Syllabus: MAS650 Ministry Fundraising and Development

Course Overview

Course Instructor

Name
Rev. Ray Nelson

Virtual Office Hours
By Appointment

Telephone
612-281-1659

E-Mail
Rnelsonplhw2@gmail.com or rnelson@unity.org

Response Time
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


200 Unity Circle North, Suite A, Lee’s Summit, MO 64086  816.524.7414  www.uwsi.org / www.unityworldwideministries.org

Recommended Books

Recommended Readings/Websites
• National Council of Nonprofits [https://www.councilofnonprofits.org/](https://www.councilofnonprofits.org/)
• Lilly Family School of Philanthropy [https://philanthropy.iupui.edu/](https://philanthropy.iupui.edu/)
• Philanthropy Daily [https://www.philanthropydaily.com/](https://www.philanthropydaily.com/)
• The Philanthropy Journal [https://philanthropyjournal.org/](https://philanthropyjournal.org/)
• Unity Worldwide Ministries Branding Survey
• Boomerang [https://bloomerang.co/](https://bloomerang.co/)
• Donorsearch.net [http://www.donorsearch.net/](http://www.donorsearch.net/)

Data Base Tools
• Donor Perfect [https://www.donorperfect.com/](https://www.donorperfect.com/)

Live Collaborate Class Sessions
*All times Central Time (CT) Zone*

**January 2022**
1. Friday, January 7 – 7:00 to 8:30 p.m. CT
2. Friday January 14 - 7:00 to 8:30 p.m. CT
3. Friday January 21 - 7:00 to 8:30 p.m. CT
4. Friday January 28 – 7:00 to 8:30 p.m. CT

**February 2022**
4. Friday February 4 - 7:00 to 8:30 p.m. CT
5. Friday February 11 - 7:00 to 8:30 p.m. CT
6. Friday February 18 - 7:00 to 8:30 p.m. CT
7. Friday February 25 - 7:00 to 8:30 p.m. CT

**March 2022**
8. Friday March 4 - 7:00 to 8:30 p.m. CT
9. Friday March 11 - 7:00 to 8:30 p.m. CT