



PROJECT: Fundraising For Nonprofit Organization

AGES: 12+

AVAILABLE SPACES: 4

DAYS: 2 days per week

TOTAL HOURS: Determined upon enrollment

COURSE DESCRIPTION

This course explores some of the current and emerging fundraising methods and strategies for nonprofit organizations. This group project is designed to provide students with hands-on fundraising growth and planning experience via real world learning and application.

LEARNING OUTCOME

Students will gain knowledge about various methods of fundraising for nonprofits and explore a range of ‘best practices’ for effective fundraising. Students will gain working knowledge on developing an understanding of fundraising plans and incorporate various strategies. Students will work in a group setting raising real funding for an existent 501(c)3 non-profit.

LEARNING OBJECTIVES:

After completing this course students will be able to:

- Discuss the historical growth of the nonprofit sector in the US and its current status
- Describe the theories and practices of charity and philanthropy
- Explore major principles of successful fundraising
- Interpret the funding base for the nonprofit sector
- Discuss nonprofit marketing to mobilize resources
- Discuss & explore some of the successful methods and strategies for nonprofit fundraising
- Explore different fundraising mechanisms available
- Appreciate the efforts of nonprofits in raising funds for worthy causes

- Explore emerging trends and strategies in online fundraising
- Explore the elements of writing grant proposals for nonprofit organizations
- Describe the legal and ethical aspects of fundraising

APPLICATION OF KNOWLEDGE

Students will gain real world knowledge and experience by participating in the following activities:

- Assist fundraising chair in creating a fundraising event from start to finish
- Design and create event marketing materials
- Design and create products
- Assist in grant writing applications
- Assist in business plan and grant proposal writing
- Make calls to obtain donation funding

PROJECT MEETING SCHEDULE

Monday & Wednesday, 9am to 1pm

LEARNING MATERIALS

All learning materials will be researched by students and advisors and purchased by the co-op. Any additional resources that students wish to purchase for home use will be an additional fee not provided by the Co-op.

EVALUATION METHODS

- Observation and evaluation of in-class work
- Observation and evaluation of participation and professional conduct

STANDARDS FOR PROJECT COMPLETION

- Successful completion of at least one fundraising event
- Successful raising of monies for 501(c)3
- Development of marketing materials and products
- Completion of writing and submission assignments