



NPLD 563
RAISING PHILANTHROPIC CAPITAL
Syllabus

MS in Nonprofit Leadership
Spring Semester 2018

Course Overview

Since 2015, Americans have given more than \$1 trillion to the full spectrum of nonprofit organizations. And yet with a generous market so big, charities vary greatly in their ability to command investment among the more than 1 million registered 501c3 institutions. This innovative course will teach you how to raise philanthropic capital for positive social impact. You will:

- Acquire an understanding of the nonprofit funding landscape
- Learn proven and creative strategies to secure investments
- Gain the experience of giving and motivating charitable commitments
- Receive peer evaluation and consulting feedback

This experiential and interactive learning class will provide you with an opportunity to select a nonprofit organization worthy of voluntary support, and give you the frameworks, tools, skills and coaching required to participate personally and meaningfully in today's philanthropic market.

Basic Logistics

Dates/Times: Friday, February 9, 2018 from 9am to 3pm
Friday, March 16, 2018 from 9am to 3pm
Friday, April 13, 2018 from 9am to 3pm
Location: TBD – Caster building D28
Class Size: 150 **25 students**
Course Credit: .5 cu
Course Theme: Raising Philanthropic Capital

Friday, February 9, 2018

Major Themes

- 1 Discerning purpose.
- 2 Solving problems.
- 3 Selecting leaders.

Core Questions

- How do you navigate the nonprofit landscape?
- What is your unique philanthropic value proposition?
- What are the skill sets and roles of nonprofit leaders?

Resources

Independent Sector
Urban Institute
Giving USA
Giving Institute
The Giving Pledge

Chronicle of Philanthropy
CCS
Board Source
Bridgespan
Remarkable Givers

Preview

Please come to class having reviewed the aforementioned resources online. Be prepared to answer and ask questions related to industry size, structure and trends. We will discuss the anatomy of nonprofits and the impact they have as well as the leadership positions that champion these important causes. Think about: which nonprofit sectors are important to you; what problems you are trying to solve in the world; and which leaders do you admire most and why. **Pay special attention to The Giving Pledge – review donor testimonials, choose two that resonate with you, and be prepared to share your reflections with the class.**

Friday, March 16, 2018

Major Themes

- 4 Attracting capital.
- 5 Developing plans.
- 6 Staying focused.

Core Questions

- How do you secure major investments?
- How do you create a winning plan?
- What are the most important things to measure?

Resources

AFP
Mega Gifts
How to Win Friends & Influence People

Guidestar
Blackbaud

Preview

This class will commence with student presentations about an organization where philanthropic capital plays an important role. We will uncover the many motivational factors of individuals, foundations and companies who make major investments, and discuss strategies to engage new partners. We will also explore topics on setting goals, timetables, milestones and key performance indicators. Lastly, we hope to confirm a top local philanthropic leader to meet with our class to provide a sense of the philanthropic process from the field. Past speakers have included the founder of Philabundance, the Executive Director of Habitat for Humanity Philadelphia, and the President of the Nationwide Children's Foundation.

Friday, April 13, 2018

Major Themes	Core Questions
7 Communicating impact.	What outcomes matter most?
8 Exploring partnerships.	When does it make sense to explore strategic options?
9 Leveraging philanthropy.	How do organizations go beyond philanthropic capital?

Resources

SSIR	Penn: Making History
Uncharitable	New Frontiers of Philanthropy
Gates Foundation	United Nations Foundation
Geneva Global	Arabella Advisors
Acumen Fund	Omidyar Network

Preview

This class will begin with student project presentations concerning engagement results with a nonprofit organization as it relates to raising awareness, interest and resources. We will discuss best practices for communicating impact utilizing the right blend of data and stories. Then we will explore opportunities for collaboration among nonprofits and ways in which philanthropy can be leveraged to create new strategic outcomes and financing streams. Potential and past speakers for this class have included the Chief Development Officer and Executive Vice President from Children’s Hospital of Philadelphia (CHOP), the former head of external affairs for both the Gates Foundation and United Nations Foundation, and the Executive Director of the Fairmount Park Conservancy.

The rationale behind these 9 course themes is to give you a 360 degrees view of the various stakeholders involved in the philanthropic process. Starting with the intended beneficiary, we will work our way through the eyes of a nonprofit CEO and board of directors. Next, we will examine the conditions required to attract major investments in terms of fundraising planning and various methodologies, including annual funds, leadership gift initiatives and capital campaigns. Finally, we will assess marketing and communications strategies as well as the benefits and drawbacks associated with alliances and partnerships. Our final class will conclude with a discussion of topics beyond traditional philanthropy and into the frontiers of blended finance for social good. Each class will involve a mix of pre-read and homework review, material discussion, case studies, student presentations, role-play, interactive class reflection, and several guest speaker perspectives from leaders in the social impact space.

Class Expectations

Our class will be governed in a facilitation style and exchange of ideas and experiences. The most important thing to me is that you gain the frameworks, tools,

skills and confidence required to raise critical resources for your organizations. I also recognize that some of you are considering a shift to the nonprofit industry or are passionate about a particular cause for which you serve on a board. This class is for you too. That said, I do expect a few basic things. Please show up on time. Respect all class participants. Give your full attention to the course material and class discussion. Share your thoughts, questions and experiences regularly. And be a resource to one another. Thank you in advance.

Grading Structure

Class Attendance and Participation (30%)

Class attendance is mandatory and accounts for 5% per class. Up to an additional 5% per class is awarded for thoughtful and regular class contributions. Substance and quality are the most important aspects of participation. Since this class is relatively small sized by design, you have a great opportunity to share, debate, explore and form new ideas, approaches and strategies with your classmates.

Organizational Focus Presentation (30%)

The morning of our second class you will present 6-8 slides on a nonprofit organization of your choice. You will be required to: research and select a nonprofit; establish background and describe why you chose this nonprofit; articulate its case for support and messaging to stakeholders; assess its organizational leadership and human capital assets, including board, staff and volunteers; analyze its current philanthropic composition and advise on fundraising ideas; and finally contact the organization and make an offer to help.

Final Project Presentation (30%)

The morning of our third and final class you will present 8-10 slides on your engagement experience with your chosen nonprofit organization. You will focus on: engaging a nonprofit contact related to raising funds; developing a tailored approach to attract interest; participating directly in the fundraising process; considering goal setting to generate dollars; reflecting on experience of contributing; and raising capital on behalf of the nonprofit.

Innovation Submission (10%)

Following our last class, you will have an opportunity to submit 5 slides on how to increase annual philanthropic output. Suggested slides include: Problem; Solution; Product/Service; Market; and Execution.

Final Thoughts

I am here to help you and will always make myself available to speak and meet with you. The best way to contact me is email at ghagin@ccsfundraising.com or gregory.hagin@gmail.com. My cell phone is 631-804-5345.