.instructure.com/courses/534479/assignments/6677616) | due by 6:30pm |

| Date | Details | Due |
|------------------|---|----------------|
| Mon Sep 15, 2025 |  Participation Week 4 (https://ufl.instructure.com/courses/534479/assignments/6677625) | due by 7:05pm |
| |  Reading Week 4 (https://ufl.instructure.com/courses/534479/assignments/6677638) | due by 11:59pm |
| |  Week 4 Written Assignment - Learning from Founders (https://ufl.instructure.com/courses/534479/assignments/6677649) | due by 11:59pm |
| Thu Sep 18, 2025 |  Participation Week 5 (https://ufl.instructure.com/courses/534479/assignments/6677626) | due by 7:05pm |
| Mon Sep 22, 2025 |  Reading Week 5 (https://ufl.instructure.com/courses/534479/assignments/6677633) | due by 11:59pm |
| |  Week 5 Written Assignment - Mission Statement / Organization Name (https://ufl.instructure.com/courses/534479/assignments/6677650) | due by 11:59pm |
| |  Participation Week 6 (https://ufl.instructure.com/courses/534479/assignments/6677627) | due by 7:05pm |
| Thu Sep 25, 2025 |  Reading Week 6 (https://ufl.instructure.com/courses/534479/assignments/6677634) | due by 11:59pm |
| Mon Sep 29, 2025 |  Week 6 Written Assignment - Communication Roles (https://ufl.instructure.com/courses/534479/assignments/6677651) | due by 11:59pm |
| Thu Oct 2, 2025 |  Participation Week 7 (https://ufl.instructure.com/courses/534479/assignments/6677628) | due by 7:05pm |

| Date | Details | Due |
|------------------|--|----------------|
| Mon Oct 6, 2025 |  Reading Week 7 (https://ufl.instructure.com/courses/534479/assignments/6677639) | due by 11:59pm |
| |  Week 7 Written Assignment - Blog Post (https://ufl.instructure.com/courses/534479/assignments/6677652) | due by 11:59pm |
| Thu Oct 9, 2025 |  Participation Week 8 (https://ufl.instructure.com/courses/534479/assignments/6677629) | due by 7:05pm |
| Mon Oct 13, 2025 |  Reading Week 8 (https://ufl.instructure.com/courses/534479/assignments/6677640) | due by 11:58pm |
| |  Week 8 Written Assignment - Working With Grassroots Organizers (https://ufl.instructure.com/courses/534479/assignments/6699257) | due by 11:59pm |
| Thu Oct 16, 2025 |  Week 9 in-class quiz (https://ufl.instructure.com/courses/534479/assignments/6677617) | due by 6:30pm |
| |  Participation Week 9 (https://ufl.instructure.com/courses/534479/assignments/6677630) | due by 7:05pm |
| Mon Oct 20, 2025 |  Reading Week 9 (https://ufl.instructure.com/courses/534479/assignments/6677641) | due by 11:59pm |
| |  Week 9 Written Assignment - Solicitation emails (https://ufl.instructure.com/courses/534479/assignments/6677653) | due by 11:59pm |
| Thu Oct 23, 2025 |  Week 10 in-class quiz (https://ufl.instructure.com/courses/534479/assignments/6677614) | due by 7pm |

| Date | Details | Due |
|------------------|---|----------------|
| Tue Oct 28, 2025 |  Participation Week 10 (https://ufl.instructure.com/courses/534479/assignments/6699278) | due by 7:05pm |
| |  Reading Week 10 (https://ufl.instructure.com/courses/534479/assignments/6699274) | due by 11:59pm |
| |  Week 10 Written Assignment - S.W.O.T. Analysis (https://ufl.instructure.com/courses/534479/assignments/6677644) | due by 11:59pm |
| Thu Oct 30, 2025 |  Participation Week 11 (https://ufl.instructure.com/courses/534479/assignments/6677619) | due by 7:05pm |
| Tue Nov 4, 2025 |  Reading Week 11 (https://ufl.instructure.com/courses/534479/assignments/6698911) | due by 11:59pm |
| |  Week 11 Written Assignment - Project Outline (https://ufl.instructure.com/courses/534479/assignments/6677645) | due by 11:59pm |
| Thu Nov 6, 2025 |  Participation Week 12 (https://ufl.instructure.com/courses/534479/assignments/6677620) | due by 7:05pm |
| Tue Nov 11, 2025 |  Reading Week 12 (https://ufl.instructure.com/courses/534479/assignments/6699276) | due by 11:59pm |
| |  Week 12 Assignment - Final Project Slide Deck (https://ufl.instructure.com/courses/534479/assignments/6701215) | due by 11:59pm |
| Thu Nov 13, 2025 |  Participation Week 13 (https://ufl.instructure.com/courses/534479/assignments/6677621) | due by 7:05pm |

| Date | Details | Due |
|------------------|--|---------------|
| Thu Nov 20, 2025 |  <u>Week 13 Final Project Presentations</u> (https://ufl.instructure.com/courses/534479/assignments/6702018) | due by 6:15pm |
| | <div>Alternative formats</div>  <u>Week 14 Final Project Presentations</u> (https://ufl.instructure.com/courses/534479/assignments/6699280) | due by 6:15pm |
| |  <u>Participation Week 14</u> (https://ufl.instructure.com/courses/534479/assignments/6677622) | due by 7:05pm |
| |  <u>Roll Call Attendance</u> (https://ufl.instructure.com/courses/534479/assignments/6677642) | due by 7:05pm |