

Syllabus: MAS650 Ministry Fundraising and Development

Course Overview

Course Instructor

Name	Rev. Ray Nelson
Virtual Office Hours	By Appointment
Telephone	612-281-1659 evening or 502-583-5559 x11 day
E-Mail	revray@unityoflouisville.org
Response Time Policy	Within 24 hours of call or email unless otherwise indicated through automatic message

Course Description

Development of ministries requires funding, so it is important for ministers to have some understanding of effective fundraising methods. Students will explore the application of research, technology and Unity Principles to fundraising and development. The course provides an overview of a wide range of topics, including: the history, philosophy and ethics of development; goal setting, priorities, timelines, leadership and communication; and creating strategic and operational plans based on organizational vision. Ideas and principles for Annual Giving and Capital Campaigns are also explored. Students will be exposed to elements of cultivating and effectively using individual major and Leadership Gifts and Planned and Estate Gifts.

Course Learning Objectives

By the end of the course, learners will be able to:

- Understand the history and philosophy in fundraising and the current trends nonprofit giving
- Current research, resources, and technology to assist in fundraising
- Understand the ethics concerns, donors bill of rights, and best communication strategies
- Understand the different types of fundraising and how they support the mission and strategic plan of the organization
- Understand and be able to communicate the spiritual/Unity teachings concerning fundraising and development

- Understand how fundraising supports the budgetary and strategic planning process in forwarding the vision and mission of the organization

Required Book

- Christopher, J. Clif. *Not Your Parents' Offering Plate—A New Vision for Financial Stewardship*, Abingdon Press 2015.
- Temple, Eugene R. and Seiler, Timothy L. *Achieving Excellence in Fundraising (Essential Texts for Nonprofit and Public Leadership Management)*. Jossey-Bass 2016

Recommended Books

- Burk, Penelope, *Donor Centered Fundraising*, Burk Associates Publishing, 2003.

Recommended Readings/Websites

- National Council of Nonprofits <https://www.councilofnonprofits.org/>
- Lilly Family School of Philanthropy <https://philanthropy.iupui.edu/>
- The Chronicle of Philanthropy <https://www.philanthropy.com/>
- Philanthropy Daily <https://www.philanthropydaily.com/>
- The Philanthropy Journal <https://philanthropyjournal.org/>
- The History of Modern Philanthropy <http://www.historyofgiving.org/>
- Pew Research <http://www.pewforum.org/religious-landscape-study/attendance-at-religious-services/>
- <http://www.pewforum.org/2015/11/03/u-s-public-becoming-less-religious/>
- Unity Worldwide Ministries Branding Survey
<file:///C:/Users/WS7/Downloads/brandingSurveyResultsUnity.pdf>
- Boomerang <https://boomerang.co/>
- Donorsearch.net <http://www.donorsearch.net/>

Data Base Tools

- Donor Perfect <https://www.donorperfect.com/>
- The Raiser's Edge <https://www.blackbaud.com/fundraising-and-relationship-management/raisers-edge-nxt>
- The Financial Edge <https://www.blackbaud.com/nonprofit-accounting-software/financial-edge-nxt>

Live Collaborate Class Sessions

All times Central Time (CT) Zone

January 2018

1. Friday, January 11 – 7:00 to 8:30 p.m. CT
2. Friday January 18 - 7:00 to 8:30 p.m. CT

3. Friday January 25 - 7:00 to 8:30 p.m. CT

February 2018

4. Friday February 1 - 7:00 to 8:30 p.m. CT

5. Friday February 8 - 7:00 to 8:30 p.m. CT

6. Friday February 15 - 7:00 to 8:30 p.m. CT

7. Friday February 2 - 7:00 to 8:30 p.m. CT

March 2018

8. Friday March 1 - 7:00 to 8:30 p.m. CT

9. Friday March 8 - 7:00 to 8:30 p.m. CT

10. Friday March 15 - 7:00 to 8:30 p.m. CT