



**Communication 338-2: Topics in Public Relations
Arts Management 300-1: Arts Management Topics
FUNDRAISING & INSTITUTIONAL ADVANCEMENT**

Fall 2016

Mondays & Wednesdays, 2:00-3:15pm, CAC 315

Final Exam Friday, December 16, 2016, 2:45-4:45pm

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Office: CAC 205

Phone: 715-212-2759 cell

OFFICE HOURS – FALL SEMESTER 2016

1. Any time the door to CAC 205 is open (please come in and talk to me)
2. Any time by appointment (joconnel@uwsp.edu or leave a note in the door bin)
3. Open Hours: Tuesdays 2:00-3:30pm, Wednesdays 10:30am-noon

I communicate via e-mail. Please check your UWSP account regularly.

Text: Successful Fundraising for Arts and Cultural Organizations (2nd Edition)

Karen Brooks Hopkins & Carolyn Stolper Friedman, Oryx Press, 1997 [H&F]

This text is required and available for rental at the University Store or for purchase on Amazon.com.

Course Overview

In the 21st Century United States, not-for-profit corporations, whether arts and cultural institutions, public charities, or other mission-based organizations, succeed or fail based upon their ability to attract a special breed of investors to their work – those that do NOT expect a monetary return. These investors may be individuals, families, businesses, foundations, or government entities. Their investments may be known as gifts, grants, donations, memberships, sponsorships, or other names. Their motivations may range from perquisites and tchotchkes to personal recognition to community enhancement to selfless belief in "the cause." However these investors may differ, the effort to attract and maintain their interest in and commitment to an organization is built on a process of alignment, research, and relationship-building.

Together, we will explore this process in the context of annual fundraising, project funding, grantsmanship, special events, endowment building, and capital campaigns.

DOUBLE-LISTED AS A TOPIC IN BOTH ARTS MANAGEMENT AND COMMUNICATION, THIS COURSE WILL COUNT AS A 300-LEVEL ELECTIVE FOR MAJORS AND MINORS IN ORGANIZATIONAL COMMUNICATION, PUBLIC RELATIONS, AND ARTS MANAGEMENT.

There are two posters outside my office. The one on the door says *I BELIEVE IN ALL THE ARTS FOR ALL THE PEOPLE*. The framed one says *THE ARTS MUST SURVIVE AS A BUSINESS TO THRIVE AS ART*.

These statements apply generally to all not-for-profit endeavors, the tension between maximizing accessibility to services and living within an organization's means.

Our work this semester will be part of a continuing conversation* about a world in which the aspiration of the first statement is tempered by the reality of the second. I look forward to hearing your thoughts.

** If you choose to continue in not-for-profit work, this conversation will continue for your entire career.*

Learning Outcomes for Communication 338/Arts Management 300: Fundraising & Institutional Advancement

Upon completion of this course, students will be able to

...understand the crucial role of mission and values in alignment with potential funders.

...articulate the distinctions among annual fundraising and membership campaigns, capital and endowment fundraising efforts, private and government grantseeking.

...conduct basic prospect research of individuals, businesses, and grantmakers (public and private).

...plan, budget and demonstrate the elements of a fundraising campaign and a fundraising event.

...identify appropriate grant sources and prepare basic foundation and government grant applications.*

...adapt fund development programs to a variety of organizational settings.

Learning Outcomes for the Arts Management Major

By the time they complete all major requirements, students will have gained the following competencies:

- Communicate effectively using appropriate technologies for diverse audiences;*
- *Articulate the role of the arts in community development and civic engagement;**
- *Differentiate for-profit and not-for-profit activities in the arts ecology;**
- Plan, evaluate and conduct basic research;*
- Use appropriate theories to understand and solve problems;
- Apply historical perspectives to contemporary issues and practices;*
- Apply principles of ethical decision making in communication contexts;*
- *Apply business and communication skills in support of creative endeavor;**

- *Network effectively with artists and arts management professionals.**
italics = Arts Management-specific outcomes
*outcomes supported by this course

Course Requirements

The final grade will be based upon graded assignments (including a semester project), class participation, final examination, and attendance.

ATTENDANCE IS MANDATORY.

You are entitled to three absences. Illness and excused absences will count against this allowance. All other absences will reduce the final grade by one-third of a letter-grade for each missed class beyond the allowance. (For example, if you earn a B- and have missed three classes – two allowed, plus one other – your final grade would be a C+.)

- If you miss class, you should arrange to get the day's information from a classmate.

1. Class Participation: Active participation in classroom activities is a course requirement and counts for 15% of the final course grade. I may include occasional quizzes as part of class.

- Quality participation requires professional behavior which will include obvious preparation for class, asking pertinent questions, offering relevant comments, taking notes, engaging with guest speakers, participating in classroom discussions, and other activities.

- ***THIS CLASSROOM IS AN ELECTRONICS-FREE ZONE.*** *Much of our work this semester will be done through discussion, so you need to participate fully and listen, not only to me but to your classmates, with respect and full attention.* ALL PERSONAL ELECTRONICS MUST BE TURNED OFF BY THE TIME CLASS STARTS. THE FIRST TIME YOUR PHONE RINGS OR VIBRATES, OR YOU ARE CAUGHT SENDING OR READING A TEXT OR OTHER MESSAGE, YOU WILL BE WARNED. THEREAFTER, YOU WILL BE ASKED TO LEAVE AND MARKED ABSENT FOR THE DAY. LAPTOPS AND TABLETS ARE NOT ALLOWED UNLESS YOU PRODUCE DOCUMENTATION CERTIFYING THAT SUCH A DEVICE IS NECESSARY FOR NOTE-TAKING.

2. Guidelines for Class Discussions: As individuals with diverse experiences and backgrounds, we will not always agree on issues, and our interpretation of the subject matter being discussed will sometimes differ. I expect you to respect the opinions of others while asserting your own.

3. Submission of Assignments: Assignments will be submitted by the beginning of each class period: (1) via the appropriate Dropbox folder on D2L, and (2) by hard copy.

4. Late Assignments: Assignments are due as noted above. The assignment is considered LATE any time after the deadline. NO EXCEPTIONS! Late assignments will automatically lose at least one point (from a maximum of 10) for each weekday until it is turned in. Late assignments must be submitted to me via email, and hard copy may be handed in at my office, CAC 205.

5. Plagiarism and Academic Integrity: From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

For more info: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Note: Submissions via D2L will be automatically screened for plagiarism.

6. Students with Special Needs/Disabilities: Any student who anticipates needing an accommodation based on the impact of a disability (including mental health, chronic or temporary medical conditions) should contact me privately to discuss specific needs.

Students are strongly encouraged to contact the Disability and Assistive Technology Center (DATC) at 715-346-3365 or at datctr@uwsp.edu to seek further assistance.

Students currently registered with DATC may provide their Notice of Accommodation Letters (yellow forms) to me in my office, after class, or via e-mail.

Course Assignments

1. Readings: Students will complete assigned readings prior to each class meeting and come prepared to participate in active discussions. Regular readings are posted on D2L and listed on the syllabus. Additional readings for upcoming class meetings may be added from time to time; students will be notified via e-mail and links will be posted in the appropriate D2L module.

2. Current Fundraising News: You will read daily and/or weekly articles, journals, and blogs related to fundraising, arts, and arts management. You should submit one article/post report each week; you may skip up to TWO reports without penalty. Report format: (a) headline, source, link to article/post; (b) 50-word summary of article; (c) three questions posed by the article and a 50-100-word response to each. Questions may relate to fact (the accuracy of the article, additional information which would be helpful, etc.), interpretation (the impact of the news reported, potential causes or effects, etc.), or larger issues (trends in fundraising, arts management, the larger economy, or society). (See examples posted on D2L.) Reports will be graded on content, quality of writing, spelling, punctuation, and grammar. Each class will begin with a discussion of the week's news; each student should expect to present one news item orally in class and lead the resulting discussion. From time to time, I may post submitted articles on D2L for e-discussion. When notified of such postings, all students are expected to participate in the on-line discussions. *See H&F, Appendix B, pages 147-8.*

3. Written Assignments:

There will be at least 10 written assignments. Assignments will relate to the assigned readings and topics discussed in previous classes. The two lowest grades may be dropped. Written assignments will be graded on content, quality of writing, spelling, punctuation, and grammar.

4. Grant Proposal and Peer Review: (*Under review; some variation will be our final project.*)

Each student will choose one organization from her or his internship experiences. The student will prepare an original grant proposal for this organization according to the current guidelines and application forms of the Wisconsin Arts Board's Creation and Presentation program (on-line link to be supplied). The proposal will be graded on adherence to the guidelines, content, quality of writing, spelling, punctuation, and grammar. Students will then be assigned to one of three groups to review proposals submitted by their fellow students according to the procedures developed for Wisconsin Arts Board (WAB) Peer Review Panels. The Panelists will each read and evaluate the proposals, conduct an "open meeting" in class to discuss and consider them as a group, then to rank and recommend them for funding. The Panelists will be graded on preparation for the "open meeting," understanding of and adherence to the guidelines and procedures, the quality of their presentation and participation during the discussion

and recommendation process.

5. Group Projects: I will divide the class into groups for several projects this semester.

Among them:

(a) Each group will read and discuss two chapters from the textbook (or other readings), then summarize them in a 10-minute presentation to the class on the day that reading is due to be discussed. The group may choose the nature of the presentation, and may choose to include a one-question quiz for the rest of the class.

(b) Our textbook is an excellent one, but it was last revised before the turn of the 21st Century. It is therefore deficient in one significant area: **E-Fundraising**. Each group will research an aspect of e-fundraising and report on it on November 3.

6. Final Exam Monday, December 21, 10:15am-12:15pm.

Grading

Grade Distribution

15% Class Participation (including quizzes)

15% FR News Reports

10% Event Attendance Report

15% Written Assignments

15% Grant Proposal and Peer Review Panel

10% Group Project

10% Semester Project

10% Final Exam

Extra Credit: From time to time, optional and supplementary work and voluntary opportunities for earning extra credit will be announced in class only.

Grading Scale

A

93-100

A -

90-92

B+

87-89

B

84-86

B -

80-83

C+

77-79

C

74-76
C -
70-73
D+
67-69
D
60-66
F
Below 60

Class Timeline

Please note that classes and assignments may be reordered to take advantage of guest speaker availability and other opportunities for course enhancement.

For models of written assignments, see H&F Appendix K, pages 183-244.

WEEK 1: WELCOME, COURSE ORIENTATION, FUNDRAISING BASICS

WED, SEPTEMBER 7

Assignment (due SEP 14): FR News Report #1. *See H&F App B (147) & D (156)*

Reading Assignment: H&F Introduction, Chapters 1 and 2

Written Assignment (due SEP 12): Complete H&F page 245, Chapter 1, Item II.a.

Group Assignment: Research & Report on E-Fundraising Techniques

WEEK 2: INSTITUTION BUILDING, LEADERSHIP

MON & WED, SEPTEMBER 12 & 14

Assignment (due SEP 21): FR News Report #2.

Reading Assignment: H&F Chapter 3

Written Assignment (due SEP 19): Complete H&F page 246, Chapter 3, Item II.a.

WEEK 3: ANNUAL CAMPAIGNS 1

MON & WED, SEPTEMBER 19 & 21

GUEST SPEAKER: Tyler Krueger, UWSP Assistant Men's Hockey Coach (21st)

Assignment (due SEP 28): FR News Report #3.

Reading Assignment: TBA

Written Assignment (due SEP 26): Complete H&F page 246, Chapter 3, Item II.b.

WEEK 4: ANNUAL CAMPAIGNS 2

MON & WED, SEPTEMBER 26 & 28

Assignment (due OCT 5): FR News Report #4.

Reading Assignment: H&F Chapter 4 and H&F Appendix J

Written Assignment: Complete H&F page 246, Chapter 4, Item II. a or b.

****EXTRA CREDIT OPPORTUNITY****

Friday, September 30

*Bolz Center for Arts Administration Collegium: **The Psychology of Philanthropy**
Wisconsin School of Business, UW-Madison*

WEEK 5: BUSINESSES

MON & WED, OCTOBER 3 & 5

Assignment (due OCT 12): FR News Report #5.

Reading Assignment: H&F Chapter 5

Written Assignment (due OCT 10): Complete H&F page 247, Chapter 5, Item II.a.

****EXTRA CREDIT OPPORTUNITY****

Friday, October 7

Entertainment Law Symposium

University of Wisconsin Law School, UW-Madison

WEEK 6: FOUNDATIONS

MON & WED, OCTOBER 10 & 12 (COMM WEEK SPEAKERS)

Assignment (due OCT 19): FR News Report #6.

Reading Assignment: H&F Chapter 6

Written Assignment (due OCT 17): Complete H&F page 247, Chapter 6, Item II.a.

WEEK 7: INDIVIDUALS 1

MON & WED, OCTOBER 17 & 19

Assignment (due OCT 26): FR News Report #7.

Reading Assignment: TBA

Written Assignment (due OCT 24): Complete H&F page 247, Chapter 6, Item II.b.

WEEK 8: INDIVIDUALS 2

MON & WED, OCTOBER 24 & 26

Assignment (due NOV 2): FR News Report #8.

Reading & Written Assignment: Complete E-Fundraising Group Reports

WEEK 9: INDIVIDUALS 3: E-FUNDRAISING (group reports)

MON & WED, OCTOBER 31 & NOVEMBER 2

GUEST SPEAKER: LAURA LAMANSKY (via Skype)

Assignment (due NOV 9): FR News Report #9.

Reading Assignment: H&F Chapter 7, Read Wisconsin Arts Board Creation & Presentation Guidelines;

Written Assignment (due NOV 7): Complete H&F page 247, Chapter 7, Item II.a.

WEEK 10: GOVERNMENT

MON & WED, NOVEMBER 7 & 9

Assignment (due NOV 16): FR News Report #10.

Reading Assignment: H&F Chapter 8

Written Assignment (due NOV 14): Complete H&F page 248, Chapter 8, Items II. a *and* b.

WEEK 11: SPECIAL EVENTS

MON & WED, NOVEMBER 14 & 16

GUEST SPEAKERS?

Assignment (due NOV 24): FR News Report #11.

Reading Assignment: Review Grant Proposal as Distributed in Class

Written Assignment: Prepare a Peer Panelist Summary of the Grant Proposal

WEEK 12: PEER REVIEW PROCESS

MON & WED, NOVEMBER 21 & 23

GUEST SPEAKER: KAREN GOESCHKO, Wisconsin Arts Board

Assignment (due NOV 30): Arts News Report #12.

Reading Assignment: H&F Chapter 9

Written Assignment (due NOV 30): Complete H&F page 248, Chapter 9, Item II.b.

HAPPY THANKSGIVING!

WEEK 13: CAPITAL AND ENDOWMENT CAMPAIGNS 1

MON & WED, NOVEMBER 28 & 30

Assignment (due DEC 7): FR News Report #13.

Reading Assignment: H&F Conclusion (page 141)

Written Assignment (due DEC 5): Complete H&F page 248, Chapter 9, Item II.a.

WEEK 14: CAPITAL AND ENDOWMENT CAMPAIGNS 2

MON & WED, DECEMBER 5 & 7

Assignment (due DEC 14): FR News Report #14.

Group Assignment: Prepare Final Project Report for Presentation

WEEK 15: PROJECT PRESENTATIONS

MON & WED, DECEMBER 12 & 14

Final Exam: FRIDAY, DECEMBER 16, 2:45-4:45pm

This syllabus is subject to change.