

**Chaminade University**  
**EDUC 754**  
**Development for Catholic Schools**  
**Catholic Cohort**  
**Fall 2015**

**Course Schedule**

**Quarter:** Fall 2015

**Method of Instruction:** This will be a hybrid course utilizing both the technology tools of eCollege and face-to-face instruction. The class will meet Thursdays from 5:00 – 9:00 pm on the following dates:

**Classroom:** October 8, October 22, November 5, November 19, and December 10, 2015

**Course location:** Brogan Hall Room 102 and Online

**Instructor Contact Information**

Course Instructor: John Ciambrone, M.Ed., CFRE

Office: None

Phone: 805-570-3586

E-Mail: john.ciambrone@adjunct.chaminade.edu

**Course Description**

The course will explore the fundamentals of fundraising including an overview of fundraising, developing an integrated fundraising program, and marketing for success, building and sustaining relationships, securing the gift, involvement of volunteers in your fundraising program, management, and accountability.

**Course Objectives & Learning Outcomes**

1. Understand the role of development within a school setting and the impact it can have on furthering the mission.
2. Know and be able to articulate the primary ways funds are raised; annual giving, capital campaigns, special events, and planned giving.
3. Understand the key components of a development program including identifying prospects, research, cultivation, securing the gift, and stewardship.

4. Understand the role of marketing and communication including creating a vision statement, mission statement, case for support, and case statement.
5. Understand the value and challenges in engaging volunteers in your fundraising program.
6. Managing a development office including budgeting, records management, program evaluation, and the roles and responsibilities of staff and key leaders.
7. A brief review of accountability, basic legal requirements, and fundraising ethics in practice.
8. Create an annual development plan.

**Required Text:** Conducting A Successful Fundraising Program by Kent E. Dove.

### Course Schedule and Topics

Date	Topic	Assignments/Reading
10/8/15  In class room	<p>Overview of Fundraising including the important role philanthropy plays in organizations and key motivations as to why people give.</p> <p>Developing an integrated fundraising program including discussion of vision/mission statement, types of fundraising campaigns, and the importance of an annual campaign.</p>	
10/15/15	Off week assignments	<p>Interview a development director in a school setting. Utilizing the outline provided provide a review of the school's fundraising program, what they are doing well and what they could do better, and outline any learnings that could be used with your development department. Collect any fundraising materials available including a case statement. (50 points)</p> <p>Review 3 websites for vision/mission statements and review any fundraising material on the web site. Write a one page review for each site. (50 points)</p> <p><b>Written Reports must be posted on eCollege by 10/15.</b></p> <p>Read Chapters Intro, 1, 2 &amp; 3 in "Conducting A successful Fundraising Program"</p>
10/22/15  In class room	Understanding the fundraising cycle, identifying and researching prospective donors, building and sustaining relationships with current and prospective donors, marketing, informing your stakeholders about your	Read chapters 10, 11, 12, & 14 in "Conducting a Successful Fundraising Program."

	organization.	
10/29/15	Off week assignment	<p>Write a casement for your organization that clearly articulates the need for financial support, both annual and capital. (50 points)</p> <p>Create a solicitation letter for an annual campaign, and a thank you letter for a gift received. (50 points)</p> <p><b>Post on eCollege by 10/29/15.</b></p>
11/5/15 In class room	<p>Securing the gift, making the appointment, solicitation strategies and techniques.</p> <p>Roles of volunteers in fundraising, building a fundraising board, recruiting, motivating, and education volunteers.</p>	Read chapters 4 & 5 in "Conducting a Successful Fundraising Program".
11/12/15	Off week assignment	<p>Interview an Alumni Relations Officer and write a report on the activities of the alumni program for that school, i.e., cultivation/engagement activities, communications methods, frequency, solicitation strategies, and other pertinent information. (75 points)</p> <p>Create a newsletter for all of your constituents. (25 points)</p> <p><b>Post on eCollege by 11/12/15</b></p>
11/19/2015 In class room	<p>Managing a development office, including budgeting, gift processing, key roles. basic legal requirements, ethics in fundraising.</p> <p>Approaching corporations &amp; foundations, using paid solicitors and consultants.</p>	Read chapters 15, 18, & 19 in "Conducting a Successful Fundraising program".
12/3/2015	Off week assignment	<p>Develop an Annual Financial Development plan in PowerPoint format to present to the class on 12/10/15.</p> <p>(100 points)</p>
12/10/2015 In class room	Plan presentations	
12/17/2015	Off week assignment	<p>Final revisions to your development plans based on class and instructor's feedback.</p> <p><b>Final plan posted to eCollege by 12/17/2015</b></p>

## **Required Course Text/Resources**

- *Conducting A Successful Fundraising Program* by Kent E. Dove, Jossey-Bass, 1st edition, John Wiley & Sons, ISBN-0-7879-5352-0

## **Assignments and Participation**

Off week assignments (Individual) – (400 points) – As outlined above.

Participation Evaluation (Group) -- (100 points) Participation will be evaluated by in-class attendance, and occurrence of input, questioning, and discussion each week involving and engaging classmates in discussion. Homework is necessary each week to support participation. Based on only 5 classroom sessions, all are mandatory.

Students are expected to attend regularly all courses for which they are registered. Students should notify their instructor when illness prevents them from attending class, and make arrangements to complete missed assignments. Notification may be done by calling or by sending an email to the instructor. Any student who stops attending a course without officially withdrawing may receive a failing grade.

## **Assessment and Grading**

### **Grading Scale:**

Individual grade totals will be computed at the end of the semester based on the following Chaminade University of Honolulu grading scale.

A	90%-100%
B	80%-89.99%
C	65%-79.99%
F	Below 65%

## **Course Expectations and Policies**

The highest caliber of writing, presentation, class interaction, and delivery of work is expected. Preparation and active participation per session is a requirement. Work should reflect what a professional would turn in to communicate in the real business environment.

## **Class Presenters and Visitors**

Depending upon schedules and acceptance, current professionals in the industry may speak to the class to share perspectives and insights. Students are expected to engage the professionals with questions and discussion that apply the course material and treat the presenters and visitors with the highest level of professionalism.

## **Academic Honesty**

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism. Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendation to the Business School Dean. Consequences for academic dishonesty may range from an “F” grade for the work in question to an “F” grade for the course to suspension or dismissal from the University.

## **Students with Disabilities**

Chaminade University provides reasonable accommodations for individuals with a disability in compliance with the Americans with Disabilities Act (ADA) of 1990. If you would like to know if you qualify for ADA accommodations, please contact our Counseling Center at 808-735-4845. Current appropriate documentation will be required for determination of accommodation eligibility.

## **Characteristics of a Marianist Education**

The following are characteristics of the approach to education engaged at Marianist schools, including Chaminade University:

- Educate for formation in faith
- Provide an integral quality education
- Educate in family spirit
- Educate for service, justice and peace
- Educate for adaptation and change

## **Instructor Background Information**

John Ciambrone has over 35 years of experience in nonprofit management and fund development. Currently he is Senior Vice President and Regional Director for Netzel Grigsby Associates. Established in 1985, NETZEL GRIGSBY ASSOCIATES is a leading management and consulting firm specializing in fundraising and organizational development with not-for-profit organizations.

As a member of NETZEL GRIGSBY ASSOCIATES' California Central Coast region, John partnered with a wide variety of nonprofits ranging from educational and religious institutions to health care, human service and youth organizations, and guided them to achieve their goals. Clients have included Marian Regional Medical Center Foundation, French Hospital Medical Center Foundation, Museum of Ventura County, Santa Barbara Neighborhood Clinics, Santa Barbara Botanic Garden, La Casa de Maria Retreat & Conference Center, Boys & Girls Club of Santa Barbara, Girl Scouts of the Central Coast, First Presbyterian Church of Santa Barbara, Santa Barbara City College, and Lompoc District Public Libraries.

Prior to joining NETZEL GRIGSBY ASSOCIATES, John served as president and CEO of the Channel Islands YMCA in Santa Barbara, where he provided leadership for three separate capital campaigns which collectively raised \$14.6 million. During the same time period, annual fundraising increased by 78% to \$1.3 million.

Since moving to Hawaii in 2012, John has been active in AFP Aloha Chapter serving on the board and as Vice President of Education and currently is serving as the Chapter's first director.

## **Guidelines for Communication**

### **Library**

If you need additional resources: ([www.chaminade.edu/library](http://www.chaminade.edu/library))

### **Technical Support**

For technical questions contact the Chaminade eCollege help desk at [helpdesk@chaminade.college.com](mailto:helpdesk@chaminade.college.com), or call toll free at 866-647-0654.

### **eCollege Account Support**

For eCollege account support email [jnakason@chaminade.edu](mailto:jnakason@chaminade.edu) or call 808-739-8327.

### **Course Website Address**

<http://chaminade.college.com>

