

Nonprofit Fundraising and Philanthropic Capital

NPLD 794

January 16 - March 18, 2019

Course Description

This experimental fundraising course shares the same theme as its on-campus cousin, but differs in its focus on designing an actual fundraising solicitation.

Module by module, students will piece together their capstone project in the form of an animated, video recorded, pitch deck to help them raise real capital for a nonprofit organization.

Because the pitch deck represents the ultimate litmus test of a nonprofit leader's capacity to secure philanthropic capital, this course will supply students with the skills, tools, and confidence to raise money.

What are some of our big questions?

- How might we discern our individual and organizational purpose?
- What is the current state of the philanthropic landscape?
- How might nonprofits frame problems so as to attract philanthropic investments in solutions?
- How might nonprofits develop theories of change and change strategies to ensure the coherence and success of those solutions?
- What are leading practices for communicating impact?
- What is on the frontier of nonprofit fundraising?

What are our objectives?

By the end of this course you will:

- Develop the confidence, skills, and tools to secure philanthropic investments.
- Understand the essentials of the nonprofit funding landscape.
- Understand how design thinking clarifies problem-framing and problem-solving.
- Identify what matters to you and what you can do about that.

When will we meet virtually?

We will hold three required Zoom meetings:

Session 1: January 17, 2019, 7-8 pm EST

Session 2: February 7, 2019, 7-8 pm EST

Session 3: February 28, 2019, 7-8 pm EST

These sessions will help us to calibrate your participation, so if you cannot attend please:

- notify us as soon as you know you can't attend;
- watch the recorded session;
- reach out to us after you have watched the recorded session so that we can debrief

Readings

- Brown, Tim, [“Design Thinking,” \(Links to an external site.\)](#)[Links to an external site.](#) *Harvard Business Review*.
- CCS. *2018 Snapshot of Today’s Philanthropic Landscape*.
- Grant, Heather McLeod & Alexa Cortés Culwell [“Making Better Big Bets,” \(Links to an external site.\)](#)[Links to an external site.](#) *Stanford Social Innovation Review*.
- Huysentruyt, Marieke, Johanna Mair, & Ute Stephan. [“Market-Oriented and Mission-Focused: \(Links to an external site.\)](#)[Links to an external site.](#)[Social Enterprises Around the Globe,” \(Links to an external site.\)](#)[Links to an external site.](#) *Stanford Social Innovation Review*.
- Janus, Kathleen Kelly. [“Demystifying the Theory of Change Process,” \(Links to an external site.\)](#)[Links to an external site.](#) *SSIR*.
- Martin, Roger & Sally Osberg. *Getting Beyond Better*, Chapter 2: “Shifting an Equilibrium” and Chapter 3: “Understanding the World”
- McCandless, David. *Knowledge is Beautiful* (excerpt).
- McKee, Robert. *Story*, Ch. 7: “The Substance of Story.”
- Rosso, Hank. *Achieving Excellence in Fund Raising* (excerpt).

Assignment Due Dates

Module 1	Questionstorming	January 28, 2019
	Slide 1	January 28, 2019

Module 2	Questionstorming	January 30, 2019
	Slide 2	February 3, 2019
Module 3	Questionstorming	February 6, 2019
	Slide 3	February 10, 2019
Module 4	Questionstorming	February 12, 2019
	Slide 4	February 17, 2019
Module 5	Questionstorming	February 20, 2019
	Slide 5	February 24, 2019
Module 6	Questionstorming	February 27, 2019
	Slide 6	March 3, 2019
Final Pitch Deck		March 18, 2019

Grading

Final pitchdeck (50%)


- 30% for the final version of slides
- 20% for your recorded video presentation

Participation (30%)

- Attend all three required Zooms (Jan 17, Feb 7, Feb 28) and participate when possible (either by speaking or writing in chat section)
- Participate in questionstorming threads

Slides (20%)

- Compose one DRAFT slide per module (you will very likely modify these for the final version)
- Provide feedback for your partner using KiSH (Kind, Specific, Helpful) protocol ["I liked..." → "I noticed that..." → "Have you considered...?"]

Download the syllabus [here](#) .

Course Resources

- **Technical Help and Questions:** Submit requests for technical help to sp2help@sp2.upenn.edu. You can also search the [online Canvas documentation for students \(Links to an external site.\)](#)[Links to an external site.](#)
- **[Course Policies and Expectations](#):** Please make sure you are familiar with the policies for this course.
- **[Nonprofit Leadership Community Forum \(Links to an external site.\)](#)**[Links to an external site.](#)
- **Accessing Penn Libraries Resources:** Learn how to:
 - **[Access resources from off-campus](#)**
 - **[Search Franklin Articles+](#):** Penn Libraries' large collection of ebooks, scholarly journals, newspaper articles, conference proceedings, and more.
 - **[Scan and Deliver](#):** Enables you to obtain scans of selected book chapters and journal articles in the general, non-Reserve collections of the University of Pennsylvania Libraries for your research.
 - **[Get books by mail](#):** A service offered to Penn graduate students and faculty members to facilitate their research while living 75 miles or more away from campus. Eligible participants will be able to request delivery of on-shelf Penn Libraries circulating books via insured carrier to their homes.
- **[Weingarten Learning Resources Center](#):** Provides professional instruction in university relevant skills such as academic reading, writing, study strategies, and time management. Weingarten also provides services and programs for students who self-identify with disabilities to ensure equal academic opportunities and participation in University-sponsored programs.