



Course Call Number: ACM 467

Course Title: Development and Fundraising for Arts and Cultural Management

Term & Year: SS19

Instructor: Dionne O'Dell

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Office Hours: TU 12:30-2:30 PM W 11AM-12 PM

COURSE INFORMATION

Course Location and Time

219 Berkey Hall

Description and Prerequisites

ACM 467 IS AN IN-DEPTH STUDY OF FUNDRAISING STRATEGIES FOR ARTS AND CULTURAL ORGANIZATIONS. TOPICS COVERED WILL BE METHODS FOR CULTIVATING DONORS/INDIVIDUAL, CORPORATE, FOUNDATION, AND GOVERNMENT SUPPORT, INCLUDING THE WRITING OF GRANT PROPOSALS AND REPORTS. OTHER TOPICS INCLUDE ETHICS AND ACCOUNTABILITY, SOLICITATION AND ACKNOWLEDGEMENT, AND ENGAGING WITH A BOARD OF DIRECTORS AND VOLUNTEER BASE.

Textbooks and Required Materials

1. Prince, Russ Alan & File, Karen Maru. *The Seven Faces of Philanthropy*, Jossey-Bass, John Wiley & Sons, Inc., San Francisco, CA: 1994. ISBN 978-0-7879-6057-5
2. Tempel, Eugene R., Seiler, Timothy L., Burlingame, Dwight F.. *Achieving Excellence in Fundraising*. Fourth Edition. John Wiley & Sons. Hoboken, New Jersey: 2016. ISBN 978-111-885-3825
3. Howlett, Susan & Bourque, Bourque, M.Ed., GPC. *Getting Funded The Complete Guide to Writing Grant Proposals*. 6th Edition. Word & Raby Publishing, Seattle, Washington: 2016. ISBN 978-0-9842772-5-4



Technology Requirements

Access to Internet

COURSE OUTCOME & OBJECTIVES

BY THE END OF THIS COURSE STUDENTS WILL BE ABLE TO:

- IDENTIFY AND ANALYZE COMMON PROFILES OF PHILANTHROPISTS
- EVALUATE SOURCES OF GOVERNMENT, CORPORATE, INDIVIDUAL & FOUNDATION FUNDING
- RESEARCH FUNDING PROSPECTS
- EXPLAIN FUNDRAISING CODE OF ETHICS AND RESPONSIBILITIES TO DONORS
- CREATE DONOR PROGRAMS
- UNDERSTAND THE ROLE OF A DEVELOPMENT PROFESSIONAL IN BOARD RELATIONS
- WRITE SOLICITATION AND ACKNOWLEDGEMENT MATERIALS
- WRITE A GRANT PROPOSAL
- EVALUATE GRANT PROPOSALS
- IMPROVE ANALYTICAL WRITING, PRESENTATION, AND DISCUSSION SKILLS

CLASS SCHEDULE

Note: this schedule is subject to change at the discretion of the instructor.

Week	Date	Topics	Assignments
1	1/8	Inventory, Expectations, Syllabus	Pre-course Survey Activity
	1/10	Overview of Development & Fundraising <i>Guidelines for Development Interview Papers & Presentations</i>	Read The Seven Faces of Philanthropy Intro- Chapter 2
2	1/15	The Seven Faces Intro- Chapter 2	Read The Seven Faces of Philanthropy Chapters 3-5
	1/17	The Seven Faces Chapters 3-5 Quiz 1	Read The Seven Faces of Philanthropy Chapters 6 & 7
3	1/22	The Seven Faces Chapters 6 & 7	Read The Seven Faces of Philanthropy Chapters 8- Conclusion
	1/24	The Seven Faces Chapters 8- Conclusion Quiz 2	Read Achieving Excellence Chapters 3-5
4	1/29	AE Chapters 3-5: Context for Fundraising/ Donor Activity	Read Achieving Excellence Chapter 7
	1/31	AE Chapter 7: Donor Research & Database Management Quiz 3	Read Achieving Excellence Chapter 8
5	2/5	AE Chapter 8: Corporate Sponsorship	Read Achieving Excellence Chapter 9
	2/7	AE Chapter 9: Foundation Giving Quiz 4	Read Achieving Excellence Chapters 17 & 18



Michigan State University College of Arts and Letters
Arts and Cultural Management Program

6	2/12	AE Chapters 17 & 18: Annual Giving & Major Gifts	Read Achieving Excellence Chapters 19 & 20
	2/14	AE Chapters 19 & 20: Capital Campaigns & Planned Giving Development Interview Papers DUE	Read Achieving Excellence Chapters 21-23
7	2/19	AE Chapters 21-23: Managing the Fundraising Process	Read Achieving Excellence Chapters 26-29
	2/21	AE Chapters 26-29: Art of Solicitation <i>Guidelines for Solicitation & Acknowledgement Letters</i> Quiz 5	Work on Solicitation & Acknowledgement Letters
8	2/26	Midterm Review *Solicitation & Acknowledgement Letters DUE	Study for Midterm
	2/28	Midterm	
9		SPRING BREAK	Read Achieving Excellence Chapters 34 & 35
10	3/12	AE Chapters 34 & 35: Ethics and Accountability	Read Achieving Excellence Chapters 31-33
	3/14	Development Interview Presentations AE Chapters 31-33: Board & Volunteer Relations Quiz 6	
11	3/19	Development Interview Presentations Government Support <i>Grant Writing Project Guidelines</i>	Read Getting Funded Chapters 2 & 3
	3/21	Development Interview Presentations GF Chapters 2 & 3: Defining Need & Project Design Quiz 7	Read Getting Funded Chapters 8 & 9
12	3/26	Development Interview Presentations GF Chapters 8 & 9: Preparing to Write & Need Statement	Read Getting Funded Chapters 10 & 11
	3/28	Development Interview Presentations GF Chapters 10 & 11: Project Description & Evaluation	Read Getting Funded Chapter 12
13	4/2	Development Interview Presentations GF Chapter 12: Project Budget	Work on Grant Application
	4/4	Development Interview Presentations Grant Writing Work Day	Work on Grant Application



14	4/9	Guest Speaker- Emily Sutton Smith, Williamston Theatre/Grant Writing Work Day	Work on Grant Application
	4/11	Grant Writing Work Day	Work on Grant Application
15	4/16	Guest Speaker- Chad Badgero, MCACA/Grant Writing Work Day	Work on Grant Application
	4/18	Grant Writing Work Day	Work on Grant Application
16	4/23	Grant App. Panel Review Activity *Final Grant Applications Due	
	4/25	Grant App. Review Panel Activity	

Final Exam: Friday, May 3, 2019 7:45am - 9:45am in 219 Berkey Hall

****PLEASE NOTE THERE IS NO FINAL EXAM- THE GRANT APPLICATION SERVES AS THE FINAL**

Expected hours of preparation or work per week: You should expect to spend a minimum of 10 hours in reading, writing, research and other academic tasks per week.

ASSIGNMENT & ASSESSMENTS

Assessment	Weight
Attendance & Participation	300
Development Interview Paper	50
Development Interview Presentation	50
Midterm	200
Solicitation & Acknowledgement Letters	50
Quizzes/In Class Activities	100
Grant Application	200
Grant Panel Review Activity	50
Total	1000 points

Assignments are due when noted on the syllabus and projects or materials must be turned in at the ***start of class*** on that due date. **Assignments will NOT be accepted after the due date without advance instructor approval.**

INSTRUCTOR POLICIES

Class Participation

I expect you to attend every class. You are responsible for completing all of the required assignments. I expect all students to participate in class discussions, contributing ideas and perspectives on topics. All your work should incorporate aspects or issues addressed in class in relation to your personal or professional interests.



You are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that everyone has an opportunity to gain from time spent in class, unless otherwise approved by the instructor, you are prohibited from using cellular phones to check your email or surf the internet, update your social networking sites, or play games. You may not eat or drink during class, make offensive remarks, read newspapers or magazines, sleep or engage in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class, which will be counted as an unexcused absence. Your demeanor in class should be no less than the professional standards of conduct expected in the setting of a cultural arts organization.

Attendance Policy

- **General University Attendance Policy-** This policy states in part: "No person is allowed to attend a class unless officially enrolled on a credit or non-credit basis with the appropriate fees paid...It is the responsibility of the instructor to define the policy for attendance at the beginning of the course."
- Attendance is mandatory. Students are allowed one absence before their grades will be affected. After the first absence the grade will be reduced by .25 of a grade point with each occurrence.
- If you are more than 10 minutes late to class it will count as an absence after the 1st occurrence.
- A medical emergency *may* change these policies based on the individual's situation.
- Absences from class require 24 hours' notice to instructor when possible, except in the case of emergency.

Late Work/Make-Up Work Policy

Late work is not accepted apart from proof of an acceptable mitigating circumstance: serious illness requiring hospitalization or other medical attention, death of a family member (parent, spouse, child, sibling, grandparent), or other circumstance if approved by the instructor.

Extra Credit Policy

Extra credit is not available except in extraordinary circumstances and only by advance permission of the instructor.

Grading

Grades will represent the following levels of achievement:

- 925 – 1000 points = 4.0
- 875 – 924 points = 3.5
- 825 – 874 points = 3.0
- 775 – 824 points = 2.5
- 725 – 774 points = 2.0
- 675 – 724 points = 1.5
- 600 – 674 points = 1.0
- 000 – 599 points = 0.0

UNIVERSITY & DEPARTMENT POLICIES

Use of Social Media: As members of a learning community, students are expected to respect the intellectual property of course instructors. All course materials presented to students are the copyrighted property of the course



instructor and are subject to the following conditions of use:

1. Students may not record lectures or any other classroom activities without express written permission of the instructor. If permission is granted, students may only use the recordings only for their own course-related purposes.
2. Students may not share the recordings with other students enrolled in the class. Sharing is limited to using the recordings only for their own course-related purposes.
3. Students may not post the recordings or other course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor and, if applicable, any students whose voice or image is included in the recordings.
4. Any student violating the conditions described above may face academic disciplinary sanctions. For more information see <http://acadgov.msu.edu/>

Teaching and Learning: Student Responsibilities

1. **Academic Honesty:** Article 2.3.3 of the [Academic Freedom Report](#) states: "The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards." In addition, **The College of Arts and Letters** adheres to the policies on academic honesty as specified in General Student Regulations 1.0, *Protection of Scholarship and Grades*; the all-University Policy on *Integrity of Scholarship and Grades*; and Ordinance 17.00, Examinations. (See [Spartan Life: Student Handbook and Resource Guide](#) and/or the MSU Web site: www.msu.edu.)

Therefore, unless authorized by your instructor, you are expected to complete all course assignments, including homework, lab work, quizzes, tests and exams, without assistance from any source. You are expected to develop original work for this course; therefore, you may not submit course work you completed for another course to satisfy the requirements for this course. Also, you are not authorized to use the www.allmsu.com Web site to complete any course work in **this course** Students who violate MSU academic integrity rules may receive a penalty grade, including a failing grade on the assignment or in the course. Contact your instructor if you are unsure about the appropriateness of your course work. (See also <http://www.msu.edu/unit/ombud/dishonestyFAQ.html>)

2. **Accommodations for Students with Disabilities** (from the *Resource Center for Persons with Disabilities (RCPD)*): Michigan State University is committed to providing equal opportunity for participation in all programs, services and activities. Requests for accommodations by persons with disabilities may be made by contacting the Resource Center for Persons with Disabilities at 517-884-RCPD or on the web at rcpd.msu.edu. Once your eligibility for an accommodation has been determined, you will be issued a verified individual services accommodation ("RISA") form. Please present this form to the instructor at the start of the term and/or two weeks prior to the accommodation date (test, project, etc.). Requests received after this date will be honored whenever possible.
3. **Drops and Adds:** The last day to add this course is the end of the first week of classes. The last day to withdrawal from the University for this semester with full refund can be found here: <https://reg.msu.edu/roinfo/calendar/academic.aspx>. You should immediately make a copy of your amended schedule to verify you have added or dropped this course. The last day to withdrawal from the University for this semester with no grade reported can be found here: <https://reg.msu.edu/roinfo/calendar/academic.aspx>.
4. **Commercialized Lecture Notes:** Commercialization of lecture notes and university-provided course materials is not permitted in this course. **



5. **Attendance:** Students whose names do not appear on the official class list for this course may not attend this class. Students who fail to attend the first four class sessions or class by the fifth day of the semester, whichever occurs first, may be dropped from the course.
6. **Internet:** Some professional journals will not consider a submission for publication if the article has appeared on the Internet. Please notify your instructor in writing if you do not want your course papers posted to the course Web site.
7. **Grief Policy:** Michigan State University is committed to ensuring that the bereavement process of a student who loses a family member during a semester does not put the student at an academic disadvantage in their classes. If you require a grief absence, you must notify your Associate Dean via the "Grief Absence Request" prior to leaving campus. Your Associate Dean will notify me and I will work with you to make appropriate accommodations so that you are not penalized due to a verified grief absence.
8. **Religious Observance:** From Provost Youatt, "It is the responsibility of those students who wish to be absent due to religious observance to make arrangements in advance with their instructors. ... As an institution, we are committed to the value of inclusion, and so our practices must conform to our commitments. I am confident that working together we can continue to build an environment that supports and fosters diversity and inclusiveness." Additional information on MSU's Religious Observance policy can be found on the website of the Office of Inclusion and Intercultural Initiatives, <http://www.inclusion.msu.edu/diversityandinclusion/ReligiousObservance.html>
9. **Students with Disabilities:** I am available to discuss appropriate academic accommodations that you may require as a student with a disability. Requests for academic accommodations need to be made during the first week of the semester, so arrangements can be made. Students with a disability should contact the Resource Center for Persons with Disabilities (RCPD), 120 Bessey Hall, 517/353-9642 or TTY 517/355-1293. The *University's Disability/Reasonable Accommodations Policy* is available on the web at www.rcpd.msu.edu.
10. **Integrity of Scholarship and Grades:** The principles of truth and honesty are recognized as fundamental to a community of teachers and scholars. The University expects that both faculty and students will honor these principles and in so doing protect the validity of University grades. This means that all academic work will be done by the student to whom it is assigned, without unauthorized aid of any kind. (See General Student Regulation 1.00, Scholarship and Grades, for specific regulations.) Instructors, for their part, will exercise care in the planning and supervision of academic work, so that honest effort will be positively encouraged. Please refer to General Student Regulation 1.00, Protection of Scholarship and Grades at: www.msu.edu/unit/ombud/RegsOrdsPolicies.html.
11. **Disruptive Behavior:** Article 2.3.5 of the [Academic Freedom Report](#) (AFR) for students at Michigan State University states: "The student's behavior in the classroom shall be conducive to the teaching and learning process for all concerned." Article 2.3.10 of the [AFR](#) states that "The student has a right to scholarly relationships with faculty based on mutual trust and civility." [General Student Regulation 5.02](#) states: "No student shall...interfere with the functions and services of the University (for example, but not limited to, classes...) such that the function or service is obstructed or disrupted. Students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action through the Student Faculty Judiciary process.

****Note:** The Code of Teaching Responsibility requires instructors who permit students to commercialize their class lecture notes to include a statement in their course syllabi that gives such permission. Absent such permission, students may not do so.

Integrity of Scholarship and Grades

This policy is located in the Academic Programs catalog

<https://www.reg.msu.edu/AcademicPrograms/Text.asp?Section=112#s534>

Spartan Code of Honor

"As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do." For more information visit: honorcode.msu.edu.

STUDENT RESOURCES



Library Services

The MSU Libraries offer many ways to receive research help. See <http://www.lib.msu.edu/>

Center for Writing

The Writing Center offers student writing support for both undergraduate and graduate students, featuring online and in-person resources. See [h http://writing.msu.edu/](http://writing.msu.edu/)

Document Formatting

All written materials and assignments must be typewritten or word-processed utilizing the following format. NO handwritten papers will be accepted.

- MLA Style Guide
- 1-inch margins
- Times New Roman, size 12
- Double spaced
- Heading: your full name, the date, and the assignment title at the top of the first page
- Correct use of citations, if applicable
- Included illustrations, if any, must be located at the end of the document (not in line with text), accompanied by correct citations, and DO NOT count towards total page length of the assignment.

Discussion Guidelines

1. Comments should address the idea under discussion, not the person who proposed the idea.
2. Every evaluative statement should be accompanied by a rationale.
“ _____ [specific aspect] was _____ [good/bad/other value judgment] because _____ [rationale or criterion].”
3. Use disciplinary-specific vocabulary whenever possible.
4. If commenting on a fellow student’s paper or presentation, lead with a positive statement before offering a negative criticism. “I liked ___ because _____, but I don’t think that your _____ was as successful because _____.”

Discussion is among the most important activities in any class, so your attention should remain undivided. Absolutely, positively no electronic devices may be used during class. **Electronics must be powered off, unless you have a unique personal reason for which you have received prior approval by the instructor.**