

**Department of Public Relations
College of Journalism and Communications
UNIVERSITY OF FLORIDA ON ZOOM**

**2025 Fall Semester
T – Periods 3 & 4; TH -- Period 4**

**SYLLABUS
PUR 4410 — PRINCIPLES OF FUNDRAISING**

**Instructor: Debbie Mason, CFRE, APR, CPRC, Fellow PRSA
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Phone Number – 954-480-7814**

COURSE DESCRIPTION:

PUR 4410 — Principles of Fundraising reviews the public relations specialization of fundraising — the high demand, low supply profession unique to the charitable nonprofit subsector.

Prerequisites: PUR 3000, PUR 3500.

COURSE FORMAT:

The course consists of lectures by professor and guest speakers combined with students' interactive discussions, readings and a professional development officer shadowing experience. Guest speakers will join the class to demonstrate how scholarly principles are related to the professional practice of fundraising. Students will spend 15 hours outside of class shadowing a professional fundraiser at a local charitable organization. Students will engage in a team presentation on a selected topic related to the studies during the semester and complete an open book exam. The course requires regular attendance and active and engaged student interaction.

COURSE GOALS:

The overall goal of this professional elective course is to prepare students for career positions in fundraising as a professional fundraiser or a communications professional supporting nonprofit fundraising teams. The course enables students to gain an understanding of:

- (1) Fundraising as a specialization of public relations and an important management function of charitable organizations;
- (2) The historical development and contemporary status of fundraising practice, with emphasis on law and ethics; and
- (3) The principles, process, and programs of fundraising, including
 - systems theory, theory of the commons, situational theory of publics,
 - theory of fundraising practitioner roles, and specializations within the sector
 - primary programs of annual giving and major gifts, and tactics to implement those
 - underlying communications principles for effective fundraising

COURSE OBJECTIVES:

This course adheres to the College of Journalism and Communications' objectives.

The Accrediting Council on Education in Journalism and Mass Communications 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 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 their 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.

COURSE TEXTS:

Required: Shaker, Genevieve G., et. al. (2020). *Achieving excellence in fundraising* (5th ed.). Hoboken, NJ: John Wiley & Sons, Inc. Available on Amazon. (ACE)

Required: VanHuss, Katrina, et.al. (2023) *Social fundraising: Mining the new peer-to-peer landscape*. Independently published. Available on Amazon. (SF)

Recommended: *The Chronicle of Philanthropy* – online at <https://www.chronicle.com/>.

Recommended: *The Nonprofit Quarterly* – online at <https://www.nonprofitquarterly.org>. Stories from *The Chronicle* and *The Nonprofit Quarterly* will be discussed regularly. Chapters from the textbooks are assigned in the “Weekly Course Plan” of this syllabus.

Additional assigned readings will be emailed to you as either pdf or as an online link. All readings must be **read in advance** of the class dates for which they are listed. Also, students are expected to monitor trade publications and the mass media for local, national, and international news related to fundraising, which will be used in class discussions.

STUDENT GRADE COMPONENTS:

A **Semester Examination** will measure students' understanding of the principles and process of fundraising as learned through the assigned readings, speakers, and activities. It will account for 35% of the course grade.

A **Shadowing/Tactic Project** will account for 35% of the course grade. At the beginning of the semester, students will shadow a professional development officer of a local nonprofit organization. Students will select one charitable nonprofit organization in Gainesville or the nearby area from listings available at GuideStar (www.guidestar.org) or the North Central Florida Community Foundation's listing of nonprofits.

An oral **Team Presentation** will determine 20% of the course grade. The presentation will examine fundraising topics based on articles from *The Chronicle of Philanthropy* (philanthropy.com) or *The Nonprofit Quarterly*. (nonprofitquarterly.org) or from topics during class discussions. Students will organize themselves into teams of three to four members and select the team's top preference of topics and submit that to the instructor for approval before starting the presentation.

The presentation will last approximately 30 minutes and consist of a PowerPoint® or Prezi® show with each team member lecturing for approximately six minutes on a component of the topic. The presentation will be graded on key elements, and peer evaluations will be used to assign grades to individual members.

Class Participation will account for 5% of the course grade, as determined by such efforts as discussing readings in class, satisfactorily completing assignments and asking questions of guest speakers regarding their presentations.

Class Attendance will account for 5% of the course grade. One excused absence will be permitted.

Summarizing, the course grade will be determined on a 100-point scale as follows:

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| Class Attendance | 5% |
| Class Participation | 5% |
| Team Presentation | 20% |
| Semester Exam | 35% |
| Shadowing/Tactic Project | 35% |

Grading for the course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/#gradestext>)

Grading Scale: 93-100 = A, 90-92 = A-, 87-89 = B+, 83-86 = B, 80-82 = B-, 77-79 = C+, 73-76 = C, 70-72 = C-, 67-69 = D+, 63-66 = D, 60-62 = D-, 59 or less = E.

ATTENDANCE:

On-screen, camera on, attendance is mandatory. Each student is allowed one excused absence for the semester, which should be sufficient for illnesses, transportation problems, family crises, university-sponsored activities, etc. Excused absences should be submitted in advance unless it is a true emergency. Unexcused absences beyond two will result in a reduction of the course grade one grade level for each absence. Students are responsible for all class work missed. They should consult with classmates, rather than the instructor, to obtain information on lectures, assignments, and other matters.

MAKEUPS AND LATE ASSIGNMENTS:

The policy of the course is that there will be no make-up exams or extensions of deadlines except in true emergencies. Dates have been announced in advance in the "Weekly Course Plan" so that students can schedule other activities around these deadlines. Exceptions will be rare and made only in cases of extraordinary, documented circumstances, as determined by the instructor. Any make-up exams administered, or late assignments accepted will be graded one grade lower than work turned in on time.

TECHNICAL ASSISTANCE:

Technical assistance accessing the Zoom course or any of the University's systems should be resolved with the UF helpdesk reached at <https://helpdesk.ufl.edu> or by calling 352-392-4357.

USE OF AI:**AI Submission of Intellectual Property**

When submitting materials to AI tools, such as assignment instructions or other content, ensure you have the appropriate permissions for any copyrighted elements. Additionally, avoid sharing any information protected under FERPA, including personal data from educational records (provided via ChatGPT, 2024).

AI Policy for Student Work

In this course you will be asked to use generative AI for one specific assignment. For that assignment, use AI creatively, be thoughtful with your prompts, and use multiple prompts to see the differences you get from those prompts. Be sure to fact check everything that AI produces and do not take it as accurate, without sourcing it. AI is commonly used in the profession, so familiarity with generative AI tools is important. However, do not let your creative thinking and editing skills lapse! When AI is allowed or encouraged for this specific assignment, you will need to document how AI was used. This could include providing your original prompts, showing the editing that you did to the created content, or using appropriate citation of information obtained via generative AI.

All other assignments must be completed on your own. Students are here to learn how to be communications professionals and many of the assignments in the class ask YOU for your own thoughts, opinions and reflections. AI can be useful, but other than the one assignment where I am requesting that you use AI, you should not use it on any other assignment. If AI wrote your assignment, it is not your own work.

If you are using AI when not explicitly allowed, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools 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. If evidence is found that your work is AI generated, I will submit your assignment as violating the honor code.

CLASSROOM CONDUCT:

The College of Journalism and Communications is a professional school, and professional decorum is always expected. This means the instructor and students adhere to workplace norms

for collegial and respectful interaction. Students are expected to arrive on time and not leave the classroom until announced breaks or the end of the class.

Other Rules of Engagement:

- This class is virtual, and students are expected to have their cameras on and actively participate during class sessions.
- Cell phones must be turned off during class.
- Photos and other recordings are prohibited unless approved in advance by the instructor.
- Students may only leave the classroom zoom during official breaks (notify the instructor of emergencies).
- Reading unrelated material or talking while others are speaking is prohibited.
- Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom.
- Students are urged to meet via zoom personally with the instructor if they have questions or are having problems. Office hours are by appointment.
- Email inquiries to the instructor should be limited to questions that are not answered elsewhere (e.g., the syllabus). Formal composition and clear and concise writing are required. Email messages will be answered within one day, so plan ahead.
- Phone calls or texts are to be used for emergency situations only. Please leave a clear voice mail slowly speaking name and phone number for a return call.

UF ACADEMIC POLICIES AND RESOURCES: Here is a link to academic policies and resources at UF. <https://go.ufl.edu/syllabuspolicies>

FINAL CAVEAT:

This syllabus is subject to change, as the instructor deems appropriate and necessary.

Weekly Course Plan follows this – please see additional pages.

Principles of Fundraising Weekly Course Plan:

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| <p>Week 1</p> <p>Aug. 21</p> | <p>Topics:</p> <p>Assignments:</p> | <p>Introduction to the course. Overview of requirements, Fundraising as a specialization of public relations. Explain Shadowing Tactical Project. Provide overview of fundraising as a profession.</p> <ol style="list-style-type: none"> 1.Survey three individuals about their definition of fundraising and what fundraising professionals do. Type up one-page report of findings. Due August 28 or before class starts. 2.Identify a charitable nonprofit for the Shadowing Tactical Project. Selected organization and the fundraiser’s contact information is due September 2. NOTE: professor will review for duplications and discussion. 3. Once professor approves, write and email/mail a business letter to the fundraiser at your selected organization asking to shadow and submit a copy to professor – due September 9. <p>Readings: Browse www.guidestar.org and the Florida Nonprofit Alliance https://flnonprofits.org</p> |
| <p>Week 2</p> <p>Aug. 26 & 29</p> | <p>Topic:</p> <p>Readings:</p> <p>Due and New Assignments:</p> | <p>The Economic Impact of the Nonprofit Sector. Theory, ethics and legalities of fundraising, context for fundraising and fundraising across sectors.</p> <p>Read <i>Achieving Excellence in Fundraising</i> (ACE) pages 1 through 89.</p> <p>Due – Write up on fundraising interviews is due August 28.</p> <p>New –</p> <ol style="list-style-type: none"> 1. Find and submit a news article or video link about illegal or unethical fundraising by an individual or nonprofit organization. Due September 11. 2. Go online and peruse recommended journals. |

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| Sept. 23 & 25 | <p>Readings:</p> <p>Due and New Assignments:</p> | <p>volunteers.</p> <p><i>ACE</i> pages 207-253. <i>SF</i> pages 179 -203.</p> <p>Due – A news article/video and 1-2 page paper about successful fundraising program or tactic (NOT SOCIAL) by an organization due September 25.</p> <p>New – Submit an example of a successful <u>social</u> fundraising campaign and 1-2 page paper of observations due October 2.</p> |
| Week 7 Sept. 30 & Oct. 2 | <p>Topics:</p> <p>Readings:</p> <p>Due and New Assignments:</p> | <p>Fundraising programs to build donor base. Social fundraising with social media.</p> <p><i>ACE</i> pages 257-303. <i>SF</i> pages 135-178.</p> <p>Due –</p> <ol style="list-style-type: none"> 1. Team lists with names of members and the selected topics for presentation are due October 2. 2. Example of a successful <u>social</u> fundraising campaign and 1-2 page paper on observations due October 4. <p>New - Write a fundraising appeal letter by yourself. Then use AI to write a fundraising appeal letter. Compare the two and write a 1-2 page summary paper comparing the similarities and differences, and what you learned. Turn in the summary, your letter and the AI letter, all clearly marked – as one package – due October 9.</p> |
| Week 8 Oct. 7 & 9 | <p>Topics:</p> <p>Readings:</p> <p>Due and New Assignments:</p> | <p>The theoretic context of fundraising. Understanding and engaging diverse individual donors. Maintaining momentum in social fundraising.</p> <p><i>ACE</i> pages 307-378. <i>SF</i> 227-242.</p> <p>Due – fundraising appeal letters and paper due October 9.</p> |

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| Week 9 Oct. 14 & 16 | Topics: | ROPES as a fundraising process. Strategies for major gift fundraising and institutional gifts. Role of grantmaking foundations and donor advised funds. |
| | Readings: | ACE, pages 381-462. |
| | Guest speaker: | Barzella Papa, President, Community Foundation of North Central Florida on the role of donor advised funds. |
| | Due and New Assignments: | None - Prepare for team presentations. |

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| Week 10 Oct. 21 & 23 | Topics: | Team Presentations |
| | Due and New Assignments: | Due - Completed team and individual evaluation forms after presentations. |
| Week 11 Oct. 28 and 30 | Topics: | Team Presentations on October 28. Exam prep review on October 30. |
| | Due and New Assignments: | Due - Completed team and individual evaluation forms after presentations. |
| Week 12 Nov. 4 & 6 | Topics: | Semester Examination Class on November 4. Discuss Shadowing Project Tactic and Paper, November 6. |
| | Due and New Assignments: | New - Submit one possible internship or professional fundraising position or internship of interest – due Nov 13. |
| Week 13 Nov. 11 no class and Nov. 13 | Topics: | Career options and paths in professional fundraising. |
| | Due and New Assignments: | Due – Submit one possible internship or professional fundraising position of interest – due Nov 13. New - Completed Shadowing Project Form signed by fundraiser due on November 20. |

